

Why Labubu Works — and What UnaBra Is Learning

A \$150K Toy — and What It Really Means

A few days ago, a mint-green Labubu sold at Yongle Auction in Beijing for a staggering **¥1.08 million — or about \$150,000 USD.**

It was 131 cm tall.

It was one of one.

And it was technically... a toy.

But Labubu is no ordinary toy. For many in China and beyond, it's become a symbol — of **nostalgia, identity, and emotional attachment.**

Labubu Isn't About Logic. It's About Feeling.

If you try to understand Labubu using numbers alone, it doesn't quite add up. What makes a plastic figure worth a house down payment?

Here's what we believe:

- **Scarcity creates attention, but emotion sustains value.**
- Labubu feels pure, quiet, mysterious — like a friend who doesn't need to speak to be understood.
- It works across age groups: 9-month-old babies clutch Labubu plushies; adult collectors invest in it as cultural capital.
- It doesn't scream. It doesn't try too hard. It just exists — and people connect.

That's incredibly powerful.

At UnaBra, We're Learning From That.

UnaBra is a character we're building — and she's not meant to be loud either.

She's soft. Curious. A bit silly.

But most importantly, **she listens.**

We want Una to be someone **young girls can trust** — especially when they feel lost, anxious, or unsure.

A companion who reminds them they're not alone. A presence that's comforting without being overbearing.

That's the emotional blueprint we're inspired by.

Not to copy Labubu, but to understand what makes characters feel **real** to the people who love them.

IP Is Evolving — and So Are We

Labubu shows us how emotional IP is becoming more than a niche. It's becoming **a language** — one that speaks to people's softer, more human sides.

At UnaBra, we're still early on our journey. But if Labubu can make people feel seen and safe — then maybe, just maybe, Una can do the same in her own way.

Thanks for reading. 💜

And if you're building your own emotional IP — let's connect.

Want to see the million-yuan Labubu? There he is!

