

Plushie Planet Closes US\$10 Million Strategic Financing to Accelerate Its Global "Emotional Economy" Strategy

Proceeds will fund AI-companion R&D, smart manufacturing, global market expansion and original-IP ecosystem building across the STAR BABY universe.

DENVER, CO, UNITED STATES, August 30, 2026 /EINPresswire.com/ -- [Plushie Planet](#), a global innovator in emotional companionship, announced on August 28, 2026 the completion of a US\$10 million strategic financing round. The round was backed by an institutional investment firm; at the institution's request, its identity is not being disclosed. Proceeds will be focused on AI-companion R&D, smart-manufacturing capacity, global market expansion and original-IP ecosystem building, accelerating the company's integrated "virtual companionship — physical collectibles — emotional healing" strategy.



“

Technology should feel warm. We want every emotion to be answered, and fewer moments in the world to go unanswered.”
Plushie Planet Studio

The Round and Use of Proceeds

The financing will primarily fund four areas:

- Product and technology R&D — iterating AI companion products and emotional-computing capabilities, expanding the "Warmth Technology" ecosystem, and refining the [official App](#) at the center of the digital experience, completing the loop of "raise it in the cloud, feel the

warmth, own it in reality";

- Smart manufacturing and supply chain — expanding 3D-printing and flexible-manufacturing capacity for rapid prototyping, precision character detail and on-demand small-batch

production, further shortening the design-to-production cycle;

- Global market expansion — consolidating core markets in North America and Asia while accelerating channel building and localized partnerships across Latin America and Oceania;
- Original IP and content ecosystem — incubating original IP around the STAR BABY, [The Pulsing Cosmos](#) and Big Dream series and building a long-term content ecosystem.

From a Single Design Studio to a Global Platform

Founded in early 2020 and headquartered in Denver, Colorado, Plushie Planet began as a small design studio with one simple question: can a plush toy truly understand its owner? Within three years, the company launched its first AI-driven companion line, pairing conversational intelligence with hand-finished craftsmanship; by its fifth year, it had established a global manufacturing hub in Asia, unlocking sustainable scale without compromising quality. Today, the company serves more than 40 countries and regions, has shipped over 5 million units, and employs more than 1,200 people worldwide.

The company builds by four core values — Warmth, Companionship, Authenticity and Creation. Its mission is "warmth, everywhere"; its vision is a future where every home has a companion that listens, remembers, and grows alongside its owner.

Market Context: A Structural Opportunity in the Emotional Economy

According to United Nations data, the global population living alone rose from 153 million in 2000 to 331 million in 2023, fueling an emotional-economy market valued at roughly US\$450 billion. As social structures shift and digital civilization advances, emotional companionship is evolving from a niche need into a global structural opportunity. Plushie Planet believes that companies able to master both digital experience and physical manufacturing will hold a distinctive position in this wave.

Product and Technology: Technology That Feels Warm

Plushie Planet operates three product lines — designer plush, art toys and AI companions. Every product sits at the intersection of craftsmanship and computation: sculpted by artists, engineered by scientists, and tested by the people who need companionship the most.

The company's additive-manufacturing (3D-printing) pipeline powers a lean "from filament to figure" digital-to-physical design loop, enabling rapid prototyping, precision character detail and on-demand small-batch production. "Warmth Technology Weaving" — raise it in the cloud, feel the warmth, own it in reality — redefines the imagination of companionship, while the official App serves as the digital heart of the ecosystem, connecting virtual companions with physical collectibles.

Global Footprint

Plushie Planet pairs design excellence and emotional-computing R&D out of Denver and Paris with an Asia hub across Shenzhen, Tokyo and Seoul that deeply integrates world-class supply chains and ACG culture, including an operations center in Shenzhen, China. The company continues to expand partnerships across Latin America and Oceania — so that a customer's first message to a companion product is always answered with warmth, not silence.

ESG and Social Responsibility

Plushie Planet directs 8% of annual profits to charitable partners supporting mental-health initiatives, isolated elders and children in care worldwide. Its manufacturing partners are held to strict standards on recycled materials and fair labor. The STAR BABY series also carries real-world causes — forest, ocean and animal protection — from the shelf into community volunteering and tree-planting drives.

Management Commentary

"More than 300 million people around the world live alone today — companionship is one of the most real needs of our time," said Mongrain Claude, Founder and Chief Executive Officer of Plushie Planet. "This financing helps us bring Warmth Technology to more people — from a hand-finished plush to an AI companion that listens and remembers. Technology should feel warm. We want every emotion to be answered, and fewer moments in the world to go unanswered."

Looking ahead, the company plans to use the proceeds to advance new product launches and manufacturing upgrades while deepening its integrated virtual-to-physical user experience.

About Plushie Planet

Plushie Planet is a global innovation company founded in 2020 and headquartered in Denver, Colorado. Built on the belief that technology should feel warm, the company integrates artificial intelligence and user experience into physical products — designer plush, art toys and AI companions that bring warmth and companionship to every corner of the globe. Learn more at <https://planetplushie.com>

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