

Insight Tower Group Launches CUTE TAMAGON's 'Bad Mood Keeper Series,' Exploring Everyday Emotions Through Character IP

CUTE TAMAGON launches its "Bad Mood Keeper Series"

HONGKONG, HONGKONG, HONG KONG, September 12, 2026 /EINPresswire.com/ -- [CUTE TAMAGON](#), an original character IP designed and created by the team at Insight [Tower Group Co., Limited](#), has officially launched its latest themed series, the "Bad Mood Keeper Series."

As an original character IP under Insight Tower Group Co., Limited, CUTE TAMAGON explores emotions, personality, and emotional expression to bring more emotional resonance, warm stories and collectible designs.

In today's fast-paced life, people face various pressures from work, study, and life every day. Increasing workloads, tight study schedules, complex interpersonal relationships, and ever-present challenges can all lead to fatigue, anxiety, and even a desire to temporarily escape reality and give oneself some breathing space.

It is against this backdrop that the "Bad Mood Keeper Series" was born.

The series presents a playful interpretation of everyday emotions, transforming different moods and personalities into a group of visually distinctive Cute Tamagon characters.

From feeling tired and overwhelmed to daydreaming, taking a break, or simply wanting some time alone, the collection explores emotions that many people experience in their daily lives.



Rather than presenting emotions as something negative, the Bad Mood Keeper Series gives each feeling its own personality.

Because sometimes, feeling tired doesn't mean weakness; wanting to rest isn't escapism; occasionally wanting to avoid socializing or temporarily escape from a busy life is also a real and natural emotion.

Through the design of different characters, CUTE TAMAGON hopes to use a more relaxed and fun approach to help people rediscover their emotions and find a little understanding, a little resonance, and their own small act of healing amidst busyness and pressure.

A Character Collection Inspired by Everyday Moods

The Cute Tamagon Bad Mood Keeper Series features a lineup of nine designs and one secret character.

Each Cute Tamagon represents a different mood or moment.

The collection includes characters inspired by:

Slacking Tamagon

Overtime Tamagon

Social Anxiety Tamagon

Daydreaming Tamagon

Request Day Off Tamagon

Payday Tamagon

Chill Out Tamagon

Take a Leave Tamagon

Off Duty Tamagon

Hug Hug Tamagon, the collection's secret design

Each character is paired with its own visual theme, personality, costume, and color direction.

Each character represents a real emotion and life state, allowing people to find a Tamagon that resonates with their own personality, mood, or preferences.

Perhaps when you see a particular character, you'll think:

"This is me right now."

CUTE TAMAGON hopes these characters are not just collectibles, but also a small source of warmth and companionship in life.

Because every emotion deserves to be understood; and every person deserves their own

companionship.

The Secret Behind Hug Hug Tamagon

One of the highlights of the Bad Mood Keeper Series is the secret character, Hug Hug Tamagon.

The character presents a softer and warmer interpretation of the Cute Tamagon universe.

Surrounded by a dreamy appearance and holding a glowing star, Hug Hug Tamagon represents comfort, warmth, and emotional reassurance.

The concept behind the character reflects an important message within the collection:

Even after a bad mood, everyone deserves a hug.

The secret design adds an element of discovery to the series while also introducing a more emotional side to the Cute Tamagon character universe.

More Than Just a Collectible

The Bad Mood Keeper Series is inspired by the emotions people experience in their everyday lives.

Each character represents a different emotion or moment, allowing people to find a personality that feels familiar to them.

More than simply creating collectible characters, CUTE TAMAGON hopes to build emotional connections through its growing character universe.

Because sometimes, all we need is something that reminds us:

You are understood.

You are not alone.

James Chien

Insight Tower Group Limited

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