

POP MART

「品牌档案·全收錄」

BRAND ARCHIVES - ALL CATALOGUE

Brand Culture

Product & Design

Brand Promotion

Brand Space

Summary Analysis

1

2

3

4

5

品牌文化

视觉叙事与情感联结

品牌简介.....01
品牌使命.....02
品牌发展历程.....03
品牌创始人.....04
品牌符号系统.....05
色彩系统.....06
交互设计.....07

产品与设计

形象设计到情绪经济的商业革命

LABUBU.....01
MOLLY.....02
DIMOO.....03
Hirono 小野.....04
SKULLPANDA.....05

品牌推广

用户圈层的置换与扩容

地球女儿艺术装置.....01
北京 x 新加坡双城计划.....02
太空无界沉浸体验展.....03

品牌空间

体验与情感价值的文化符号

上海市南京东路店.....01
上海前滩太古里快闪店.....02
北京侨福芳草地店.....03
深圳卓悦中心主题快闪店.....04

方案库总结

视觉策略三层实操模型

视觉策略三阶模型.....01
结语.....02

POP MART

SYLLI BUS



泡泡玛特(POP MART), 2010年创立于北京, 从潮流杂货铺蜕变为全球潮玩巨头, 以“创造潮流, 传递美好”为核心理念, 构建覆盖 IP 孵化、产品设计、全渠道零售、沉浸式体验的潮流文化生态。凭借盲盒经济破圈, 借力非遗文化赋能, 通过全球化本土化策略登陆 48 国市场, 海外收入占比近 50%。2024 年市值突破 1488 亿港元, Labubu 等 IP 成为现象级文化符号, 重塑“中国设计”全球话语权。

POP MART, founded in Beijing in 2010, has transformed from a trendy grocery shop to a global trendy game giant, taking 'Create Trend, Deliver Goodness' as its core concept, and constructing a trendy cultural ecology covering IP incubation, product design, omni-channel retailing and immersive experience. By virtue of the blind box economy to break the circle, leveraging the cultural empowerment of non-heritage, through globalisation and localisation strategy, landing in 48 markets, overseas revenue accounted for nearly 50%. 2024 market value exceeded 148.8 billion Hong Kong dollars, Labubu and other IP has become a phenomenal cultural symbols, and reshape the global discourse of 'Chinese design'.

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CULTURES

品牌文化 BRAND ARCHIVES

VISUALLY

视觉叙事与情感联结

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ABOUT POP MART

泡泡玛特 POP MART 成立于 2010 年，由创始人王宁在北京创立，最初以潮流百货杂货店起步。总部位于北京望京，是中国领先的潮流文化娱乐公司，致力于通过 IP 孵化、产品设计、零售渠道及

文化推广构建全产业链生态。2020 年 12 月于港交所上市（股票代码：HKG:9992），截至 2025 年 6 月，市值逼近 3500 亿港元，创始人王宁以 208 亿美元身价跻身福布斯中国富豪榜前十。

CULTURES



POP MART

TO LIGHT UP PASSION AND BRING JOY

创造潮流，传递美好

— 品牌使命 —



品牌秉持“创造潮流，传递美好”的品牌文化，
致力于为消费者带来独特的潮流文化体验。

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CULTURES

BRAND HISTORY

品牌发展历程

这五个节点分别代表了泡泡玛特从模式探索、渠道创新、资本运作、生态扩展到全球化落地的关键跨越，共同构建了其“IP 工业化”的核心竞争力。

These five nodes represent Bubble Mart's key leaps from model exploration, channel innovation, capital operation, eco-expansion to globalisation, which together build its core competitiveness of 'IP industrialisation'.

Essential

Nodal

Timeline

2016

IP 驱动战略的关键转折点

2016 年泡泡玛特签约香港设计师王信明，获得 MOLLY 独家版权并推出“Molly 星座盲盒”，这一举措标志着品牌从代理模式转向自主 IP 开发，首次验证了“盲盒 + IP”的商业潜力。

Timeline

2017

机器人商店与行业话语权的确立

泡泡玛特推出自助机器人商店，以低成本、高灵活性的方式快速铺开线下渠道，截至 2017 年底覆盖全国，成为其规模化扩张的核心引擎。确立了泡泡玛特在行业内的引领地位。这一展会至今仍是全球潮玩行业的风向标。

Timeline

2020

港股上市与全球化启程

2020 年 12 月，泡泡玛特在港交所上市，成为“潮玩第一股”，市值一度突破千亿港元。上市不仅为品牌注入资本，更推动其全球化战略落地 DTC 模式正式出海，海外营收增速超 100%，为后续海外市场爆发埋下伏笔。

Timeline

2023

潮玩+主题乐园的生态破圈

北京泡泡玛特城市乐园于 2023 年开业，首推“潮玩 IP + 主题乐园”模式，占地面积 4 万平方米，这一创新将 IP 从单一产品延伸至沉浸式体验，不仅提升品牌文化价值，更通过乐园限定产品引发社交传播。

Timeline

2024

全球化爆发与 IP 护城河强化

2024 年泡泡玛特海外收入达 50.7 亿元，同比增长 375%，占总营收 38.9%，LABUBU 等 IP 在海外市场实现破圈，例如泰国曼谷首店单日销售额破千万，北美市场 LABUBU 跻身销量前三。



**AT THE HEART OF BRAND UPWARD
MOBILITY IS A REFUSAL TO BE
ARROGANT AND TO SETTLE FOR LESS**

品牌向上的核心是拒绝傲慢、不将就。

创始人

Wang Ning

董事会主席
首席执行官
执行董事及总经理

泡泡玛特创始人王宁（1987年生）受家庭商业氛围影响，大学期间创业积累经验，2010年带20万元在北京创立泡泡玛特。初期遇挫，2015年敏锐捕捉潮玩机遇，转型后签下Molly独家IP，推出盲盒模式获成功。他坚持“极简”领导力，构建三层IP护城河，推动公司全产业链发展。2020年泡泡玛特港交所上市，市值破千亿港元。截至2024年，他以48.73%持股成河南新首富，引领中国潮玩文化走向全球。



Wang Ning

Founder of Bubble Mart

INITIATOR

品牌符号系统：标识

—
高识别、强冲击、贴定位



—
LOGO 以 横排矩形 呈现，字母间距均匀，整体对称规整，形成强烈的“符号感”——如同潮玩行业的“视觉印章”，便于消费者快速记忆与识别。

—
矩形版式适配性强，无论是线下巨型灯箱、产品盒标，还是线上小尺寸图标，都能保持视觉完整性，强化品牌统一形象。

The LOGO is presented in a horizontal rectangle, with evenly spaced letters and overall symmetry, forming a strong sense of 'symbolism' - like the 'visual seal' of the hip game industry, which makes it easy for consumers to quickly remember and recognise.

The rectangular layout is highly adaptable, whether it is a giant offline light box, product box label, or a small-sized online icon, it can maintain visual integrity and strengthen the brand's unified image.

POP MART

POP MART



BRAND COLOUR

Collection Pop Red

(HEX: #d1001f)



Vibrant Yellow

(HEX: #FEE101)

POP MART

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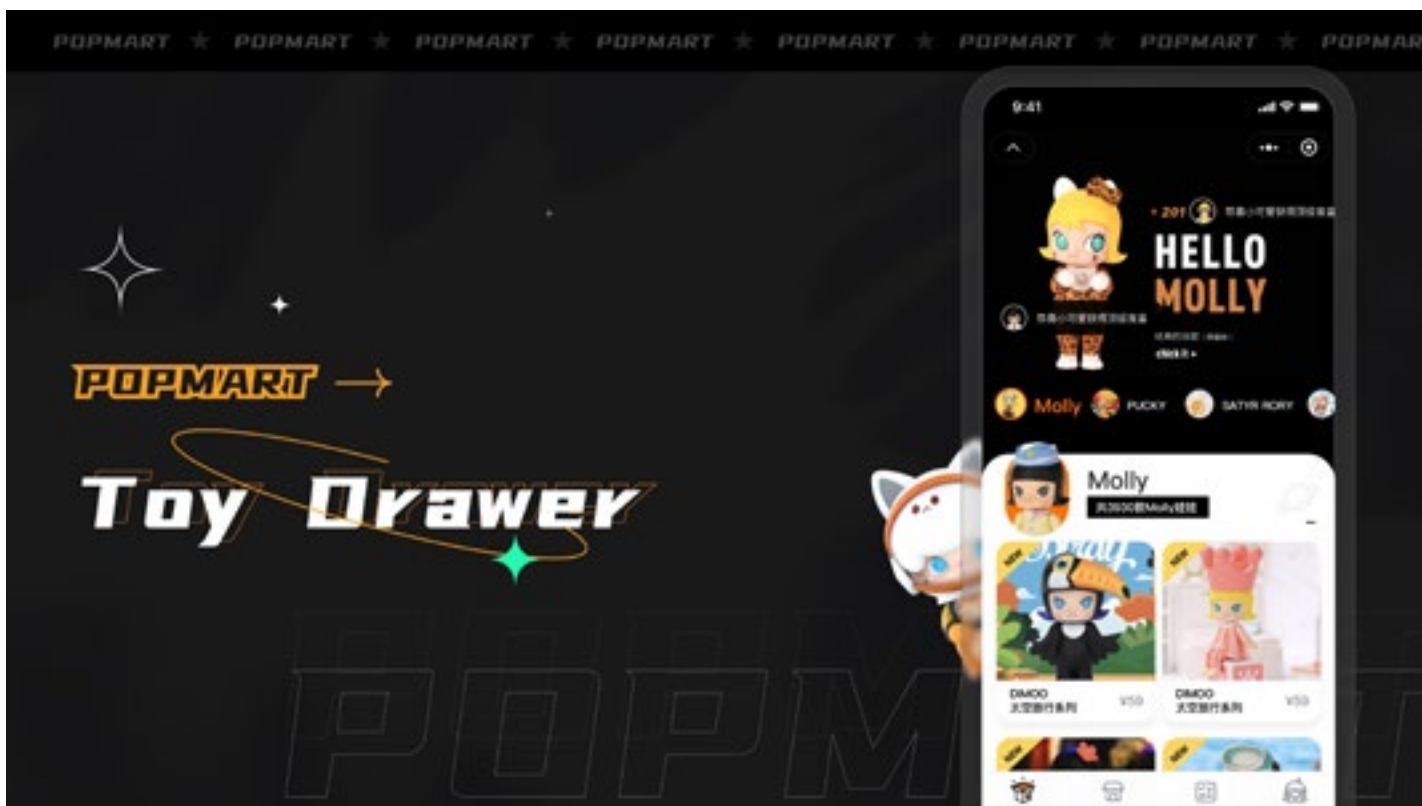


