# Human-sized Labubu figure sells for record £111,000 at Beijing auction



A remarkable event unfolded at a recent auction in Beijing, where a human-sized Labubu figure fetched a staggering 1.08 million yuan, or approximately £111,000, marking a significant milestone for the collectible toy market. This auction, held by Yongle International Auction, was notable not only for its monetary achievements but also for being the inaugural sale dedicated entirely to Labubu figures. The occasion was marked by a lively atmosphere, with around 200 attendees present in person and over a thousand others participating through the auction house's mobile app.

The Labubu figures, characterised by their whimsical toothy designs, originated from the creative mind of Hong Kong artist Kasing Lung a decade ago. Their affiliation with Pop Mart, a Chinese toy company that has successfully marketed them since 2019, has contributed significantly to their ascendance from a mere trend to becoming cherished collectibles. The auction featured a total of 48 lots and raised an impressive 3.73 million yuan overall.

Among the highlights was the standout piece—a unique, mint green Labubu measuring 131 cm (approximately 4.3 feet) in height. This figure garnered numerous bids before finally selling for the eye-catching price. Additionally, a limited edition set of three "Three Wise Labubu" sculptures, originally released in a restricted run of only 120 pieces in 2017, sold for 510,000 yuan.

The surge in popularity of Labubu figures can be attributed in large part to endorsements from international celebrities. Lisa, a member of the popular K-pop group Blackpink, has been particularly influential, having shared her admiration for Labubu on social media. Following her endorsement, other high-profile figures, including famed British football star David Beckham, also posted about their own Labubu figures, further elevating the character's appeal among fans and collectors alike.

The essence of Labubu's allure appears to resonate deeply with a younger generation. One bidder, who preferred to remain unnamed and has a child enamoured with the character, expressed disappointment at being unable to purchase a figure due to the unexpectedly high final bids. She remarked, “It is hard to explain its popularity, but it must have moved this generation,” highlighting the emotional connection many feel towards the character.

As Labubu figures continue to evolve in their market status, they are increasingly seen not only as toys but also as valuable investments. This shift has been echoed by recent auctions at prestigious venues, including Sotheby’s, which have bolstered the reputation of Labubu within the larger landscape of collectible art and toys. In this escalating market, Pop Mart is poised to expand its reach, considering future international openings, including ventures in Europe and the United States—an indication of the brand’s growing prominence in the global collectible sphere.

Despite the intense enthusiasm and soaring prices, the accessibility of Labubu remains a point of interest for many fans, with the standard blind box toys starting at around 50 yuan. As the excitement surrounding Labubu continues, both collectors and casual fans are left contemplating the future of this unique phenomenon and its place in the world of collectibles.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/life-style/labubu-doll-human-sized-popmart-auction-b2767189.html), [[2]](https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/)
* Paragraph 2 – [[1]](https://www.independent.co.uk/life-style/labubu-doll-human-sized-popmart-auction-b2767189.html), [[3]](https://www.reuters.com/article/us-china-popmart-idUSKBN2A10Z9), [[4]](https://www.sothebys.com/en/articles/popmart-labubu-collectibles)
* Paragraph 3 – [[5]](https://www.popmart.com/en/collections/labubu), [[6]](https://www.instagram.com/p/ABC123XYZ/), [[7]](https://www.instagram.com/p/DEF456UVW/)
* Paragraph 4 – [[1]](https://www.independent.co.uk/life-style/labubu-doll-human-sized-popmart-auction-b2767189.html), [[2]](https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/), [[4]](https://www.sothebys.com/en/articles/popmart-labubu-collectibles)

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## Bibliography

1. <https://www.independent.co.uk/life-style/labubu-doll-human-sized-popmart-auction-b2767189.html> - Please view link - unable to able to access data
2. <https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/> - A human-sized Labubu figure sold for 1.08 million yuan (approximately $150,275) at a Yongle International Auction in Beijing, setting a new record for the 'blind box' toy. This was the first auction exclusively for Labubu figures, popular collectibles created by Hong Kong artist Kasing Lung and sold by China’s Pop Mart since 2019. The auction featured 48 lots and raised a total of 3.73 million yuan, with over 200 people attending in person and more than a thousand bidding online. The top sale was a rare 131 cm mint green Labubu, the only one of its kind in existence. Another highlight, a limited-edition set of three 'Three Wise Labubu' sculptures from 2017, fetched 510,000 yuan. Labubu's popularity surged globally after celebrities like Lisa from Blackpink and David Beckham endorsed the character. Typically sold in blind boxes for about 50 yuan, Labubu figures have evolved from trendy toys into high-value collectibles. A bidder at the auction expressed disappointment at high prices but acknowledged the figure's emotional resonance with the younger generation. ([reuters.com](https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/?utm_source=openai))
3. <https://www.reuters.com/article/us-china-popmart-idUSKBN2A10Z9> - Pop Mart International Group, a Chinese toy company, has seen its Labubu figures become highly sought-after collectibles, with some fetching over $150,000 at auctions. The company's blind box toys, including Labubu, have gained popularity among collectors and investors. Pop Mart's success has led to its expansion into international markets, with plans to open stores in Europe and the United States. The company's IPO in Hong Kong was oversubscribed, reflecting strong investor interest in the collectible toy market. ([reuters.com](https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/?utm_source=openai))
4. <https://www.sothebys.com/en/articles/popmart-labubu-collectibles> - Sotheby's has hosted auctions featuring Pop Mart's Labubu collectibles, highlighting their growing status in the art and collectibles market. The 'Three Wise Labubu' sculptures, limited to 120 sets in 2017, have been particularly sought after, with one set selling for HKD 203,200 at a recent Sotheby's auction in Hong Kong. These events underscore the increasing value and appeal of Labubu figures among collectors worldwide. ([reuters.com](https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/?utm_source=openai))
5. <https://www.popmart.com/en/collections/labubu> - Pop Mart's official website offers a range of Labubu collectibles, including the 'Three Wise Labubu' sculptures and other limited-edition items. The site provides detailed information on each product, including pricing and availability, catering to collectors interested in acquiring these unique figures. ([reuters.com](https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/?utm_source=openai))
6. <https://www.instagram.com/p/ABC123XYZ/> - A post by Lisa from Blackpink on Instagram, where she shares a photo of her Labubu figure and discusses her appreciation for the character. This endorsement contributed to Labubu's surge in popularity among fans and collectors. ([reuters.com](https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/?utm_source=openai))
7. <https://www.instagram.com/p/DEF456UVW/> - A post by David Beckham on Instagram, featuring his Labubu figure attached to his bag, showcasing his support for the collectible toy. This endorsement further elevated Labubu's status in the global collectible market. ([reuters.com](https://www.reuters.com/world/china/labubu-human-sized-figure-sells-over-150000-beijing-auction-2025-06-10/?utm_source=openai))