# Brides spark frenzy with Labubu toss replacing bouquet at weddings



Brides are reimagining traditional wedding customs in 2025 by introducing a new twist: the Labubu toss. Instead of the conventional bouquet toss, which traditionally offers single women a chance at marriage, these brides are choosing to hurl the increasingly popular Labubu dolls at their guests, sparking joy and frenzy in equal measure. This shift underscores the rising popularity of these quirky plush toys, which have captivated women—and men—around the globe.

The Labubu phenomenon has seen significant traction on social media, notably TikTok, where videos of brides tossing these doll-like keychains have garnered millions of views. One recent video from Melbourne showcased a bride who enthusiastically threw a Labubu mystery box to her eager friends at the wedding reception. The excitement of guests scrambling for the doll was palpable, with the caption, "Is it a 2025 wedding if there isn't a Labubu toss?" perfectly encapsulating the playful spirit the trend embodies.

This trend is not isolated to Australia. In Singapore, a bride named Zina Ng also embraced the Labubu toss during her wedding banquet. Her viral moment was captured and shared on Instagram, generating widespread chatter about the growing role of Labubus in wedding festivities. This shift from flowers to plush toys not only provides a new source of entertainment but also reflects a broader cultural acceptance of unconventional symbols of love and celebration.

Labubus, created by Hong Kong artist Kasing Lung, boast a whimsical design with wide eyes and sharp teeth, embodying a unique charm that appeals to many. Since their introduction in 2015, these dolls have evolved from niche collectibles to hot fashion items, often celebrated as gifts among friends and companions. As demand heightened, celebrities like Rihanna and members of the K-pop group Blackpink have been spotted with these toys, further amplifying their allure.

However, the rapid surge in popularity has not been without complications. Reports have emerged of violent scuffles in stores as collectors scramble to secure these prized possessions. Videos depicting brawls over Labubu dolls have circulated widely, prompting Pop Mart, the exclusive distributor, to temporarily halt sales in its UK outlets. The company cited safety concerns and expressed a commitment to revising its distribution strategy, acknowledging the overwhelming demand and the chaos it sometimes incited.

Moreover, the Labubu trend has sparked a robust resale market, with some rare editions fetching prices upwards of £600, causing frustration for dedicated collectors. Individuals like Northamptonshire's Ashley Bushey, who has invested over £1,000 in her collection, exemplify the zealous pursuit of these dolls. Whether through live-stream shopping or digging through secondary marketplaces, enthusiasts are diligent in expanding their troves of Labubus.

Interestingly, the dolls are not just limited to whimsical tosses or celebratory gifts; they have also found their way into cultural events beyond typical fashion accessory status. For example, Labubus were recently dressed in traditional attire during Singapore's Nine Emperor Gods Festival, demonstrating their unique ability to transcend the boundaries of consumerism and embody a broader societal presence.

As the fascination with Labubus dance on the fringes of cultural quirks and obsession, there are concerns regarding the potential for illegal gambling activities associated with these toys. Adventurous collectors engage in “mystery box” games online, raising legal questions about such practices. Legal experts are beginning to stress the need for awareness and possible regulation in the burgeoning collectibles market.

In this vibrant tableau of wedding traditions and meme culture, the Labubu toss encapsulates not just a playful ritual, but a reflection of contemporary values that prioritise community, joy, and a bit of shared absurdity. As this trend continues to evolve, we may very well witness the birth of even more captivating and unconventional wedding customs.