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交互设计

—
Design By Jamesxi

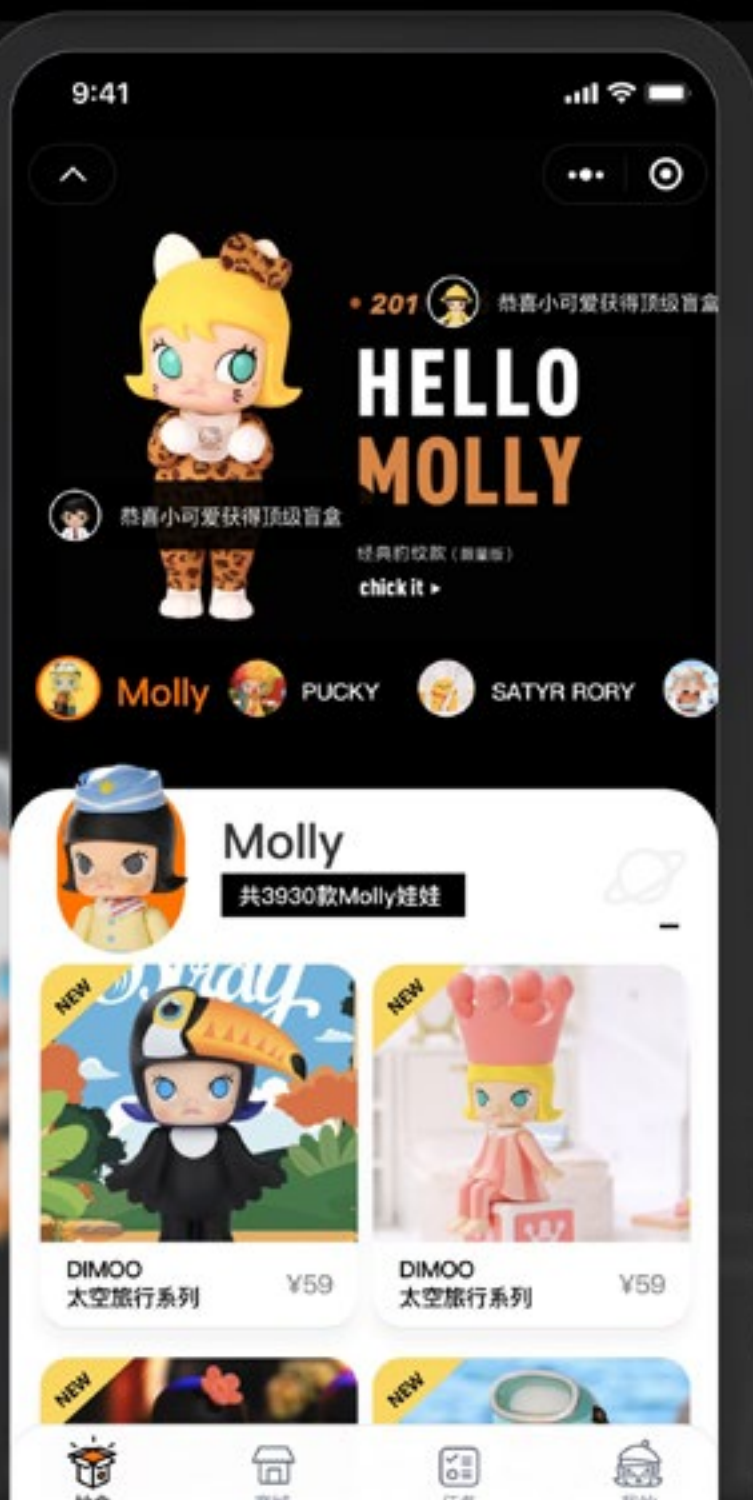
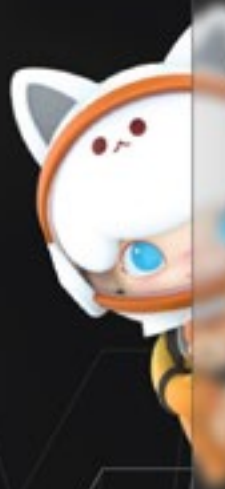
这个数字平台旨在提升泡泡玛特收藏家和普通粉丝的体验。小程序以虚拟盲盒为特色，让用户能够体验虚拟开箱的快感，如同实体盲盒的刺激。此外，小程序还包含一个收藏追踪器，方便粉丝们整理泡泡玛特的玩偶，并管理他们日益增长的收藏。此外，小程序还内置了一个交易平台，方便收藏家之间的玩偶交易，从而打造一个充满活力的社群。





POPMART is a unicorn company of Chinese trendy toys. On December 11, 2020, Pao Mart (09992-HK) was officially listed on the Hong Kong Stock Exchange. After the listing, Pao Mart rapidly expanded its online and offline sales channels. In November 2020, Pao Mart (09992-HK) Paomat's single-day sales exceeded 142 million, ranking first in the Taobao toy industry, and it was also the first toy brand to enter the 100 million yuan club.

In 2021, I led the team to accept the invitation of Bubble Mart to provide interactive and visual design services for its WeChat Mini Program, communicate with the team in depth and provide design solutions. After the product went online, the new gameplay and interface of the mini program has received praise from many toy enthusiasts, and sales have also increased significantly. The mini program's half-year revenue has exceeded 162 million yuan.



Conceived

There is a parallax scrolling illustration on the head, which will have a scrolling effect as the screen slides. If the user pulls down on the first screen, the top navigation will pop up. Put it away instead. In order to ensure the largest use area.

The design of the page card format continues the style of the previous applet, but the important headline is placed before the price, and the price becomes a clickable style to increase the conversion rate.



Tab is redesigned in a cartoon form, and the icon is more in line with the context. Click to have animation effect.

The title is more artistic and the display area of the text is enlarged, and it is displayed diagonally with the blind box.

Blind boxes are displayed with a 45-degree slope, providing novice users who have only offline experience in buying blind boxes with a mock-up design, which is convenient for users to understand the concept of blind box extraction. At the same time, the function of changing the viewing angle can be added here, and the conversion of three viewing angles can be provided.



Immediately queuing is the core function of the page, so it is most obvious and located on the left side, which is convenient for users to click. View user details in the lower row float above the page, making it easy to click.

Design specification (partial)



• 2018 / 06

HELLO MOLLY

PingFang SC

Bubble Mart Box Drawer Mini Program

SF Pro Display

Popmart Online Selling program



Brand color

Interactive color

Auxiliary color

Secondary color 2



Pure black

Dark grey

Light grey

White

Headline font

Subtitle font

Emphasize font

Emphasize font bold

Body font

Body font bold

Auxiliary font

Secondary font bold

Secondary font 2

Secondary font 2 bold

Spacing specification

Using multiples of 8, 16, 24, 32, etc. as the unit is more conducive to program adaptation. The interface uses 8 as Grid, which is more systematic and regular.



Atomic design



Queue now

Main page flow button



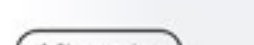
Queue now

Main process button hover state



Queue now

The main process button is not clickable



Change a box

Auxiliary button



Go try

Page secondary button



Go try

Secondary button hover state



Sign in

Secondary button emphasized state



undo

The secondary button is not clickable



it



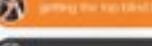
Page card status



switch



switch

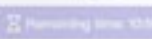


getting the top blind box



getting the top blind box

Remove

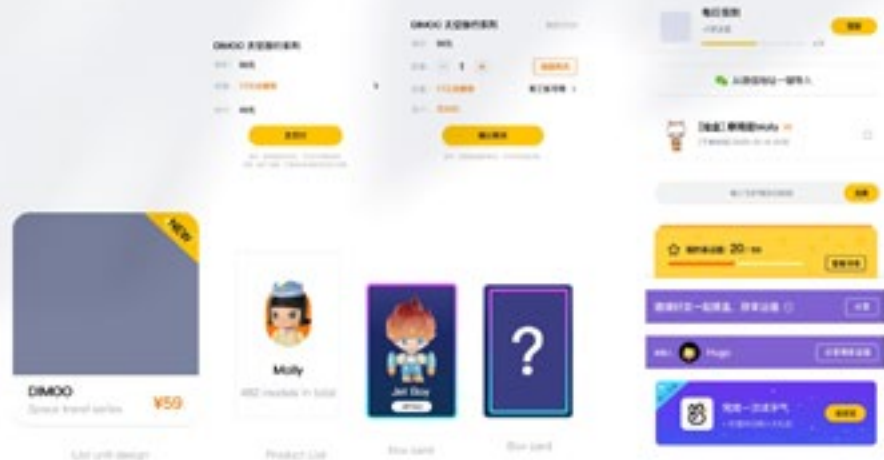


Remaining time: 10:50:26

Countdown



Atomic design (partial)



icon



Icon system (21/21)



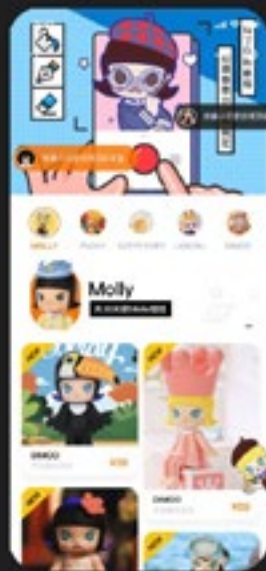
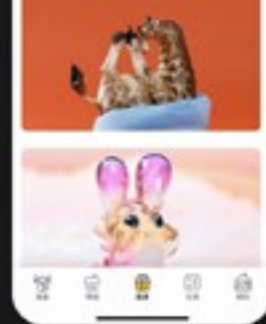
Tab icon - selected and unselected

