# Labubu dolls spark a fashion frenzy with celebrity endorsements and soaring prices



Characterised by their cheeky, jagged-toothed grins, Labubu dolls have emerged as a spectacular fashion accessory, captivating not just collectors but also the broader public. Created by Hong Kong artist Kasing Lung in 2015, Labubus belong to his whimsical oeuvre known as The Monsters, inspired by elements of folklore and fantasy. Emerging from a tide of minimalist fashion that has dominated recent years, these vibrant toys provide a refreshing pop of personality that resonates with consumers yearning for creativity and individual expression.

The trend gained significant momentum when Lisa, a member of the globally renowned K-pop group BlackPink, was spotted showcasing her affection for Labubus on social media. Her unboxing of the toy for Vanity Fair, during which she referred to her Labubu as her “baby,” revolutionised the brand's visibility in the fashion world. Following her endorsement, celebrities like Rihanna and Dua Lipa have also embraced the dolls, often seen attaching them to their luxury handbags. The influence of figures like Lisa has led to a burgeoning market where these playful toys are viewed as must-have fashion statements, rather than mere collectibles.

Labubus are typically sold in ‘blind boxes’, making each purchase a delightful surprise as buyers remain unaware of which figurine they will receive. This element of chance has only amplified their appeal, contributing to a competitive marketplace marked by rarity. The existence of “secret edition” Labubus—limited-edition figures—has created an insatiable demand that has consumers eagerly lined up to secure their own. Reports indicate soaring prices for these rarer editions; in Indonesia, for instance, prices have spiked from $28 to a staggering $18,000 for particularly sought-after versions.

As fashion accessories, Labubus represent a significant shift towards playful, youthful elements in style. Retail analytics have noted a rising trend of such quirky pieces featuring prominently in both British and international fashion scenes. Brands like Coach have incorporated plush accessories into their collections, highlighting the collective gravitation toward these small, fun items. The hashtag #Labubu has amassed over one million mentions on TikTok, further underscoring the toy's status in popular culture and the social media landscape.

For those in the UK eager to get their hands on these delightful figures, Pop Mart stands as the primary retailer, offering an online shop as well as numerous physical locations, including iconic venues such as Hamleys and Westfield London. While many Labubu variants are currently sold out, ongoing restocks and new additions continue to excite fans. Additionally, the emergence of vending machines, deemed ‘Robo Shops’, is transforming the shopping experience, making Labubus accessible in an unconventional manner.

As the trend continues to evolve, understanding the vibrant culture surrounding Labubus becomes crucial. This whimsical fusion of art and fashion has cultivated a community that transcends borders, appealing to a diverse demographic from serious collectors to casual fans looking to add a dash of charm to their attire. Labubus are not merely toys; they represent a burgeoning cultural phenomenon connecting art, fashion, and fandom in delightful new ways.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6, 7
2. Paragraphs 1, 2, 3
3. Paragraphs 2, 3
4. Paragraphs 2, 4
5. None
6. None
7. None

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

## Bibliography

1. <https://www.independent.co.uk/extras/indybest/fashion-beauty/labubu-pop-mart-uk-dolls-b2748032.html> - Please view link - unable to able to access data
2. <https://elpais.com/escaparate/estilo-de-vida/2025-03-06/muneco-labubu.html> - Labubu dolls, created by Hong Kong artist Kasing Lung in 2015, have become a viral trend, replacing Sonny Angels. Inspired by Nordic elf mythology, these mischievous figures are now a must-have fashion accessory, adorning bags and desks. Their popularity surged when K-pop idol Lisa from Blackpink was spotted with them, leading to global demand and scarcity.
3. <https://jakartaglobe.id/lifestyle/labubu-doll-craze-hits-indonesia-after-lisa-of-blackpink-sparks-global-trend> - The Labubu doll, designed by Kasing Lung and produced by Pop Mart, gained immense popularity after Blackpink's Lisa was seen with it. In Indonesia, the doll became a coveted item, with prices soaring from $28 to $6,000, and rare editions reaching $18,000. Fans eagerly awaited its release, leading to long queues and heightened demand.
4. <https://www.marieclaire.com.tw/fashion/news/78785/lisa-labubu> - Blackpink's Lisa has been spotted with Labubu dolls, leading to a surge in their popularity. These dolls, part of Pop Mart's 'The Monsters' series, feature characters like Labubu, Zimomo, and Spooky. Lisa's endorsement has made them a fashion statement, with fans eager to purchase them in Taiwan and worldwide.
5. <https://www.ebay.com/itm/235794689359> - An eBay listing for a Hot POP MART The Monsters Labubu Plush Doll Outfit Set, featuring pink clothing, hat, and jumpsuit. The item is new, with multiple units available, and has been sold 27 times, indicating its popularity among collectors and fans of the Labubu series.
6. <https://www.ebay.com/itm/387548423894> - This eBay listing offers a POP MART Blackpink Lisa LABUBU The Monsters Plush Sanrio Kuromi cape outfit. The item is new, with a 22% discount, and is part of the collaboration between Pop Mart and Blackpink, featuring the Labubu character in a fashionable outfit.
7. <https://www.walmart.com/ip/Labubu-Pop-Mart-Clothes-Set-Customizable-Outfits-Labubu-Dolls-3-94-in/12560822736> - Walmart offers a Labubu Pop Mart Clothes Set, designed for 10cm, 15cm, and 17cm Labubu dolls. The set includes various outfits, such as duck-themed clothes and dresses, allowing collectors to customize their Labubu dolls. The high-quality cotton and polyester blend ensures durability and comfort.