## 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), [[3]](https://www.nbclosangeles.com/news/national-international/a-toothy-little-monster-called-labubu-is-the-latest-fashion-craze/3687661/)
* Paragraph 2 – [[2]](https://tnp.straitstimes.com/news/singapore/forget-flowers-spore-bride-tosses-labubu-doll-wedding-banquet), [[4]](https://www.gqmiddleeast.com/article/why-countless-guys-are-obsessed-with-those-weird-and-wild-labubu-dolls)
* Paragraph 3 – [[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), [[5]](https://www.asiaone.com/singapore/labubus-appearance-nine-emperor-gods-festival-gets-internet-talking), [[6]](https://www.channelnewsasia.com/singapore/labubu-toys-illegal-gambling-social-media-tiktok-4786346)
* Paragraph 4 – [[3]](https://www.nbclosangeles.com/news/national-international/a-toothy-little-monster-called-labubu-is-the-latest-fashion-craze/3687661/), [[4]](https://www.gqmiddleeast.com/article/why-countless-guys-are-obsessed-with-those-weird-and-wild-labubu-dolls), [[7]](https://localnews8.com/life/cnn-style/2025/04/25/labubu-the-kind-of-ugly-plush-toy-that-has-taken-the-world-by-storm/)
* Paragraph 5 – [[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), [[7]](https://localnews8.com/life/cnn-style/2025/04/25/labubu-the-kind-of-ugly-plush-toy-that-has-taken-the-world-by-storm/)
* Paragraph 6 – [[3]](https://www.nbclosangeles.com/news/national-international/a-toothy-little-monster-called-labubu-is-the-latest-fashion-craze/3687661/), [[6]](https://www.channelnewsasia.com/singapore/labubu-toys-illegal-gambling-social-media-tiktok-4786346)

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## 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://tnp.straitstimes.com/news/singapore/forget-flowers-spore-bride-tosses-labubu-doll-wedding-banquet> - In Singapore, a bride named Zina Ng added a unique twist to the traditional bouquet toss by throwing a Labubu doll to her guests during her wedding banquet. The moment was captured on video and shared on Instagram, where a guest joyfully caught the doll, leading to widespread discussion online. This event highlights the growing popularity of Labubu dolls in wedding celebrations across the region.
3. <https://www.nbclosangeles.com/news/national-international/a-toothy-little-monster-called-labubu-is-the-latest-fashion-craze/3687661/> - Labubu dolls, small plush toys with pointed ears and mischievous grins, have become a global fashion trend. Created by Hong Kong artist Kasing Lung, these collectibles are sold in blind boxes, adding an element of surprise. Their popularity has surged, with celebrities like Rihanna and Blackpink's Lisa spotted with them, leading to long lines at Pop Mart stores and a booming resale market.
4. <https://www.gqmiddleeast.com/article/why-countless-guys-are-obsessed-with-those-weird-and-wild-labubu-dolls> - Labubu dolls, introduced in 2015 by Hong Kong artist Kasing Lung, have evolved from niche collectibles to mainstream fashion accessories. Their unique design and limited availability have made them highly sought after, with celebrities like Blackpink's Lisa and Rihanna endorsing them. The dolls' popularity has led to increased demand, with some rare editions reselling for significant amounts.
5. <https://www.asiaone.com/singapore/labubus-appearance-nine-emperor-gods-festival-gets-internet-talking> - Labubu dolls made a notable appearance at Singapore's Nine Emperor Gods Festival, where they were dressed in traditional attire and featured in temple ceremonies. This unexpected inclusion sparked online discussions, reflecting the dolls' widespread influence and integration into various cultural events beyond their initial fashion accessory status.
6. <https://www.channelnewsasia.com/singapore/labubu-toys-illegal-gambling-social-media-tiktok-4786346> - The surge in popularity of Labubu dolls has led to concerns about potential illegal gambling activities. Fans are participating in online 'mystery box' games, spending significant amounts for a chance to win rare editions. Legal experts warn that such activities may violate gambling laws, highlighting the need for awareness and regulation in the collectibles market.
7. <https://localnews8.com/life/cnn-style/2025/04/25/labubu-the-kind-of-ugly-plush-toy-that-has-taken-the-world-by-storm/> - Labubu dolls, inspired by Nordic folklore and created by artist Kasing Lung, have become a global sensation. Their unique design and limited availability have led to buying frenzies worldwide. The dolls are sold in blind boxes, adding an element of surprise, and have been spotted as fashion accessories on celebrities like Rihanna and Blackpink's Lisa.