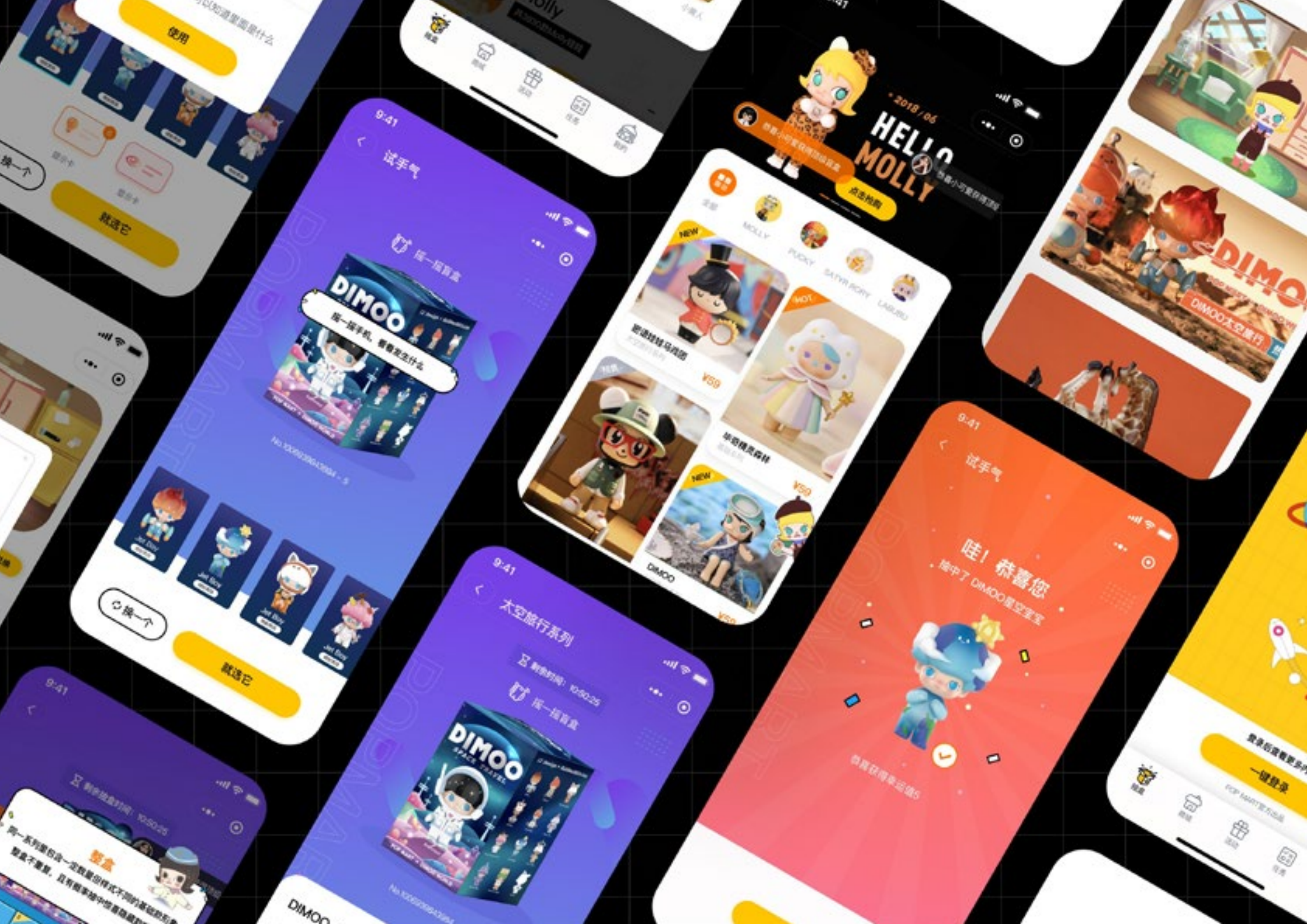
Blind box

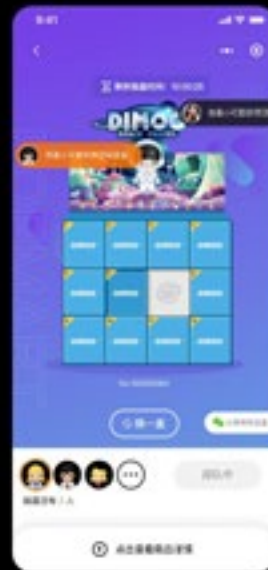
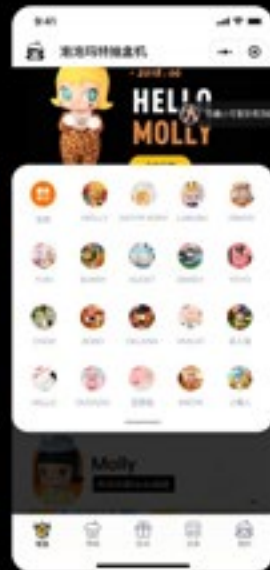


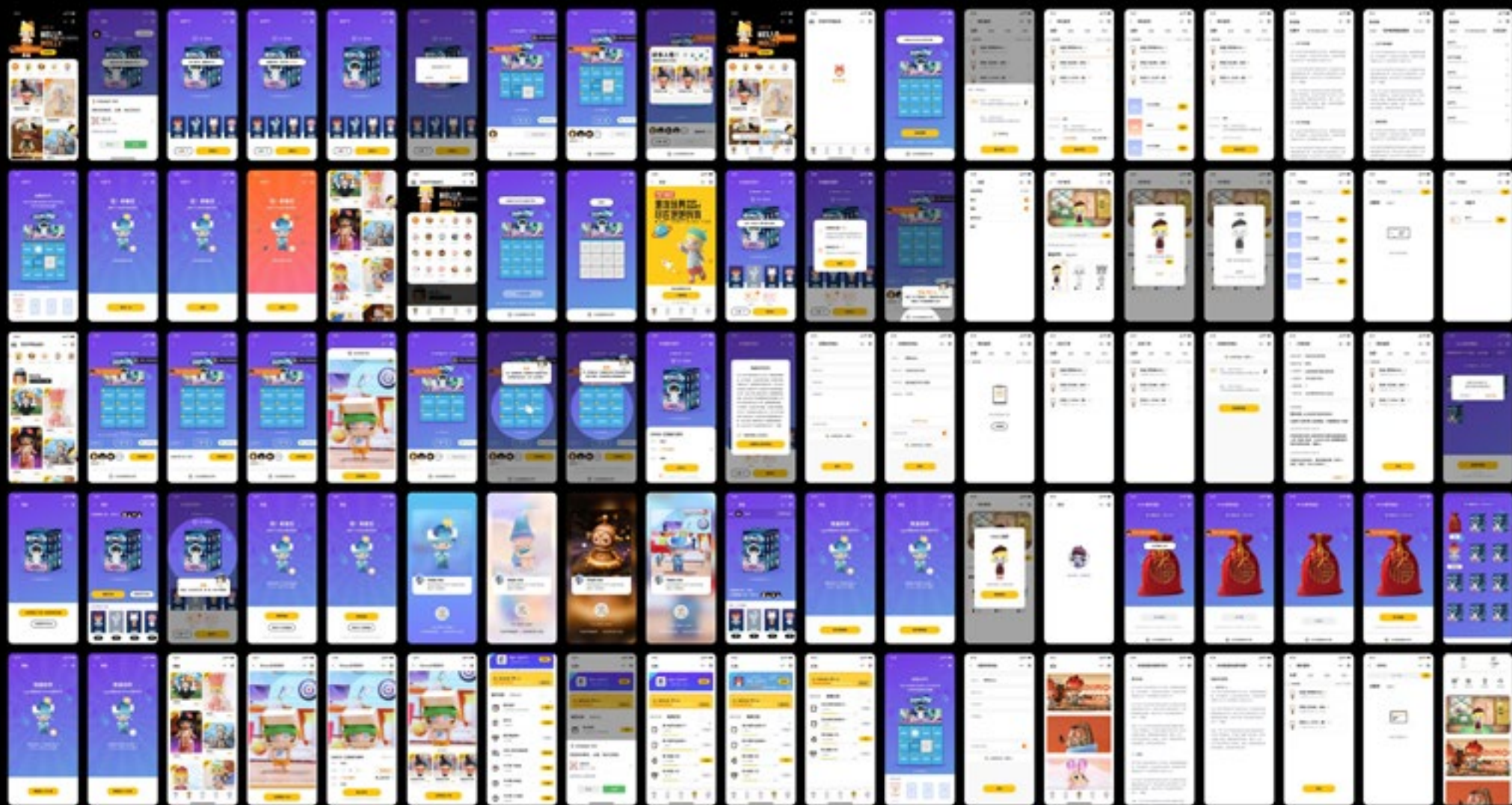
Function icon (6/21)

Box status











SMALL BEGINNINGS CAN GROW INTO BIG ECOSYSTEMS

小起点也能长成大生态

不必急于求成，先在细分领域扎下根，再用长线思维搭建属于自己的「创意宇宙」。

POP MART

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产品与设计

PRODUCT & DESIGN

从形象设计到情绪经济的商业革命

CULTURES

VISUALLY

By virtue of the blind box economy to break the circle, leveraging the cultural empowerment of non-heritage, through globalisation and localisation strategy, landing in 48 markets, overseas revenue accounted for nearly 50%. 2024 market value exceeded 148.8 billion Hong Kong dollars, Labubu and other IP has become a phenomenal cultural symbols, and reshape the global discourse of 'Chinese design'.

SERIES - 01

LABUBU

The Economics Of 'Ugly' Global Top Streams

全球顶流的“丑萌”经济学



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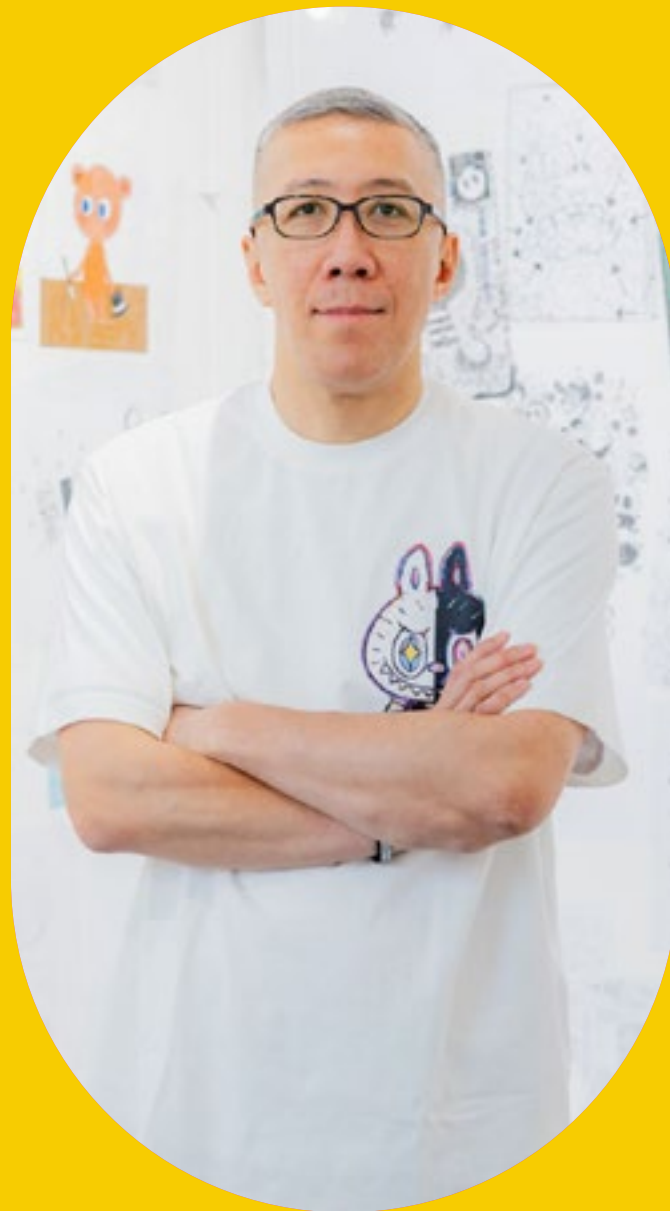
By virtue of the blind box economy to break the circle, leveraging
the cultural empowerment of non-heritage

