# Labubu toy craze blends Nordic mythology with high fashion accessories



A new toy phenomenon named Labubu has captured widespread attention across social media platforms and among collectors, becoming a prominent feature of contemporary fashion accessories. Originating from Hong Kong, this character was designed by illustrator Kasing Lung in 2015 as part of his series The Monsters, which draws inspiration from Nordic mythology. Labubu is distinguished by her distinct appearance, including spiky ears and serrated teeth, which paradoxically lend her an unexpectedly endearing charm.

The surge in Labubu's popularity is closely tied to the growing trend of blind box culture. These toys are sold in sealed packages, concealing the particular figure inside and thereby adding an element of surprise to the purchasing experience. The company Popmart capitalised on this trend by releasing blind boxes containing various Labubu figures, which quickly drove up demand. Among the collectible figures, some limited-edition Labubus have been resold for prices reaching into the hundreds and even thousands of pounds, highlighting their status as coveted items.

Labubu has become a notable accessory, frequently seen attached to high-end designer bags, a detail that has amplified her visibility on platforms such as TikTok and in paparazzi photographs at airports. The toy’s appeal has been boosted by celebrity endorsements, with fans citing early adopters like Jennie of Blackpink, who notably showcased Labubu as a fashion statement. This blending of playful, maximalist aesthetics with luxury fashion items reflects a trend reminiscent of iconic styles, akin to the eclectic habits of Jane Birkin’s famously overloaded handbags, but infused with a modern Gen Z sensibility.

Other celebrities have embraced the trend as well. Olivia Attwood has been seen sporting the toy, while Gemma Collins humorously remarked in reference to the toy, “I don’t wanna be called Gemma Collins anymore. I wanna be called Labubu.” Despite its popularity, some critics have voiced scepticism, suggesting that combining a whimsical plastic elf with expensive brands like Chanel results in a discordant mixture that diminishes the perceived value of luxury goods. Supporters counter that the appeal is precisely in this intentional clash, which is meant to be bold and deliberately conspicuous.

In line with the growing demand and cultural moment, Popmart has introduced its Labubu collection to the UK market, opening a dedicated Robo Shop in Selfridges London. This launch signals the official arrival of Labubu's distinctive presence in the British fashion scene.

Renee Washington, writing for Grazia Daily UK as their digital fashion and beauty correspondent, highlights Labubu as part of the evolving intersections between toy culture and contemporary fashion expression, noting the toy's unique combination of edgy design and infectious charm that has secured its place in current trends.

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

## References

* <https://www.scmp.com/opinion/china-opinion/article/3304597/labubu-molly-chinas-pop-mart-gives-hong-kong-creativity-broader-audience> - This article supports the origin of Labubu as a Hong Kong-designed character by artist Kasing Lung in 2015, and its rise to international mainstream popularity through Pop Mart's blind box distribution since 2019, highlighting Labubu's distinctive features like spiky ears and serrated teeth.
* <https://snkrdunk.com/en/magazine/2024/10/30/what-is-labubu-the-global-phenomenon-explained/> - This source confirms Labubu's debut in 2015 as part of Kasing Lung's The Monsters series inspired by Nordic mythology, the blind box culture growth, and the popularity spike after Blackpink's Lisa showcased Labubu, as well as the variety and exclusivity of collectible figures including plush pendants used as bag charms.
* <https://www.businessinsider.com/inside-rise-labubu-monsters-popmart-toy-adults-china-sold-out-2024-11> - This report details Labubu's rise linked to celebrity endorsement, especially by Blackpink's Lisa, its appeal as a comforting collectible toy for adults, the blind box format by Pop Mart, and the cultural impact as a trendy accessory seen in Asia and increasingly globally.
* <https://www.blippo.com/blogs/characters/labubu> - This comprehensive guide verifies Labubu's unique appearance, its origin attributed to Hong Kong artist Kasing Lung, the 2019 Pop Mart collaboration, the character being a girl, and the production in China, while also mentioning the collectible's increasing popularity as accessories including bag charms.
* <https://www.scmp.com/business/china-business/article/3294253/pop-marts-labubu-blackpink-fave-fading-frenzy-chinese-toy-firm> - This article discusses the soaring initial resale prices for limited-edition Labubu figures, their status as coveted items, the influence of Blackpink on popularity, the recent cooling of speculative market prices, and Pop Mart's UK market expansion plans as part of its ongoing brand growth.