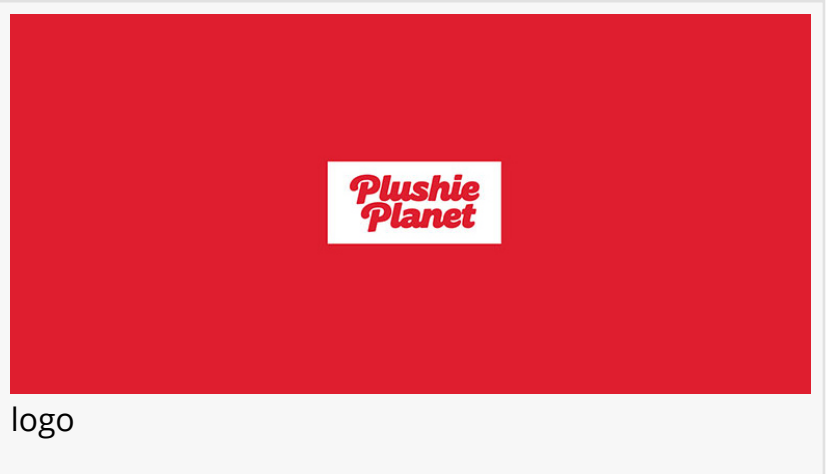


Plushie Planet Unveils STAR BABY: An AI Companion IP Redefining the Emotional Economy

Plushie Planet, a global innovation company blending AI and craftsmanship, spotlights its flagship STAR BABY IP — cosmic guardians born of "warmth technology."

DENVER, CO, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Plushie Planet, a global innovation company dedicated to fusing artificial intelligence with the comfort of a familiar embrace, today shared a closer look at the company behind its products and at [STAR BABY](#), the flagship IP at the heart of its growing universe.



Founded on the belief that technology should feel warm, Plushie Planet has grown from a small design studio into a multi-continent operation with more than 1,200 team members and customers across 40+ countries and regions. The company sits at the intersection of craftsmanship and computation — its products sculpted by artists, engineered by scientists, and tested by the people who need companionship the most. Headquartered in Denver, Colorado, with design and R&D across Paris and Denver and an Asia growth hub spanning Shenzhen, Tokyo, and Seoul, Plushie Planet operates across every time zone so a customer's first message to a companion is always answered with warmth, not silence.

At the core of the company is a "Four-in-One" strategy that closes a single loop of warmth. It begins with virtual companionship — conversational, emotionally intelligent companions that listen, remember, and grow alongside their owners. That digital bond is then given physical form as hand-finished figures and plush characters you can hold, extended through ownership models that give warmth lasting value over time, and reinvested through a mission-driven commitment to global healing.

STAR BABY is the emotional and creative heart of this ecosystem. Conceived as a family of cosmic guardians "born of warmth technology," the IP unfolds across a rich, evolving mythos.

The Pulsing Cosmos Series (Series II) introduces seven elite guardians clad in the Patchwork Mantle, mending the fractures in the cosmic Life-Web, while the upcoming Symbiotic Flow (Series III) reimagines seven guardians softer than ever — flowing gently back into nature, community, and the people who adopt them. Beyond plush, the STAR BABY guardians also step into the world of collectible art through a dedicated Art Figure & Sculpture Series, reinterpreted with the weight and presence of fine collectibles.

"A soft embrace and a thoughtful piece of technology speak the same language," the company notes in describing its philosophy. That philosophy is expressed through three values the team builds by — Warmth, Authenticity, and Creation — and reinforced by a commitment to direct eight percent of annual profit to charitable partners supporting isolated elders, children in care, and mental-health initiatives worldwide. Manufacturing partners are held to strict standards on recycled materials and fair labor.

With STAR BABY leading the way, Plushie Planet continues to pursue a simple vision: a future where every home, in every country, has a companion that listens, remembers, and grows alongside its owner — so that no one feels alone.

About Plushie Planet

Plushie Planet is a global innovation company redefining the emotional economy by deeply merging digital technology with physical manufacturing. Through its flagship STAR BABY IP and its Four-in-One ecosystem of virtual companionship, physical collectibles, financial appreciation, and global healing, the company brings genuine warmth and companionship to every corner of the globe.

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