POP MART

Kasing Lung

LABUBU之父:龙家升

LABUBU（拉布布）是香港艺术家龙家升创作的精灵 IP，以尖牙邪笑和不对称大眼颠覆传统萌系审美。作为泡泡玛特出海王牌，其设定为丛林恶作剧精灵，具有原始生命力的野性特质。



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▲早期珍贵手稿 / Early Rare Manuscripts



Analysis And Summary

现象级 IP: LABUBU 全球出圈的原因

LABUBU 的全球成功，本质是文化共鸣、设计创新与商业模式迭代的结果。中国品牌全球化需跳出“低价代工”思维，以原创 IP 为核心，通过本土化策略、稀缺性设计和情感运营，将产品转化为文化符号。未来，泡泡玛特需在维持热度与夯实品牌价值之间找到平衡，而 LABUBU 能否从“爆款”进化为“经典”，仍取决于其能否持续创造情感价值与文化认同。

LABUBU's global success is the result of cultural resonance, design innovation and business model iteration. The message is that Chinese brands need to think beyond 'low-cost OEM' and transform their products into cultural symbols through localisation strategies, scarcity design and emotional operations, with original IP as the core. In the future, Bubble Mart needs to find a balance between maintaining its popularity and consolidating its brand value, and whether LABUBU can evolve from a 'hit' to a 'classic' still depends on whether it can continue to create emotional value and cultural identity.





















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SERIES - 01

设计创新： 从萌系到多元美学

LABUBU 的成功证明，突破传统审美框架是 IP 破圈的关键。品牌需挖掘“矛盾美学”（如丑萌、暗黑与治愈结合），并融入全球化文化元素，以适配不同市场的偏好。例如，龙家升的北欧背景使其设计天然具有跨文化基因，而泡泡玛特通过联名（如与迪士尼、小黄人）进一步强化了 IP 的普适性。

LABUBU's success proves that breaking through the traditional aesthetic framework is the key to breaking the circle of IP. Brands need to tap into 'paradoxical aesthetics' (e.g. ugly cute, darkness combined with healing) and incorporate globalised cultural elements to suit the preferences of different markets. For example, Long Jia Sheng's Scandinavian background gives its designs a natural cross-cultural DNA, while Bubble Mart further strengthens the universality of its IP through co-branding (e.g. with Disney and Little Yellow Man).















SERIES - 02

全球化策略： 本土化而非复制

泡泡玛特的“全球本土化”策略为中国品牌出海提供了范本。品牌需深入研究目标市场的文化符号，通过联名、地域特色设计（如泰国民族服饰、意大利国旗配色）建立情感连接，而非简单复制国内模式。同时，借助明星效应和 KOL 传播，可快速打开市场认知。

Bubble Mart's 'global localisation' strategy provides a model for Chinese brands going overseas. Instead of simply copying the domestic model, brands need to study the cultural symbols of the target market in depth, and establish an emotional connection through co-branding and geographically-specific designs (e.g., Thai national costumes, Italian flag colour scheme). At the same time, celebrity effect and KOL communication can quickly open up market awareness.



















SERIES - 03

商业模式： 稀缺性与体验经济

盲盒模式的核心在于制造稀缺性和延长 IP 生命周期。LABUBU 通过限量款、隐藏款和高溢价联名款维持热度，同时拓展衍生品（如毛绒玩具、服装）和线下体验（如主题店、快闪活动），从单一商品销售转向“情感体验”输出。2024 年，泡泡玛特毛绒品类收入暴涨 1289%，证明了多元化产品线的价值。

The core of the blind box model is to create scarcity and extend the life cycle of IP. LABUBU maintains its popularity through limited edition, hidden models and high premium co-branded models, while expanding its derivatives (e.g., plush toys, apparel) and offline experiences (e.g., themed shops, flash mob events), shifting from single-merchandising to the output of 'emotional experiences'. In 2024, Bubble Mart's plush category revenue soared 1,289%, proving the value of a diversified product line.











MONSTERS LABUBU



20

NEW!



9.99!

NEW!

LABUBU













SERIES - 04

用户运营： 从流量到情感共同体

LABUBU 的粉丝社群已形成独特的“圈层文化”，用户通过二次创作、收藏交流建立情感联结。品牌需主动参与社群运营，例如鼓励用户分享 UGC 内容、举办线下活动，甚至推出 NFT 或元宇宙项目（如虚拟 LABUBU），将用户转化为 IP 共创者。

LABUBU's fan community has formed a unique 'circle culture', with users building emotional connections through secondary creation and collection exchanges. Brands need to take the initiative to participate in community operation, such as encouraging users to share UGC content, organising offline activities, or even launching NFT or meta-universe projects (e.g., virtual LABUBU), to turn users into IP co-creators.







































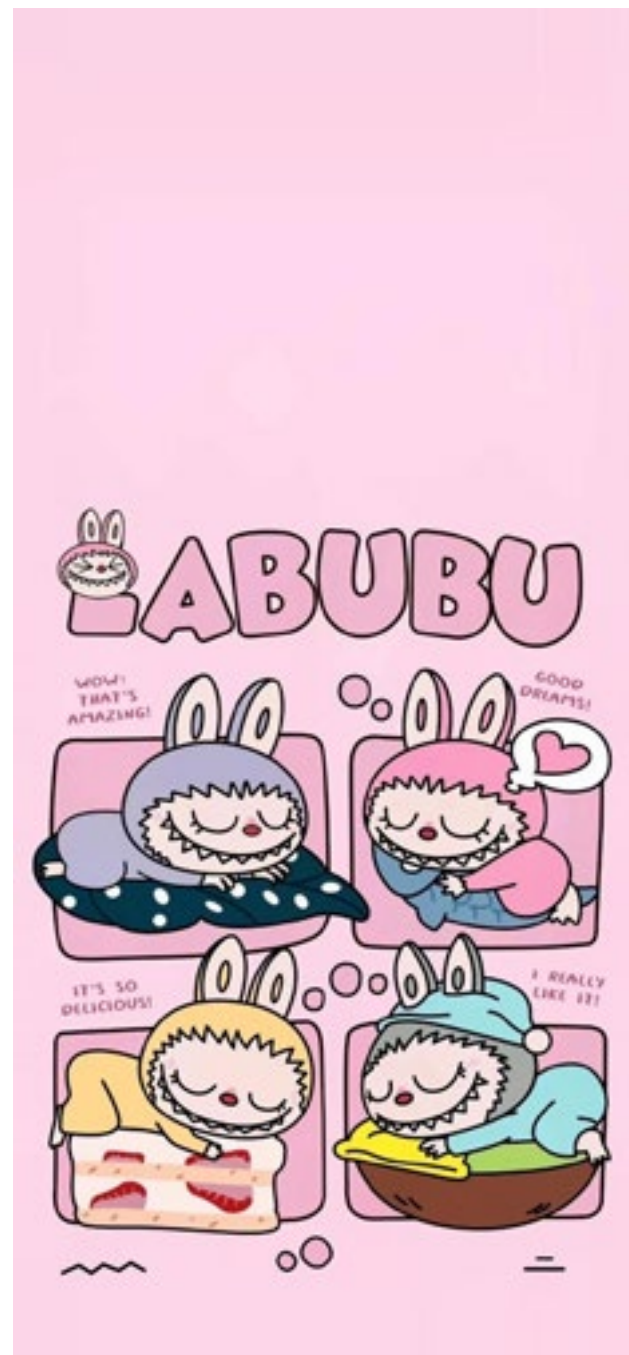


























SERIES - 02

MOLLY

The Psychological Conquest of 'Expressionlessness'

经典“无表情”的心理学征服



Kenny Wong

MOLLY 之父:王信明

2006 年，来自中国香港的设计师 Kenny Wong 创造了“小画家 Molly”这一形象。灵感来自于他在一次活动上遇见的一位小女孩。这位小女孩拥有湖绿色的眼睛和微卷的金色短发，画画时专注且自信。当 Kenny 问她的名字时，她回答道：“My name is Molly”。这一刻成为了 Molly 形象的诞生契机。初代 Molly 手持画笔和画板，完美再现了这位小女孩的模样。





Analysis And Summary

MOLLY 长盛不衰 的核心原因

MOLLY 的长盛不衰，本质是对“不确定性消费”“情感投射”“文化认同”等趋势的精准把握。其成功路径表明，一个 IP 的生命力不仅取决于设计本身，更在于能否构建涵盖产品、内容、社群的完整生态，并通过持续创新与全球化布局，在不同文化语境中传递价值。这为中国品牌的 IP 化与出海提供了宝贵范本。

MOLLY's longevity is a result of its accurate grasp of the trends of 'uncertainty consumption', 'emotional projection' and 'cultural identity'. Its successful path shows that the vitality of an IP not only depends on the design itself, but also on whether it can build a complete ecosystem covering products, content and community, and deliver value in different cultural contexts through continuous innovation and global layout. This provides a valuable model for Chinese brands to IP-ify and go overseas.













SERIES - 01

设计创新： 情感投射的设计哲学

MOLLY 的设计摒弃了传统 IP 的固定人设，以空白的表情和中性化形象激发消费者的情感投射。其湖绿色眼睛、金黄色卷发等标志性元素，既符合 Z 世代对“治愈感”的追求，又通过不同系列主题赋予角色多元解读空间。这种“无性格”设计让消费者能将自身情绪投射到 MOLLY 身上，形成独特的情感联结，例如在高压生活中，消费者将 MOLLY 视为“陪伴者”或“精神慰藉”。

MOLLY's design abandons the traditional IP's fixed persona and uses blank expressions and neutralised images to stimulate consumers' emotional projection. Its signature elements, such as lake green eyes and blonde curls, not only meet Gen Z's pursuit of 'healing', but also give the characters room for multiple interpretations through different series themes. This 'characterless' design allows consumers to project their own emotions onto MOLLY, forming a unique emotional connection. For example, in a high-pressure life, consumers see MOLLY as a "companion" or 'spiritual comfort'. for example, in a high-pressure life, consumers see MOLLY as a 'companion' or 'comfort'.











