Why CUTE TAMAGON’s 'Bad Mood Keeper Series' Gives Collectors More Ways to Find a Favorite

CUTE TAMAGON’s “Bad Mood Keeper Series” brings everyday emotions to life through expressive designs, giving collectors more characters to connect with and love.



CUTE TAMAGON “Bad Mood Keeper Series”

INDONESIA, September 14, 2026 /EINPresswire.com/ -- For blind box collectors, the appeal often begins with the anticipation of opening a new box. But the experience does not end with the reveal. Many collectors also look for characters that reflect their personalities, routines, or everyday experiences.

CUTE TAMAGON’s new “Bad Mood Keeper Series” builds on this idea by combining collectible character design with familiar moods and situations from daily life.

Created by Insight Tower Group Co., Limited, CUTE TAMAGON is an original character IP focused on emotions, personality, and expressive character design. The latest series features nine regular characters and one secret design, each representing a different aspect of everyday life.

The collection includes Slacking Tamagon, Overtime Tamagon, Social Anxiety Tamagon, and Daydreaming Tamagon, alongside Request Day Off Tamagon, Payday Tamagon, Chill Out Tamagon, Take a Leave Tamagon, and Off Duty Tamagon.

Each character is developed around a specific mood or situation, with its own costume, visual details, color palette, and expression. Instead of focusing solely on idealized lifestyles, the series draws inspiration from experiences that many people encounter in their daily routines—from long working hours and low-energy days to the need for personal time and a break from social interaction.

According to Chiann, Sales Manager at Insight Tower Group Co., Limited, the concept behind the series is closely connected to the way people experience and express their emotions in everyday life.

“We wanted each character to represent a feeling or situation that people can easily recognize in their own lives. The goal is to make CUTE TAMAGON more than a collectible figure, but also a character that people can relate to and enjoy having around.”

This approach gives collectors another way to select a favorite. The decision is not only about appearance, but also about which character best represents their own personality, routine, or current state of mind.

The series also introduces a secret character, Hug Hug Tamagon, adding an additional element of discovery to the collection. Designed with a softer expression, glowing star, and dreamy visual elements, the character introduces a more comforting side to the Bad Mood Keeper concept.

Chiann added that the company sees character development as an important part of CUTE TAMAGON’s long-term IP strategy, with each series providing an opportunity to explore different aspects of everyday emotions and experiences.

By combining recognizable situations with collectible character design, the Bad Mood Keeper Series extends CUTE TAMAGON’s approach to building an original IP around emotions and personality.

For collectors, each figure offers a distinct visual identity and character concept, while the complete series creates a collection based on the different moods and moments people encounter in everyday life.

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