# Brides swap bouquet toss for viral Labubu doll ritual in 2025 weddings



As wedding trends evolve, one of the most whimsical updates sees brides swapping traditional bouquet tosses for an unexpected alternative: Labubu dolls. Created by Hong Kong artist Kasing Lung, these plush toys have surged in popularity, especially among younger generations, and are increasingly becoming the stars of wedding celebrations. In 2025, it appears that throwing a Labubu—rather than a bouquet—is set to become the new ritual for brides eager to delight their wedding guests and create lasting memories.

The rise of the Labubu toss can be traced back to viral moments on social media platforms, particularly TikTok. In recent months, videos featuring brides throwing Labubu dolls at their single female friends have garnered much attention. For example, a bride in Melbourne caused a stir at her reception by tossing a Labubu keychain, prompting delighted screams from guests as they scrambled to catch the toy. This novel wedding element sparked playful commentary online, including speculation about whether a wedding in 2025 is truly complete without a Labubu toss.

Echoing this trend, a Singaporean bride named Zina Ng embraced the doll in November 2024 during her wedding banquet. After leaving her bouquet at her husband's home, the suggestion to toss a Labubu doll instead provided a fun twist that left her guests amused and engaged. Such moments underline not just the playful spirit of modern weddings, but also the potential emergence of Labubu dolls as a staple in wedding customs.

Labubu dolls are more than just toys; they tap into a broader cultural phenomenon. Their mischievous yet endearing design features wide eyes, sharp teeth, and pointed ears, striking a nostalgic chord among adults drawn to their playful aesthetics. Fully embracing the 'kidult' trend—where adult consumers indulge in toys reminiscent of their childhood—Labubus have found their way onto high-end bags and accessories, showcased by influencers and celebrities alike, from Rihanna to Blackpink’s Lisa.

This growing fascination has coincided with rising demand for Labubu dolls, complicating their availability. Following viral incidents of chaos among fans desperate to purchase these limited-edition figures, figures at Pop Mart—a company that distributes Labubus—indicated a need to pause sales in their UK stores to manage safety concerns. This decision came after reports of physical altercations in retail settings, where collectors clashed over the rare toys. As the company reassesses their distribution strategy, they aim to enhance the shopping experience that many fans find frustrating.

Consumer sentiment surrounding this decision has been mixed. One Northamptonshire-based collector, Ashley Bushey, reported spending upwards of £1,000 on Labubu toys and expressed frustration at the scarcity of these coveted collectibles. "It's a battlefield," she reflected on the high-stakes atmosphere of online sales, illustrating just how entrenched Labubu culture has become. This toxicity surrounding the rarity of featureless dolls reveals not just a desire for the toys themselves but also mirrors a societal yearning for playful escape amid contemporary uncertainties.

With young brides incorporating Labubus into their wedding days, this memorialisation of childhood joy through adult celebrations showcases a broader societal shift towards nostalgia-driven fashion and experiences. As the trend develops, the Labubu toss may well cement its status as a beloved addition to modern weddings. Through these charming rituals, couples and their guests allow a glimpse into the playful runway of adulthood, where enchantment meets celebration in a gentle nod to simpler times.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14750277/labubu-toss-wedding-trend-brides-throw-viral-toys.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.marieclaire.com.au/fashion/accessories/what-is-labubu-doll/)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14750277/labubu-toss-wedding-trend-brides-throw-viral-toys.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.tnp.sg/news/singapore/forget-flowers-spore-bride-tosses-labubu-doll-wedding-banquet), [[5]](https://graziamagazine.com/me/articles/labubu-dolls-are-the-new-it-bag-accessory/)
* Paragraph 3 – [[3]](https://www.nbclosangeles.com/news/national-international/a-toothy-little-monster-called-labubu-is-the-latest-fashion-craze/3687661/), [[6]](https://en.wikipedia.org/wiki/Labubu)
* Paragraph 4 – [[7]](https://www.voguebusiness.com/story/fashion/labubus-jellycats-and-crybaby-why-are-toys-going-viral-in-2025)