SERIES - 02

商业模式： 盲盒机制与稀缺性运营

泡泡玛特通过盲盒的“不确定性奖励机制”激活了用户的收集欲和赌徒心理。隐藏款（概率约 1/144）和限量联名款制造稀缺性，刺激消费者重复购买。2024 年，MOLLY 系列营收达 20.9 亿元，同比增长 105.2%，其中联名款和限量款贡献显著。此外，盲盒的社交属性进一步强化了用户粘性，形成“购买 - 分享 - 再购买”的闭环。

Bubble Mart activates users' desire to collect and gamble through the 'uncertainty reward mechanism' of blind boxes. Hidden models (probability about 1/144) and limited edition co-branded models create scarcity and stimulate consumers to make repeat purchases. 2024, MOLLY series revenue reached RMB2.09 billion, a year-on-year growth of 105.2%, with co-branded and limited edition models contributing significantly. In addition, the social attributes of the blind box further strengthened user stickiness, forming a closed loop of 'buy - share - buy again'.





















SERIES - 03

丰富内核： 故事化与IP生态扩展

泡泡玛特通过持续赋予 MOLLY 故事背景，将其从玩偶升级为文化符号。同时，IP 向动画、游戏、线下展览等领域延伸，例如 2024 年推出的 MOLLY 主题动画短片，增强了用户的情感沉浸感。这种“产品即内容”的策略，让 MOLLY 突破玩具范畴，成为潮流文化的载体。

Bubble Mart has upgraded MOLLY from a doll to a cultural symbol by continuously giving it a story background. At the same time, the IP has been extended to animation, games and offline exhibitions, such as the MOLLY-themed animated short film to be released in 2024, which enhances users' sense of emotional immersion. This strategy of 'product as content' allows MOLLY to break through the realm of toys and become a carrier of trendy culture.

































SERIES - 04

精准洞察：精准的用户画像与本土化策略

OLLY 的核心用户为 18-34 岁女性白领，占比超 70%，这一群体追求个性化表达与情感消费。泡泡玛特通过细分市场需求，推出不同风格系列，并在海外市场进行本土化改造，实现全球市场覆盖。2024 年，泡泡玛特海外营收同比增长 245%，东南亚市场贡献显著。

OLLY's core users are white-collar women aged 18-34, accounting for more than 70%, and this group pursues personalised expression and emotional consumption. Bubble Mart has launched different style series through market segmentation and localisation in overseas markets to achieve global market coverage. 2024, Bubble Mart's overseas revenue increased by 245% year-on-year, with a significant contribution from the Southeast Asian market.



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OUR FUTURE

FUTURE
24



Hello, I am

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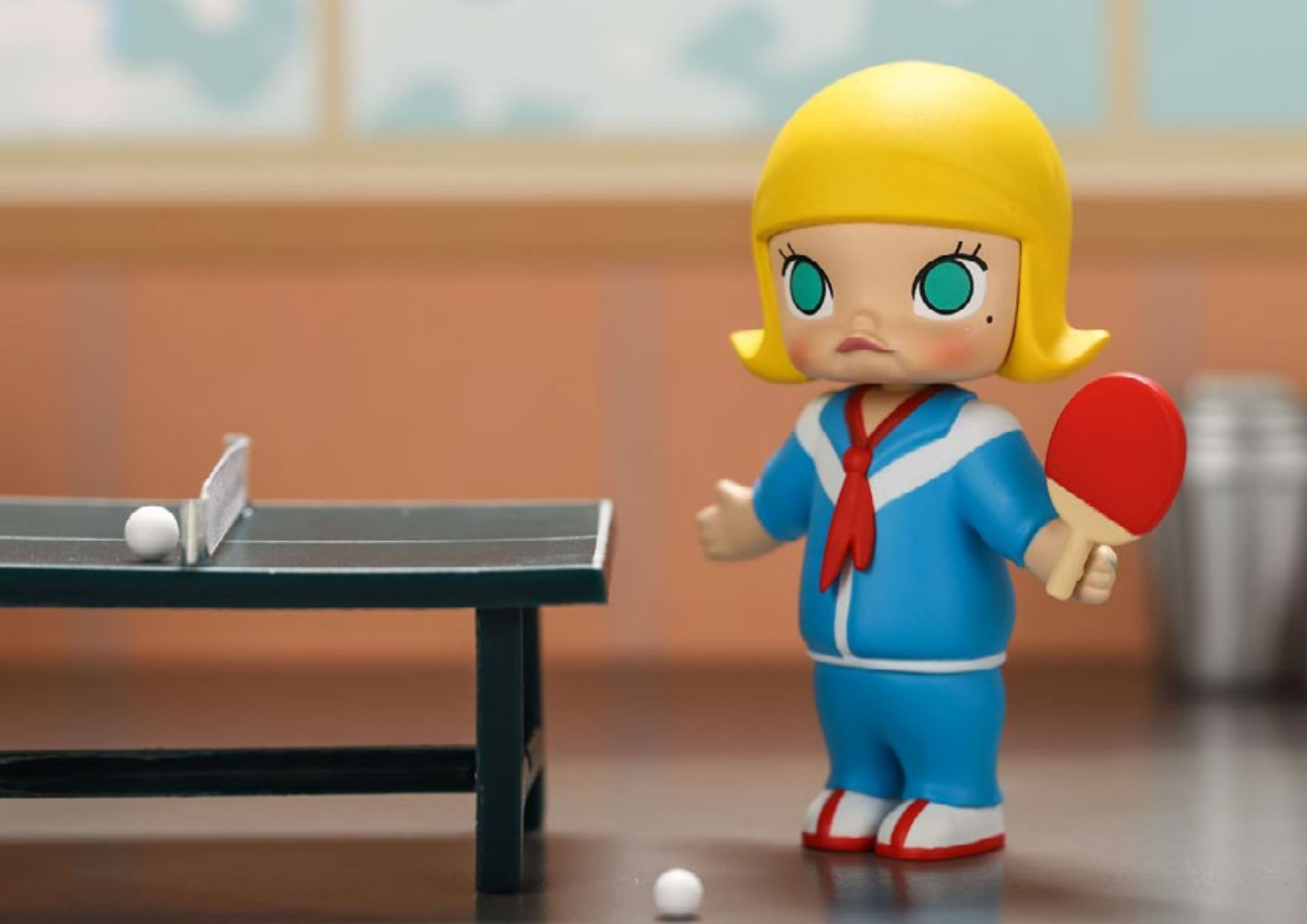




School Life of
MOLLY























SERIES - 03

DIMOO

Dreamy Symbiosis and Healing Design

梦幻共生与治愈系设计



POP MART

Ayan Deng

DIMOO 之母: 邓飞燕

该形象是由年轻设计师 Ayan Deng 设计的角色，DIMOO 的形象是一个带有天真表情的男孩，他非常渴望陪伴。睡觉发梦是他的喜好，因为在梦里他可以暂时脱离现实的苦海。现实中的他非常胆小，可是在梦里他是个非常勇敢的小孩，跟现实中的他形成了强大的对比。



POP MART, founded in Beijing in 2010, has transformed from a trendy grocery shop to a global trendy game giant, taking 'Create Trend, Deliver Goodness' as its core concept, and constructing a trendy cultural ecology covering IP incubation, product design, omni-channel retailing and immersive experience.





Analysis And Summary

DIMOO 持续 影响力迷思

DIMOO 的持续影响力本质是情感共鸣、文化认同与商业创新的共振。其成功路径表明，一个 IP 的生命力不仅取决于设计本身，更在于能否构建涵盖产品、内容、社群的完整生态，并通过全球化布局与本土化创新，在不同文化语境中传递价值。这为中国品牌的 IP 化与出海提供了宝贵范本——唯有将“潮流”与“文化”、“商业”与“情感”深度融合，才能创造穿越周期的长红 IP。

The essence of DIMOO's continuous influence is the resonance of emotional resonance, cultural identity and commercial innovation. Its successful path shows that the vitality of an IP not only depends on the design itself, but also on whether it can build a complete ecosystem covering products, content and community, and deliver value in different cultural contexts through global layout and localised innovation. This provides a valuable model for Chinese brands to IP-enable and go overseas - only by combining 'trend' and 'culture', 'business' and 'emotion' in depth can we achieve the same result. Only by deeply integrating 'trend' with 'culture', 'business' with 'emotion' can we create a long-lasting popular IP that transcends cycles.



SERIES - 01

治愈系设计与故事化叙事的深度绑定

以“梦”为灵感创作，其标志性的云朵头饰、圆润轮廓和略带傲娇的表情，天然传递出温暖治愈的气息。与 MOLLY 的“无性格”设计不同，DIMOO 从诞生起便被赋予完整的故事体系：例如“迷失自我的狐狸 Candy”“因耳朵小而自卑的猫 Snooks”等角色，均源自设计师自身及朋友的经历，通过缺陷与成长的叙事引发用户情感投射。这种“有温度的人设”让 DIMOO 成为用户的“精神陪伴者”，尤其在高压社会中，其“乐观勇敢”的核心特质成为当代年轻人的情感出口。

Inspired by 'dreams', its signature cloud headdress, rounded silhouette and slightly haughty expression naturally convey a warm and healing aura. Unlike MOLLY's 'characterless' designs, DIMOO has been given a complete story system since its inception: characters such as 'Candy, the fox who has lost herself' and 'Snooks, the cat who has an inferiority complex due to her small ears' are all inspired by the designer herself and her friends." and other characters originated from the designer's own experiences and those of his friends, triggering users' emotional projection through the narratives of flaws and growth. This 'warm persona' makes DIMOO a 'spiritual companion' for users, especially in a high-pressure society, and its core trait of 'optimism and courage' has become an emotional outlet for contemporary young people. emotional outlet.











SERIES - 02

盲盒机制的 创新与场景化延伸

DIMOO 沿用盲盒的“不确定性奖励机制”，但通过场景化设计提升体验层次。制造稀缺性与话题热度。此外，DIMOO 通过技术赋能拓展玩法边界，如 2025 年圣诞系列引入 AR 功能，用户扫描玩具即可观看虚拟雪人讲述故事，实现“玩具即内容”的交互升级。这种“实体 + 虚拟”的双线运营，使盲盒从单纯的商品变为可互动的文化载体。

DIMOO follows the 'uncertainty reward mechanism' of the blind box, but elevates the level of experience through scenario-based design. Create scarcity and topic heat. In addition, DIMOO expand the boundaries of play through technological empowerment, such as the introduction of AR function in the 2025 Christmas series, users can scan the toys to watch the virtual snowman to tell the story, and realise the interactive upgrade of 'toys as content'. This dual operation of 'physical + virtual' turns the blind box from a mere commodity into an interactive cultural carrier.









