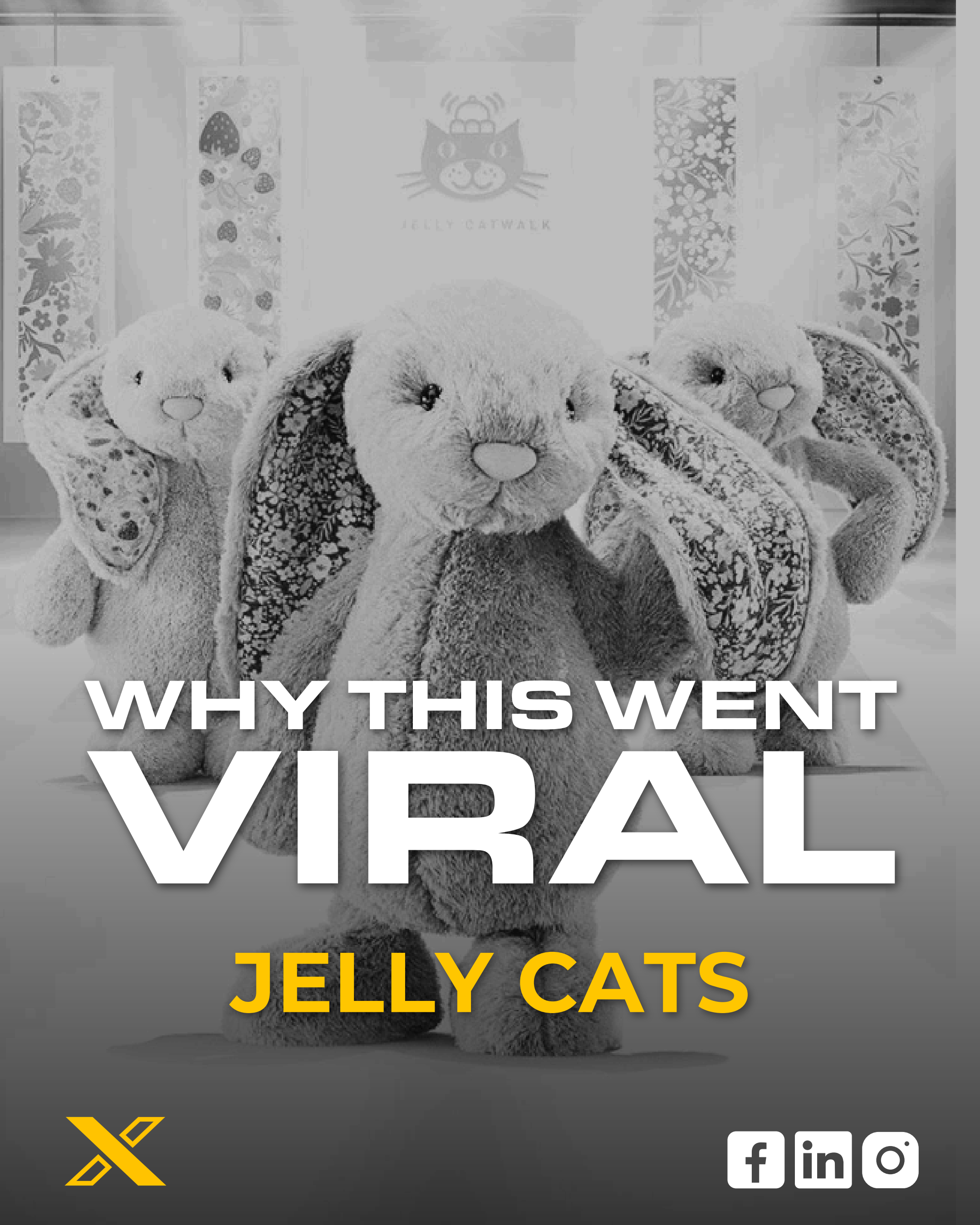




WHY THIS WENT VIRAL

JELLY CATS





JELLYCAT BECAME MORE THAN A STUFFED ANIMAL

Jellycat has gone from a cute plush brand to a full-blown social media phenomenon. People of all ages are collecting them, sharing their favorites, hunting for new releases, and showing off their Jellycat collections online.

So how did a stuffed animal become a trend people actually want to be part of?



NEW DROPS KEPT PEOPLE COMING BACK

Jellycat doesn't just sell the **same plushies forever.**

- New collections
- Seasonal drops
- Limited releases
- New characters



Jellycat NEW
Fuddlewuddle Lion



VALENTINE'S DAY COLLECTION

FROM JELLYCAT®

SHOP NOW



THE BRAND CREATED EXPERIENCES, NOT JUST PRODUCTS

The show constantly gave creators something new to post.



In New York, the Jellycat Diner at FAO Schwarz lets customers choose food-themed plushies and experience a playful diner-style “cooking” process. **The product became an experience people wanted to visit, film, and share.**





PEOPLE BECAME PART OF THE COMMUNITY

Jellycat fans aren't
just buying plushies.

They're:

- Choosing favorites
- Hunting for rare releases
- Naming their Jellycats
- Sharing collections
- Trading recommendations
- Decorating bags with charms

**The audience became
part of the brand itself.**



WHY THIS WENT **VIRAL**

Jellycat became more than a stuffed animal.

It created a collecting culture around new drops, social media, limited releases, and real-life experiences.



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