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

## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14750277/labubu-toss-wedding-trend-brides-throw-viral-toys.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.tnp.sg/news/singapore/forget-flowers-spore-bride-tosses-labubu-doll-wedding-banquet> - In November 2024, Singaporean content creator Zina Ng added a unique twist to her wedding banquet by tossing a Labubu doll instead of the traditional bouquet. This unexpected gesture delighted guests, with one commenting on the doll's cuteness. Ng explained that the bouquet was left at her husband's home during the morning tea ceremony, leading the emcee to suggest the Labubu toss as an alternative. The incident sparked discussions about the potential emergence of a new wedding trend. ([tnp.sg](https://www.tnp.sg/news/singapore/forget-flowers-spore-bride-tosses-labubu-doll-wedding-banquet?utm_source=openai))
3. <https://www.nbclosangeles.com/news/national-international/a-toothy-little-monster-called-labubu-is-the-latest-fashion-craze/3687661/> - Labubu, a small plush doll with pointed ears and a mischievous grin, has rapidly become a sought-after fashion accessory. Created by Hong Kong-born artist Kasing Lung, Labubu is part of 'The Monsters' series inspired by Nordic mythology. The dolls are sold in 'blind boxes,' adding an element of surprise to the collection process. Their popularity has been further amplified by celebrity endorsements and social media buzz, leading to long lines at Pop Mart stores and online restocks. ([nbclosangeles.com](https://www.nbclosangeles.com/news/national-international/a-toothy-little-monster-called-labubu-is-the-latest-fashion-craze/3687661/?utm_source=openai))
4. <https://www.marieclaire.com.au/fashion/accessories/what-is-labubu-doll/> - Labubu dolls have emerged as a fashionable accessory, adorning designer bags and becoming a trend among fashion enthusiasts. These tiny monster trinkets, originally designed as collectibles, have been spotted on the bags of celebrities like Rihanna and Blackpink's Lisa. The dolls tap into the 'kidult' phenomenon, where adults find comfort in toys reminiscent of their childhood. Their rise reflects a broader trend of nostalgia-driven fashion, with bag charms and embellished accessories gaining popularity. ([marieclaire.com.au](https://www.marieclaire.com.au/fashion/accessories/what-is-labubu-doll/?utm_source=openai))
5. <https://graziamagazine.com/me/articles/labubu-dolls-are-the-new-it-bag-accessory/> - Labubu dolls have become the latest 'It' accessory, transitioning from collectible items to fashionable bag charms. These mischievous figurines have gained prominence on social media platforms like TikTok and Instagram, with influencers and celebrities showcasing them. The trend signifies a shift in fashion towards playful and nostalgic elements, with Labubu dolls being paired with luxury bags, blending high fashion with whimsical accessories. Their popularity underscores a desire for unique and personal touches in fashion. ([graziamagazine.com](https://graziamagazine.com/me/articles/labubu-dolls-are-the-new-it-bag-accessory/?utm_source=openai))
6. <https://en.wikipedia.org/wiki/Labubu> - Labubu is a brand of collectible plush toy monster elves created by Hong Kong designer Kasing Lung and marketed by China-based retailer Pop Mart. Introduced in 2015, Labubu is part of 'The Monsters' series, inspired by Nordic folklore. The dolls are characterized by their playful yet fierce appearance, featuring round, furry bodies, wide eyes, pointed ears, and sharp teeth. They are often sold in blind boxes, adding an element of surprise to the collection process. ([en.wikipedia.org](https://en.wikipedia.org/wiki/Labubu?utm_source=openai))
7. <https://www.voguebusiness.com/story/fashion/labubus-jellycats-and-crybaby-why-are-toys-going-viral-in-2025> - The rise of Labubu dolls and similar collectibles reflects a broader trend of nostalgia-driven fashion in 2025. Amid global uncertainties, consumers are seeking comfort and playfulness, leading to the popularity of items like Labubu. The dolls' appeal is enhanced by their association with childhood memories and the 'kidult' phenomenon, where adults embrace toys reminiscent of their youth. This trend signifies a desire for escapism and joy in fashion choices. ([voguebusiness.com](https://www.voguebusiness.com/story/fashion/labubus-jellycats-and-crybaby-why-are-toys-going-viral-in-2025?utm_source=openai))