SERIES - 03

跨界联名的文化破圈 与高端化突围



DIMOO 通过高契合度联名触达多元圈层。例如艺术跨界：与巴黎水合作推出“浪漫气泡”限定大娃，将品牌经典小绿瓶元素融入 DIMOO 设计，同时在隆福寺举办艺术特展，强化“潮流艺术”标签。

DIMOO reaches out to a wide range of circles through highly compatible co-branding. For example, DIMOO has launched a limited edition of 'Romantic Bubbles' with Paris Water, incorporating elements of the brand's classic green bottles into DIMOO's design, and organised a special art exhibition at the Longfuji Temple to reinforce the 'trendy art' label.













SERIES - 04

全球化与 本土化的精准平衡

泡泡玛特针对不同市场制定差异化策略，例如：在文化适配上在保留 DIMOO 标志性金发、云朵等元素的基础上，根据当地审美调整配色与主题，（欧洲市场强化奇幻风格，北美市场推出男性向机甲系列，实现“全球本土化”）。

DIMOO reaches out to a wide range of circles through highly compatible co-branding. For example, DIMOO has launched a limited edition of 'Romantic Bubbles' with Paris Water, incorporating elements of the brand's classic green bottles into DIMOO's design, and organised a special art exhibition at the Longfujii Temple to reinforce the 'trendy art' label.









SERIES - 04

HIRONO小野

Rebel Aesthetics and Philosophy of Life

反叛美学与生活哲学



Lang

HIRONO 小野之父：宣毅郎

Lang 大学期间便萌生了自己做玩具设计的想法。2010 年，校友王宁（泡泡玛特 CEO），邀请 Lang 来刚成立的泡泡玛特上班并担任艺术总监，成为创始人之一。2020 年，其小孩出生，他希望孩子以后能野一点，自由一点，于是给小朋友起名为“小野”，2021 年，“Hirono 小野”诞生。





Analysis And Summary

HIRONO小野的 破圈之道

泡泡玛特旗下 IP Hirono 小野的破圈源于其精准捕捉 Z 世代情绪需求并构建多维价值体系的战略布局。设计师 Lang 以“丧萌”美学为核心，通过下垂嘴角、雀斑等标志性元素将孤独、焦虑等复杂情绪凝练成视觉符号，打破潮玩市场同质化竞争。品牌通过艺术化运营实现价值升维。

Bubble Mart's IP Hirono's breakthrough comes from its strategic layout to accurately capture the emotional needs of Generation Z and build a multi-dimensional value system. Based on the aesthetics of 'funeral budding', designer Lang condensed complex emotions such as loneliness and anxiety into visual symbols through iconic elements such as drooping mouth corners and freckles, breaking the homogeneous competition in the trendy toy market. The brand's value is upgraded through artistic operation.





SERIES - 01

设计语言： 情绪符号的视觉革命

其标志性的“丧萌”形象——下垂的嘴角、倔强的婴儿肥、叛逆的雀斑——打破了潮玩市场主流的可爱风格。这种“内倾型”设计精准对应了Z世代的情感困境：表面孤独疏离，内心渴望共鸣。设计师将自由、焦虑、叛逆等复杂情绪凝练成具象形象，如“重塑”系列中沙砾质感的雕塑，用斑驳肌理隐喻现代人的精神褶皱。这种独特的美学语言不仅在潮玩圈形成差异化认知，更吸引了艺术爱好者的关注，成为“沉默的情绪代言人”。

Its iconic 'cute' image - with its drooping mouth, stubborn baby fat, and rebellious freckles - breaks away from the mainstream cuteness of the hipster market. This 'inward-looking' design precisely corresponds to the emotional dilemma of Generation Z: outwardly lonely and detached, but inwardly longing for empathy. The designers have condensed the complex emotions of freedom, anxiety and rebellion into concrete images, such as the gravelly sculptures in the 'Reinvention' series, which use the mottled texture as a metaphor for the mental folds of modern people. This unique aesthetic language not only creates a differentiated perception in the hip toy circle, but also attracts the attention of art lovers, becoming the 'silent spokesperson of emotions'.















SERIES - 02

艺术赋能：从商品到文化符号的升维

跨界共创：与影像艺术家安久、姜睿等合作，将小野置于宇宙、沙漠等宏大场景，通过《庇护所》等作品拓宽情感表达边界。这种艺术联动不仅提升 IP 格调，更吸引高消费力客群，其珠宝线产品成为泡泡玛特子品牌 POPOP 销量冠军。

Cross-border co-creation: In cooperation with video artists such as Anjou and Jiang Rui, Ono is placed in grand scenarios such as the universe and the desert, and the boundaries of emotional expression are broadened through works such as 'Shelter'. This kind of art association not only enhances the IP style, but also attracts high consumption power customers, and its jewellery line products have become the top seller of POPOP, a sub-brand of Bubble Mart.



















Hirono

庇护所系列相纸



SERIES - 03

场景渗透：从潮玩到生活方式的生态构建



小野通过多元化场景实现用户全触点覆盖：从盲盒手办延伸至服饰、家居等生活品类，如“Fight for Joy”系列卫衣、熊偶毛绒玩具，通过日常使用加深情感绑定。2023年推出的“小野来了”生活方式系列，覆盖服装、包袋等30+单品，曼谷快闪店进一步拓展海外影响力。

Ono has achieved full-touchpoint coverage of users through diversified scenarios: it has extended from blind-boxed handbags to apparel, home furnishing and other lifestyle products, such as the 'Fight for Joy' series of jerseys and bear plush toys, which deepen the emotional bond through daily use. 2023 will see the launch of the "Here Comes Ono!" In 2023, Ono will launch a lifestyle series covering 30+ items such as apparel and bags, and a flash shop in Bangkok to further expand its influence overseas.













SERIES - 04

全球化布局：文化输出 与在地化融合

小野通过“艺术 + 商业”双轮驱动实现海外破圈：在文化适配上针对不同市场调整策略，如东南亚市场通过快闪店强化潮流属性，欧美市场则突出艺术联名，实现文化符号的柔性输出。

Ono achieves overseas breakthroughs through the 'art + business' dual-wheel drive: it adjusts its strategy for different markets in terms of cultural adaptation, for example, it strengthens its trend attributes through flash shops in the Southeast Asian market, and highlights art co-branding in the European and American markets, so as to realise the flexible output of cultural symbols.















誕

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集

專

小

野











Hirono

by POP MART



100% 100%



100% 100%



Hirono





Hirono is a wild rebirth, the great return
Hirono is a canvas for emotions to unvei
Hirono is a glimpse into a soul within
Hirono is a return to where we begin

↖ HIRONO 品牌由此上二楼

SERIES - 05

SKULLPANDA

The Cultural Broken Circle of CyberSongwriters

赛博歌姬的文化破圈



POP MART

熊喵

SKULLPANDA 之母

一顶透明宇航员头盔罩住神秘脸庞，双耳缀着叛逆的球形辫子——这位宇宙游民 Skullpanda，是设计师熊喵用暗黑美学写给 Z 世代的情书！2020 年，熊喵把游戏原画师的脑洞泼进潮玩圈，诞生了这个无性别、无年龄的“分裂艺术家”：TA 既是密林古堡里睥睨众生的血色玫瑰吸血鬼，又是糖果小镇偷吃饼干的浣熊饲养员，甚至化身赛博夜之城的机械歌者，用霓虹音浪炸开次元壁。



POP MART, founded in Beijing in 2010, has transformed from a trendy grocery shop to a global trendy game giant, taking 'Create Trend, Deliver Goodness' as its core concept, and constructing a trendy cultural ecology covering IP incubation, product design, omni-channel retailing and immersive experience.





Analysis And Summary

SKULLPANDA 的出圈之道

SKULLPANDA 的破圈源于多重创新：以“暗黑美学”融合哥特与赛博朋克元素，塑造骷髅面具熊猫形象，通过《密林古堡》《夜之城》等系列探讨人性矛盾与自由。泡泡玛特全产业链资源倾斜，与浦东美术馆、CLOT 等跨界联名提升文化价值。国际化方面，2024 年海外营收达 13.1 亿元，通过东方含蓄与国际流行元素结合，成功拓展欧美市场。其“自由随性”的设计内核与多维度运营策略，使其成为潮玩领域“小众美学大众化”的标杆。

SKULLPANDA's breakthrough comes from multiple innovations: it blends gothic and cyberpunk elements with 'dark aesthetics', shapes the image of skull-masked pandas, and explores human contradictions and freedom through the series of 'Ancient Fortress of the Dense Forest' and 'City of the Night'. Bubble Mart tilts the resources of the whole industry chain, and enhances the cultural value through cross-border co-branding with Pudong Art Museum and CLOT. In terms of internationalisation, Bubble Mart's overseas revenue will reach RMB 1.31 billion in 2024, and it will successfully expand into the European and American markets by combining oriental ambiguity with international popular elements. Its 'free and casual' design core and multi-dimensional operation strategy have made it a benchmark of 'popularisation of niche aesthetics' in the field of trendy games.







SERIES - 01

差异化设计：暗黑美学 与多元风格的破圈表达

SKULLPANDA 以“戴着骷髅面具的熊猫女孩”形象打破传统潮玩的甜美范式，其核心设计理念是“叛逃、不受限制”。设计师熊喵将哥特、赛博朋克、科幻等元素融入 IP，通过多维度风格演绎满足不同圈层审美需求。这种“矛盾感”设计既赋予 IP 视觉冲击力，又引发用户对“关系”“自我探索”等深层议题的思考。2023 年单 IP 营收 10.25 亿元，同比增长 20.3%。

SKULLPANDA breaks the sweet paradigm of traditional hipster fashion with the image of 'Panda girl wearing a skull mask', whose core design concept is 'defection and unrestricted'. Designer Xiong Meow integrates gothic, cyberpunk, sci-fi and other elements into the IP, and meets the aesthetic needs of different circles through multi-dimensional style interpretation. This 'paradoxical' design not only gives the IP visual impact, but also triggers users to think about deeper issues such as "relationship" and 'self-exploration' etc. Revenue of single IP in 2023 will be 1.025 billion yuan, up by 1.5 billion yuan year-on-year. 1.025 billion yuan in 2023, a year-on-year increase of 20.3%.













