

Plushie Planet Debuts STAR BABY Animated Universe: 21-Episode AI-Crafted Short Series Now on YouTube

Seven plush guardians battle burnout, nightmares and pollution in The Pulsing Cosmos — an original short series brought to screen by an AI animation pipeline.

DENVER, CO, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- [Plushie Planet](#), the global innovation company behind the STAR BABY collectible universe, today announced the debut of its original animated short series, bringing the seven guardians of "[The Pulsing Cosmos](#)" to the screen for the first time. The first episodes are now streaming free on the company's official YouTube channel, opening a planned 21-episode saga produced with the studio's AI-powered animation pipeline — what the team describes as a Disney-style animated universe rendered in plush.



STAR BABY — SOUL, guardian of the spirit, from Plushie Planet's animated series The Pulsing Cosmos

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Animation lets plush do the one thing it could never do before: move you first, then hug you back.”

Plushie Planet Studio

The series opens on a simple piece of lore: Earth stays alive because seven hearts keep beating — health, dreams, the spirit, animals, oceans, forests and freshwater — and each heart is watched over by a fluffy guardian born of starlight, complete with visible stitching, button details and big glittering eyes. When shadow beasts rise from the deep — Weariness, the Nightmare, the Inner Demon, the Blaze, the

Abyss, the Wither and the Murk, each embodying a real-world threat such as burnout, anxiety, wildfire or water pollution — the guardians must leave their quiet patrols and step into their first real battles.

Every guardian's story unfolds as a three-episode arc with the same emotional spine. Episode one brings a first victory and a glimpse of something far larger waiting in the dark; episode two ends in honest defeat, with the hero knocked down and dimmed; and the finale — "Heart of

Vitality," "Heart of Dreams," "Heart of Life," "Heart of Harmony" — turns on the series' central belief: true strength never comes from lone courage, but from countless hearts willing to beat for what they love. Only when a community lends its light does a STAR BABY truly awaken.

The opening slate is already live, including "WOODLAND — Heart of Life" (Episode 01), "FLUFFY — Heart of Harmony" (Episode 01), "DREAM — Heart of Dreams" (Episode 01) and "RIPPLE — Heart of the Spring" (Episode 02), alongside character films such as "Fluffy Baby — The Harmony Collection." New episodes will roll out toward the full 21-episode arc covering all seven guardians: Vitality, Dream, Soul, Fluffy, Azure, Woodland and Ripple.

The animated universe is a direct extension of the [STAR BABY blind-box series](#), whose seven guardians and "Patchwork Mantle" design language carry the same causes — health, childhood, the spirit, animals, forests, oceans and freshwater — into collectors' hands. On screen and on the shelf, the cracked buttons and visible seams mean the same thing: not damage, but medals of guardianship.

For Plushie Planet, the series is also a statement about production itself. Built with an AI-assisted pipeline from storyboard to final render, the shorts show how the company applies the same philosophy that drives its products — technology in service of warmth — to storytelling, keeping episodes cinematic in look while allowing a compact studio team to sustain a feature-quality release cadence.

"Every arc ends the same way on purpose: a small, soft hero discovers it was never alone," said Mongrain Claude, Founder and Chief Executive Officer of Plushie Planet. "That is the story of the emotional economy told in three minutes — and now our collectors can watch the guardians they hold in their hands get knocked down, get back up, and awaken. Animation lets plush do the one thing it could never do before: move you first, then hug you back."



STAR BABY — FLUFFY: Heart of Harmony (Episode 01), a Plushie Planet original animated short



STAR BABY — DREAM: Heart of Dreams (Episode 01), a Plushie Planet original animated short

Founded in early 2020 in Denver, Colorado, Plushie Planet operates across more than 40 countries and regions, with over 1,200 team members, more than five million units shipped, and 8% of annual profit directed to charitable partners worldwide. The animated series joins the company's App and collectible lines as part of one continuous universe spanning virtual companionship and physical collectibles.

All episodes are available free on the official PlushiePlanet YouTube channel. More information 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.

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Plushie Planet

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