

Plushie Planet Unveils App That Turns Cloud-Raised Companions Into Real Plush

The "emotional operating system" lets users raise a digital companion in the cloud — then materialize it as a hand-finished collectible plush.

DENVER, CO, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Plushie Planet, the global innovation company behind the STAR BABY collectible universe, today unveiled the full vision for the [Plushie Planet App](#) — the "emotional operating system" at the heart of its ecosystem, where users

raise a personalized companion in the cloud, watch it grow through daily interaction, and ultimately bring it into the physical world as a hand-finished collectible plush.



Plushie Planet logo

The concept is summed up in a single line: raise it in the cloud, feel the warmth, own it in reality.

“

When the companion you raised in the cloud finally sits in your hands, that is technology keeping its warmest promise.”

Mongrain Claude, Founder & CEO, Plushie Planet

In a digital-first world where attention is spent and forgotten, the App is built on the opposite promise — that time spent caring is never lost.

Inside the App, the user journey unfolds in four stages. It begins with Creation and Personalization: users design a companion that is unmistakably theirs, shaping identity, emotion and aesthetics choice by choice, so that no two companions in the universe are alike. Daily Emotional Interaction follows: conversations, check-ins and quiet

moments generate what the company calls Warmth Value — a measurable record of time spent together that accrues rather than disappears. The Growth and Memory System then weaves every interaction into a living emotional timeline, a story the companion carries forward and its owner can revisit years later. The journey culminates in Physical Conversion: when the bond is ready, the digital companion is materialized as a collectible plush — the moment a relationship becomes something you can hold.

Powering the experience is the Warmth Index System, a real-time emotional computation engine built in three layers: a Perception layer that captures interaction signals such as touch, hold and presence from physical companions; an Algorithm layer that converts raw emotional signal into consistent, comparable Warmth Value; and an Application layer through which that warmth is recognized and valued across the wider ecosystem.

The App is the digital heart of Plushie Planet's four-in-one strategy, connecting virtual companionship, physical collectibles, lasting value and global healing in one continuous loop. The stakes, the company argues, are generational: citing United Nations data, it notes that the number of people living alone worldwide has more than doubled, from 153 million in 2000 to 331 million in 2023, fueling an [emotional economy](#) valued at roughly US\$450 billion. Founded in early 2020 in Denver, Colorado, Plushie Planet now operates across more than 40 countries and regions with over 1,200 team members, more than five million units shipped, and flagship IP lines including STAR BABY, PUFFBALL and its art figure and sculpture series.

"For most of history, a toy could not remember you," said Mongrain Claude, Founder and Chief Executive Officer of Plushie Planet. "The App changes that. Every conversation, every check-in, every quiet moment adds up to something real — and when the companion you raised in the cloud finally sits in your hands, that is technology keeping its warmest promise. We envision a future where no one feels alone, and where no moment of caring is ever wasted."

Looking ahead, the company has set deliberately ambitious benchmarks for the new category it hopes to build: a target audience of 92 million users, a long-term goal of ecosystem repurchase rates above 45 percent, and multibillion-dollar IP revenue cases across the industry that it views as proof of the category's potential. The App is also designed to deepen the story of Plushie Planet's collectible lines — including the [STAR BABY blind-box series](#) — by giving every physical figure a digital soul, and every digital bond a physical form.

More information about the Plushie Planet App and the company's product universe is available at <https://planetplushie.com>.

About Plushie Planet

Plushie Planet is a global innovation company dedicated to integrating artificial intelligence and user experience at its core, deeply merging digital technology with physical manufacturing. Founded in early 2020 in Denver, Colorado, the company creates designer plush, art toys and AI companions serving customers in more than 40 countries and regions, guided by four values: Warmth, Companionship, Authenticity and Creation. Eight percent of annual profit is directed to charitable partners worldwide.

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