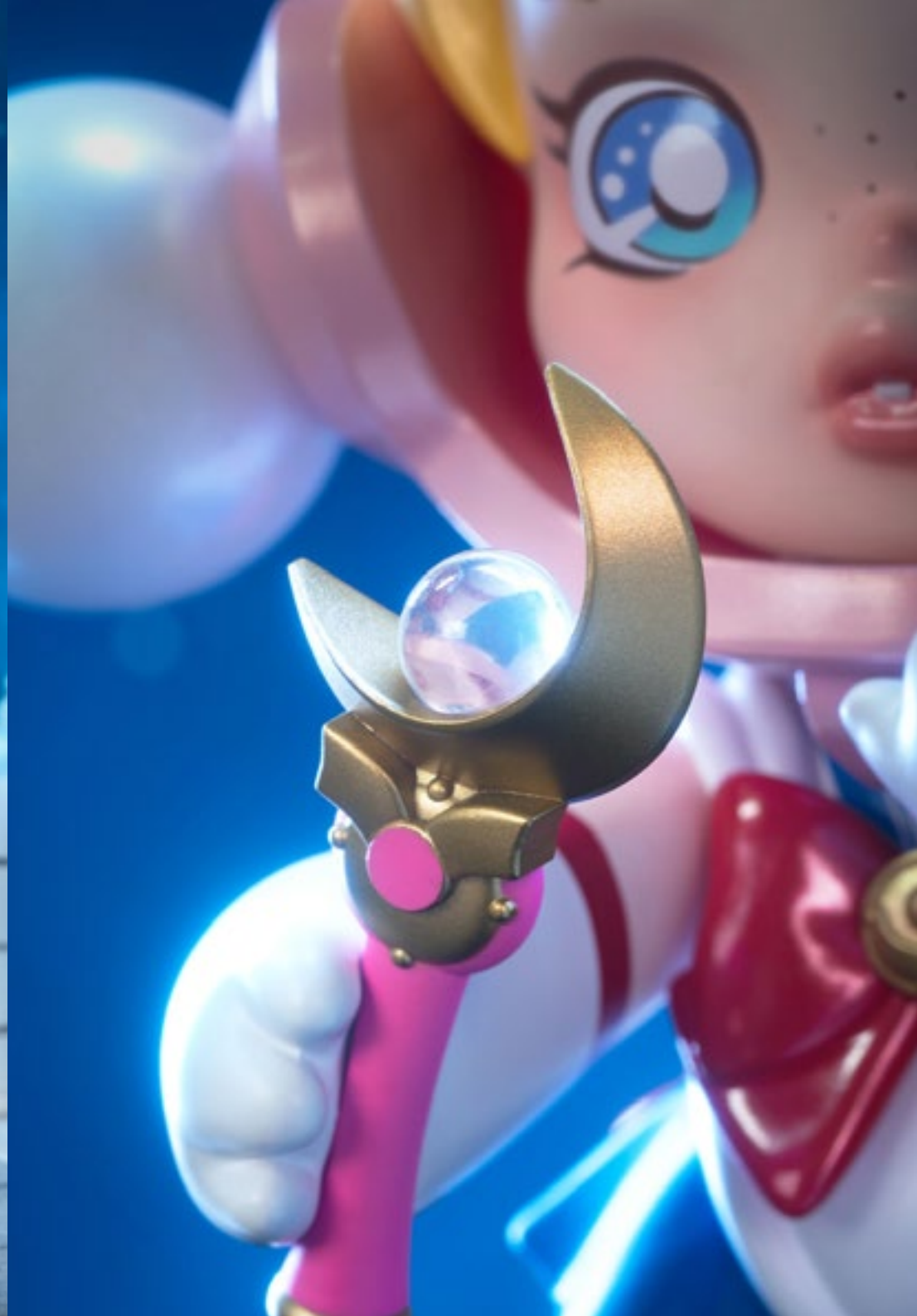
SERIES - 02

跨界合作：艺术化探索 与国际化破局

SKULLPANDA 通过高端艺术联名提升品牌调性，国际化层面，SKULLPANDA 以欧洲市场为突破口，凭借暗黑美学吸引潮人，并通过巴黎卢浮宫店开业、泰国圣诞主题快闪等活动，在东南亚市场迅速打开局面。2024 年海外营收同比增长 375.2%，其中东南亚市场占比 47.4%，SKULLPANDA 成为泡泡玛特攻克欧美与东南亚市场的先锋。

SKULLPANDA enhances the brand tone through high-end art co-branding, and on the international level, SKULLPANDA takes the European market as a breakthrough, attracts hipsters with its dark aesthetics, and rapidly opens up the situation in Southeast Asia through activities such as the opening of the Louvre shop in Paris and the Christmas-themed flash mob in Thailand. 2024 overseas revenue increased by 375.2% year-on-year, with the Southeast Asian market accounting for 47.4% of the total. With a year-on-year revenue growth of 375.2% in 2024, of which the Southeast Asian market accounted for 47.4%, SKULLPANDA has become the pioneer of Bubble Mart to conquer the European, American and Southeast Asian markets.









SERIES - 03

品牌协同 与供应链支撑

作为泡泡玛特旗下核心 IP，SKULLPANDA 受益于集团的全产业链优势：从艺术家孵化、IP 运营到供应链管理，泡泡玛特提供了从设计到销售的一站式支持。

As the core IP of Bubble Mart, SKULLPANDA benefits from the Group's entire industrial chain: from artist incubation, IP operation to supply chain management, Bubble Mart provides one-stop support from design to sales.

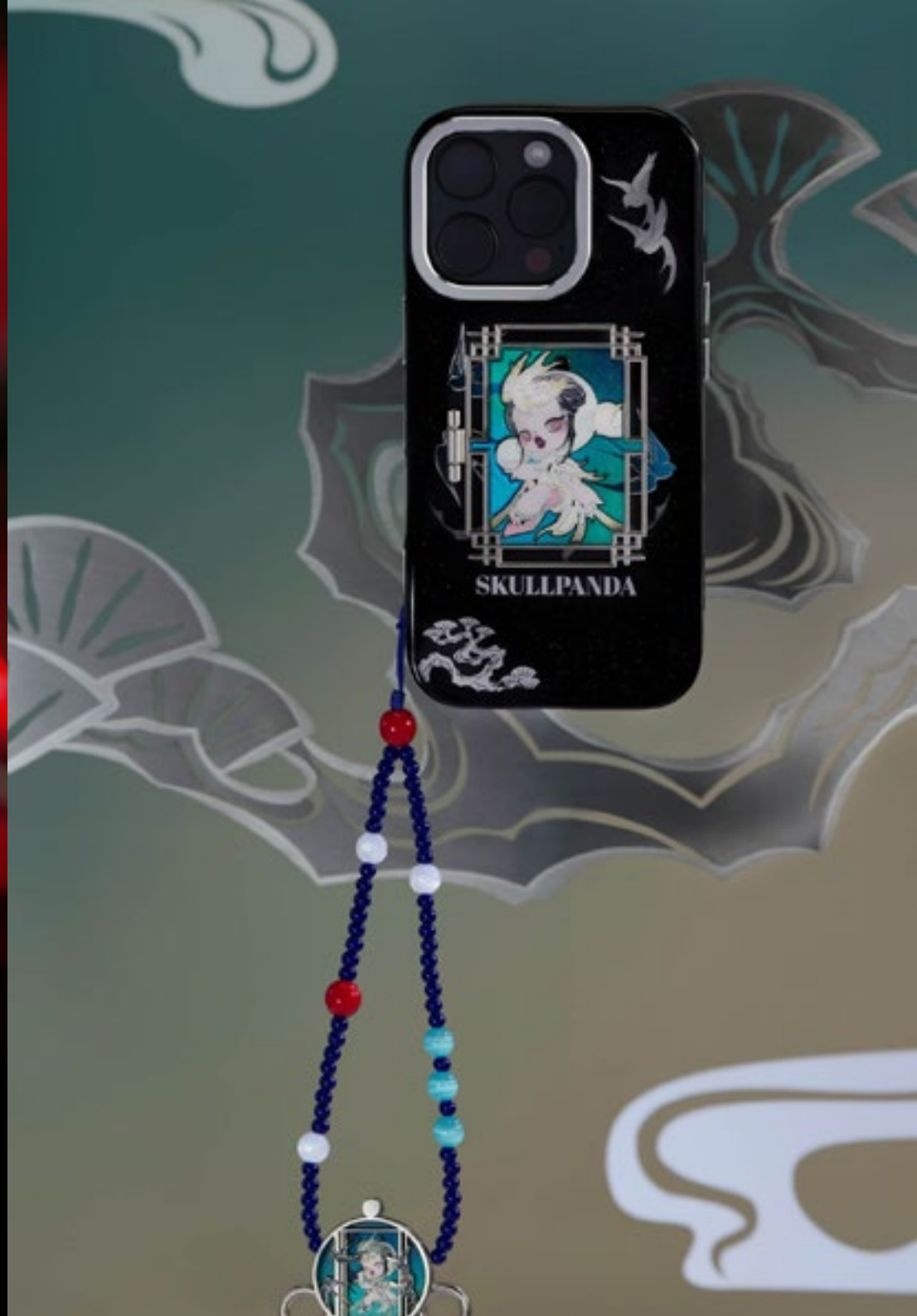
























A BUSINESS REVOLUTION FROM IMAGE DESIGN TO THE EMOTIONAL ECONOMY

从形象设计到情绪经济的商业革命

POP MART

POP MART, founded in Beijing in 2010, has transformed from a trendy grocery shop to a global trendy game giant, taking 'Create Trend, Deliver Goodness' as its core concept, and constructing a trendy cultural ecology covering IP incubation, product design, omni-channel retailing and immersive experience.

品牌推广

CULTURES

VISUALLY

BRAND PROMOTION

用户圈层的置换与扩容

By virtue of the blind box economy to break the circle, leveraging the cultural empowerment of non-heritage, through globalisation and localisation strategy, landing in 48 markets, overseas revenue accounted for nearly 50%. 2024 market value exceeded 148.8 billion Hong Kong dollars, Labubu and other IP has become a phenomenal cultural symbols, and reshape the global discourse of 'Chinese design'.

