

Pop Mart Shoots for Global Stardom as Labubu Heads to Thanksgiving Parade

As the Labubu craze goes global—with even a Hollywood movie in the works—its owner Pop Mart is making its biggest play yet for North American audiences with its debut at the Macy's Thanksgiving Day Parade.

The Beijing-based company behind collectible toy lines including Labubu and Mokoko will bring a float called "Friendsgiving in Pop City" to the 99th Macy's Thanksgiving Day Parade on Nov. 27. Characters like Labubu, Mokoko, Skullpanda, Molly, Dimoo, and Peach Riot—which typically come as mini figurines—will expand to 16-feet tall inflatables careening through the streets of New York City.

Pop Mart is also hosting a holiday pop-up at Macy's Herald Square in November and a Skullpanda pop-up at 1 Penn Plaza throughout the holiday season.

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