# Collectors queue for hours as Labubu doll restock sparks frenzy in London



Last weekend in London, a notable surge of enthusiasm erupted among collectors of Labubu plush toys as a highly anticipated restock prompted fans to flock to Pop Mart's Oxford Circus store. The event saw dedicated enthusiasts queuing for hours to acquire these distinctive figurines, which have gained substantial popularity worldwide.

Labubu dolls are the creation of Hong Kong artist Kasing Lung and are characterised by their elfish appearance, marked by wide eyes, sharp teeth, and pointed ears that blend playfulness with a fierce aesthetic. The toys are exclusively produced by Pop Mart, a Chinese company specialising in adult collectible toys, which recently reported a revenue spike to $1.8 billion in 2024.

The restock announcement on Instagram led to long queues outside the brightly lit Oxford Circus Pop Mart store ahead of its opening on Saturday, 25 April. Social media videos, particularly on TikTok, documented fans waiting for up to five hours to purchase the latest Labubu designs.

Originally gaining fame in Southeast Asian markets such as Singapore, Indonesia, Thailand, and Vietnam, Labubu dolls have expanded their global reach, propelled by TikTok-driven hype and endorsements from public figures. The toys have become a prime example of the growing "kidult" toy market, attracting mainly women in their 20s and 30s who are willing to spend significant sums on the figurines. Olivia Attwood, a well-known television personality, described a Labubu doll as "modern art" while sharing her collecting experiences on social media.

Pop Mart's success, driven largely by the Labubu collection, has transformed the company from a modest toy retailer in China into a billion-dollar global enterprise operating across 23 countries. The Hong Kong-listed company has indicated plans to expand further, especially in North America and Europe. In an official filing, Pop Mart highlighted its strategy of developing physical stores in globally iconic locations to boost brand recognition and customer experience.

Pop Mart's presence in the UK began with a pop-up shop at Harrods, followed by a permanent store in London's Soho area and a new outlet in Cambridge that opened to the public on 26 April. The brand is the brainchild of Wan Ning, a 38-year-old businessman based in Beijing. Pop Mart’s business model focuses on "blind boxes," packages where buyers are unaware of which collectible figurine they will receive, encouraging repeated purchases as collectors seek to complete their sets.

Olivia Attwood has frequently shared content documenting her enthusiastic search for rare Labubu dolls, including a much-desired "soy milk" variant from the Tasty Macaron collection. Though often her blind boxes result in other variants, such as a "sea salt coconut" Labubu in ice-blue fur, she remains an avid collector, playfully noting the potential impact on her personal life while defending her hobby as an appreciation of modern art.

The collecting community, primarily composed of adult women, continues to drive demand, frequently lining up for restocks. Pop Mart’s assortment also extends beyond plush toys to pendants, keychains, bag charms, phone cases, earphone bags, and badges featuring the mischievous Labubu characters in various costumes and themes. Most items are currently out of stock online, underscoring the ongoing demand.

Collectors often use platforms like Reddit to track upcoming releases and share information about "drops," contributing to a vibrant online community. Popular TikTok creators such as @ellensinwonderland provide regular updates on restock schedules, with some stores, such as the Wardour Street location in Soho, replenishing stock twice weekly.

Purchasing a single Labubu doll can cost around £17.50, with some special editions, like the Coca-Cola variant, priced higher at £25.50. Collectors such as @smurfimena and @aimeedoesthings5 have shared their substantial spending on these collectibles, with haul totals reaching £100 or more.

The growing phenomenon around Labubu dolls, fuelled by social media and celebrity involvement, illustrates a significant evolution within the collectible toy market, merging artistic design with an interactive buying experience that continues to captivate an international fan base. The Daily Mail is reporting.

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

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