# Labubu craze sweeps London with fans queuing for rare figurines



Last weekend witnessed the peak of the Labubu craze in London, as fans of the plush toys eagerly gathered to purchase the highly sought-after figurines following a much-anticipated restock at Pop Mart's Oxford Circus store. Labubu dolls, created by Hong Kong artist Kasing Lung, are distinctive for their elfish appearances marked by wide eyes, sharp teeth, and pointed ears, blending a playful yet fierce aesthetic.

Pop Mart, a Chinese toy retailer catering primarily to adult collectors, exclusively manufactures Labubu figurines. The company reported a significant revenue increase to $1.8 billion in 2024, largely driven by the Labubu collection's global popularity. Following their Instagram announcement of a restock at their Oxford Circus location, long queues formed early on Saturday, 25 April, with customers reportedly waiting up to five hours to secure new designs. Videos shared on TikTok illustrated the enthusiasm, showing crowds outside the brightly lit store.

Originally gaining recognition in Southeast Asian countries including Singapore, Indonesia, Thailand, and Vietnam, Labubu dolls have spread internationally, boosted by social media platforms such as TikTok and celebrity endorsements. This phenomenon has made the collection a prominent part of the expanding "kidult" market, which targets adult consumers who enjoy playful merchandise. Women in their 20s and 30s have been particularly drawn to the toys, often spending hundreds of pounds on the collection. Television personality Olivia Attwood described Labubu dolls as "modern art" during one of her social media segments where she showcased her growing assortment.

Pop Mart's success with Labubu dolls has transformed the company from a modest retailer in China into a multinational business with a presence in 23 countries. Wan Ning, the 38-year-old Beijing-based entrepreneur behind Pop Mart, has embraced an innovative sales model centred around "blind boxes"—a format in which the purchaser does not know which figurine they will receive. This approach encourages repeat buying as collectors seek to complete their sets.

In a clip shared on social media, Olivia Attwood revealed her latest purchase, hoping to find the rare "soy milk" design from the Tasty Macaron series, though she ended up with the "sea salt coconut" variant instead. She light-heartedly joked about the impact of her collecting hobby on her personal life, stating, "It's modern art. I'm not ashamed. God forbid a girl has hobbies."

Pop Mart has focused on expanding its footprint by opening physical stores in globally recognised locations. After launching in the UK with a pop-up at Harrods, the company established a permanent presence in London's Soho area and recently opened a new store in Cambridge on 26 April. The company aims to further grow its reach, especially in North America and Europe, following a doubling of profits in 2024 attributed to the Labubu craze.

Other enthusiasts also actively share their collecting journeys on social media platforms. For example, TikTok user @ellensinwonderland provided followers with updates about restocks at Pop Mart’s Wardour Street store, which occurs twice weekly. Collectors comment on the excitement and note the age diversity among fans, highlighting that many are in their thirties and beyond.

The Pop Mart range extends beyond figures to include pendants, keychains, bag charms, phone cases, earphone bags, and badges featuring Labubu characters in various costumes and themes. However, demand frequently outstrips supply, with many products sold out online, prompting collectors to track upcoming releases on forums such as Reddit and through social media accounts dedicated to Labubu collections.

Pricing varies across the range, with some collectors reporting spending over £100 for six figurines, each retailing between £17.50 and £25.50, depending on the variant. Popular designs such as the Coca-Cola and Excited Macaron Labubus command higher prices.

The Daily Mail is reporting that the Labubu phenomenon continues to captivate collectors in the UK and worldwide, demonstrating the power of niche market toys in creating substantial global business success and vibrant fan communities.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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