MEGA SPACE MOLLY 地球女儿艺术装置



作为 MEGA 珍藏系列的标志性作品，MEGA SPACE MOLLY 地球女儿艺术装置于 2025 年 3 月 25 日正式亮相北京首钢园，与同期举办的中国科幻大会形成联动。该装置以“地球女儿”为主题，通过巨型雕塑形式呈现 MOLLY 身着宇航员制服、怀抱地球模型的形象，呼应了环保与宇宙探索的双重理念。装置选址首钢园这一工业遗址与艺术科技交融的地标，将历史厚重感与未来科技感结合，营造出穿越时空的沉浸式体验。

艺术装置的设计灵感源自 MEGA SPACE MOLLY 系列对“地球守护”的叙事延伸。例如，MEGA SPACE MOLLY 周年系列 3 中，“地球女儿”作为隐藏款以蓝色星球为背景，象征对地球家园的回归与守护。这一主题与泡泡玛特 2025 年推出的 DIMOO 地球日手办（采用 55% 再生材料并启动全球生物多样性守护计划）形成呼应，体现品牌对可持续发展的关注。









全民潮流

POP MART
OMEGA SPACE MOLLY





POP MART
MEGA SPACE

首钢园
SHOU GANG
PARK





宝尼特

宝尼特

北京 x 新加坡 PTS “双城计划”



北京 x 新加坡 POP TOY SHOW (PTS) 双城计划是泡泡玛特首次尝试的跨地域潮玩文化联动项目。2025年5月19日，北京市文旅局、新加坡旅游局与泡泡玛特三方联合发布该计划，通过“预热活动 + 正式展会”的形式，将潮玩文化深度融入两地城市地标。

Paris, October 4th 2022 – For the Miu Miu Spring/Summer 2023 fashion show, in a collaboration with the artist Shuang Li, the hypostyle of the Palais d'Iéna is fashioned by AMO into an unknown facet of reality, a representation of the physical submarine electronic infrastructures - the wires that allay the fashion show to communication, to translation - the artistic intervention extends to a soundscape created by musician Eli Osheyack, conceived as a sequence of lost messages, communique undelivered and therefore never heard.



POP MART



北京国际潮流玩具展
POP TOY SHOW BEIJING

北京 × 新加坡

POP TOY SHOW “双城计划”

BACK TO PLAY!

明城墙
遗址公

POP MART

北京 × 新加坡
POP TOY SHOW “双城计划”

打卡点

- ① 北京场
- ② 明城墙遗址公园
- ③ 新加坡酒店
- ④ 结束打卡点



活动时间

2025.5.3

活动规则

每位参赛者限领1张，不可重复领用。活动期间，参赛者需在打卡点打卡，并上传打卡照片至指定平台。打卡照片需包含打卡点标识及参赛者本人。打卡照片需在活动结束后24小时内上传，逾期视为无效。打卡照片需清晰可见，不得模糊、遮挡或篡改。打卡照片需包含打卡点标识及参赛者本人。打卡照片需在活动结束后24小时内上传，逾期视为无效。打卡照片需清晰可见，不得模糊、遮挡或篡改。

奖品

基础奖

• 限量20人
• 限量10人
• 限量5人

抽奖事项说明

抽奖时间：2025年5月3日10:00-12:00
抽奖地点：新加坡酒店大堂
抽奖方式：现场抽奖
中奖名单：将在活动现场公布

其他说明

• 参赛者需在规定时间内完成打卡任务，逾期视为无效。
• 参赛者需在规定时间内完成打卡任务，逾期视为无效。
• 参赛者需在规定时间内完成打卡任务，逾期视为无效。

北京×新加坡
POP TOY SHOW“双城”

BACK TO PLAY!





0.0427
n mile/h

Fighting!

明城墙遗址公园

天安门

2

中轴



明城墙遗址公园



POP MART



北京 × 新加坡

打卡点

- ① 北京坊
- ② 明城墙遗址公园

活动时间

2025.5.31-6.20 (共三周)





太空无界沉浸体验展



太空无界沉浸体验展是泡泡玛特与因太空航天技术研究院合作打造的大型科普艺术项目。2024年7月15日，展览在北京华熙·LIVE 南区商业中央广场开幕，持续至10月7日，面积约1000平方米。展览以SPACE MOLLY的宇宙旅行为脉络，设置8大行星主题空间，融合光影艺术、互动装置与真实航天展品（如回收火箭整流罩），带领观众体验从地球到星际的探索之旅。

展期内还策划了“太空小画家日”“太空寻宝员日”等教育活动，通过寓教于乐的方式激发青少年对航天的兴趣。例如，参与者可身着航天服学习太空知识，或通过填色、挖掘盲盒等形式探索宇宙奥秘。该展览延续了泡泡玛特与航天领域的跨界合作传统，此前曾推出SPACE MOLLY月岩、天阙等航天联名款，并首次将潮玩送入太空（2025年1月MEGA SPACE MOLLY随火箭升空）。

MEGA SPACE MOLLY



太空无界沉浸体验展

展览时间: 2024.07.15-2024.10.07

展览地点: 华熙LIVE·五棵松 南区商业中央广场

展览地址: 华熙LIVE·五棵松 南区商业中央广场



甜品站



SPACE
MOLLY



MEGA SPACE MOLLY

太空无界沉浸体验展

POP MART Molly

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INUNI 因太空
MAKING SPACE CLOSER





















REPLACEMENT AND EXPANSION OF USER CIRCLES.

推广的本质是用户圈层的置换与扩容。

POP MART

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CULTURES

品牌空间 BRAND SPACE

VISUALLY

体验与情感价值的文化符号

By virtue of the blind box economy to break the circle, leveraging the cultural empowerment of non-heritage, through globalisation and localisation strategy, landing in 48 markets, overseas revenue accounted for nearly 50%. 2024 market value exceeded 148.8 billion Hong Kong dollars, Labubu and other IP has become a phenomenal cultural symbols, and reshape the global discourse of 'Chinese design'.

上海市南京东路店

作为泡泡玛特全球旗舰店，该店位于南京东路宏伊国际广场，2022年9月开业时是品牌当时全球最大的零售店，面积超500平方米。

门店以标志性的金黄色调为主，外墙以巨幅SKULLPANDA形象吸引眼球，内部采用开放式货架与主题场景结合的设计，陈列了MOLLY、LABUBU等经典IP的全系列产品。这里不仅是常规销售空间，更是品牌文化输出的核心窗口——2025年“五一”期间，LABUBU第三代搪胶毛绒产品“前方高能”系列全球首发，引发粉丝连夜排队抢购，门店一度限流。南京东路店还定期举办设计师签售、限量款首发等活动，巩固其在潮玩爱好者心中的“朝圣”地位。





MOLLY
Cooking Series POP

A colorful illustration of the Molly character, a blonde girl with a pink hat, sitting at a table with a plate of food and a drink. The background is a kitchen setting with a stove and a window.

POP MART

A large, stylized illustration of a character with purple hair and a blue hat, wearing a white outfit with a large collar. The character is positioned in the center of the billboard, with the words 'POP MART' written in purple on either side.

POP MART



POP MART



POP MART



POP MART

POP MART

Blue directional sign with Chinese characters and arrows pointing to various locations.







POP MART POP MART POP MART POP MART POP MART







CASHIER

POP MART

POP MART

POP MART



POP BEAN





ZSIGA
WALKING INTO THE **Forest**

CASHIER

ATH

AM'S

6-3









上海前滩太古里快闪店



这是泡泡玛特位于上海前滩太古里的限时快闪店，作为一家仅运营半年的临时空间，设计需要高度简洁干练。通过设计在有限的时间和空间内，来创造极具视觉辨识度和富有体验感的消费场景。整体采用灰色调统一天花与墙面，保留原始建筑结构，通过弧形陈列组团的凹凸设计强化空间互动性。凸面组团缩短顾客决策时间，凹面区域则营造私密体验区，同时预留店员动线实现高效服务。

快闪空间的设计，除了受到场地现状和预算的约束外，来自品牌方在设计表达上的限制相对较少。因此，在满足预算、工期以及场地条件等一系列既定约束的前提下，这些明确的限制反而为设计师提供了更为清晰的框架和方向。相较于多数模棱两可的要求，明确的边界条件更有助于设计发挥创意，设计师只需要专注于如何在这些限制中寻求突破与创新即可。

POPSOCKETS





POPSOCKETS

















北京侨福芳草地店

作为泡泡玛特全国首家黑标概念店，该店 2019 年落户艺术商业综合体侨福芳草地，主打艺术家高端线产品。门店以黑色为主色调，搭配霓虹灯光，营造出充满未来感的潮流艺术空间。



店内陈列了 Molly 设计师 Kenny 与中国探月工程合作的“探月版 Molly 宇航员小雪”等独家系列，以及大久保圣诞 Molly 限量款（全球仅 50 个）等稀缺藏品。侨福芳草地本身以艺术基因著称，黑标店通过与商场内的达利雕塑展、当代艺术画廊联动，形成“艺术 + 潮玩”的复合体验。2025 年，门店延续高端定位，持续引入艺术家联名款，并结合商场“春日艺术季”等活动，进一步强化其作为潮玩艺术策源地的角色。

POP MART



POP MART

ART TOY STORE











KING BABY

POP MART

POP MART





深圳卓悦中心主题快闪店

2025年1月，POPOP 珠宝快闪店在深圳卓悦中心同步启幕，与上海、成都门店形成全国联动。门店延续淡绿色主色调，灵感源自宝石切割的几何美感，通过金属与大理石材质搭配模拟宝石灯光，塑造出奢华精致的空间质感。

快闪店结合节日主题推出限定款，如 MOLLY 经典形象串珠、LABUBU 主题吊坠等，吸引消费者打卡互动。值得关注的是，深圳店特别设置了“萌盒自由装”体验区，会员可在限时 30 分钟内自主搭配饰品，增强参与感。此次快闪店不仅是销售渠道，更通过“佩戴艺术”概念的传播，将潮玩文化渗透至轻奢消费场景，为品牌开辟新的增长曲线。





MEGA SPACE MOLLY

Coca-Cola

1000%

MEGA SPACE MOLLY • TEAM COCA-COLA

MEGA SPACE MOLLY

POP MART

1000%

MEGA SPACE MOLLY



MEGA SPACE WOLLY

Coca-Cola

Coca-Cola

Coca-Cola

小心台阶

台阶

MEGA SPACE MOLLY

Coca-Cola

100%

MEGA SPACE MOLLY • TEAM COCA-COLA



禁止吸烟

MEGA SPACE MOLLY

MEGA SPACE MOLLY

MEGA SPACE MOLLY

Coca-Cola

100%

MEGA SPACE MOLLY • TEAM COCA-COLA

MEGA SPACE MOLLY

100%

MEGA SPACE MOLLY • TEAM COCA-COLA

MEGA SPACE MOLLY





MEGA SPACE MOLLY





USERS ARE NOT BUYING TOYS, BUT THEMSELVES ILLUMINATED BY THE IP

泡泡玛特的胜利，是视觉符号系统 + 情感经济 + 文化自信的三重奏。
新消费品牌需铭记：用户买的不是玩具，而是被 IP 照见的自己。

POP MART