Build-A-Bear Debuts Exclusive Holiday Plush Collection for Sanrio Fans

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New Hello Kitty® and Friends Frosted Collection and Hello Kitty Collectible with Swarovski® Crystals deliver must-have plush gifts for fans and collectors this holiday season

ST. LOUIS, Nov. 19, 2026 /PRNewswire/ -- Build-A-Bear Workshop® today announces the arrival of its holiday-exclusive Hello Kitty® and Friends Frosted Collection and the debut of the premium Hello Kitty® Collectible Featuring Swarovski® Crystals, offering Sanrio fans unforgettable plush gifting options just in time for the season. Available now, the collection combines festive new character designs, collectible appeal and meaningful gift-giving moments for fans of all ages. The collection reimagines fan-favorite Sanrio characters in winter-inspired designs created specifically for the holidays and includes a premium launch with Swarovski Crystals designed for collectors and gift-givers. See photos of all plush here.

The Hello Kitty and Friends Frosted Collection brings beloved Sanrio characters Hello Kitty®, Kuromi™ and Pochacco™ to life ir exclusive winter-inspired styles perfect for holiday gifting and seasonal collecting. The assortment features festive "Frosted" versions of fan-favorite characters, adorable snowman-inspired Mini Beans plush, and the premium Hello Kitty Collectible, embellished with genuine Swarovski Crystals for an elevated keepsake that fans and collectors will treasure.

Together, these limited-time releases offer exclusive holiday gifts that celebrate the joy, nostalgia and collectability Sanrio fans love.

"Holiday gifting is all about finding something that feels personal, memorable and truly special," said Kim Utlaut, Build-A-Bear Chief Brand Officer. "From exclusive frosted character designs to our beautifully crafted Swarovski Hello Kitty collectible, this collection offers Sanrio fans unique gifts they won't find anywhere else. Whether you're shopping for a lifelong collector or creating a new holiday tradition, these limited-time releases are designed to make the season even more meaningful."

"Our fans have grown up with Hello Kitty and her friends, and they're always looking for new ways to celebrate the characters they love," said Jill Koch, Chief Brand Officer, Sanrio, Inc. "Working alongside Swarovski and Build-A-Bear has been a joy, combining timeless craftsmanship with the playful, heartfelt connection that defines Sanrio our iconic characters inspire. We hope this collection brings some sparkle to the holiday and brightens the season for collectors and new fans alike."

Guests can personalize their favorite Hello Kitty and Friends characters through Build-A-Bear's signature make-your-own experience, creating one-of-a-kind gifts and collectibles to cherish throughout the holiday season.

The exclusive Hello Kitty Collectible Featuring Swarovski Crystals is available online and at only a select number of Build-A-Bear locations: the Hello Kitty and Friends Workshops at Westfield Century City, Mall of America and American Dream; Build-A-Bear Workshop at ICON Park in Florida; and the Workshop inside FAO Schwarz in New York City, while supplies last. The Hello Kitty and Friends Collection is available online and at all Build-A-Bear Workshops, including all three Build-A-Bear x Hello Kitty Workshops.

For more information or to shop the collection, visit buildabear.com.

About Build-A-Bear Workshop, Inc.

Founded in 1997, Build-A-Bear is a leading global retailtainment brand on a mission to add a little more heart to life. At Build-A-Bear, guests are invited to create personalized furry friends through a unique stuffing, dressing, accessorizing, and naming process, accentuated by a memorable "heart ceremony" that creates moments of connection for people of all ages.

Over the years, Build-A-Bear has grown into a multi-generational phenomenon, positioned at the intersection of pop-culture trends. Beyond its signature retail experience, the brand also offers pre-stuffed plush, gifting, partnerships with best-in-class licensed and collectible characters, and original storytelling through Build-A-Bear Entertainment, LLC. Build-A-Bear's current brand platform and message, "The Stuff You Love," crosses ages and cultures while celebrating nearly 30 years of helping people mark life's meaningful moments.

Today, Build-A-Bear operates more than 650 company-owned, partner-operated, and franchise experience locations across more than 30 countries, complemented by buildabear.com. Build-A-Bear Workshop, Inc. (NYSE: BBW) reported $529.8 million in total revenues for fiscal 2025, representing the company's 5th consecutive year of record results. Learn more at the Investor Relations section of buildabear.com.

ABOUT SANRIO®

Sanrio® is the global lifestyle brand and home to Hello Kitty®, created in 1974, and many other beloved character brands such as My Melody™, Kuromi™, LittleTwinStars™, Cinnamoroll™, Pompompurin™, gudetama™, Aggretsuko™, Chocc Badtz-Maru™ and Keroppi™. Sanrio was founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio's business extends into the entertainment industry with several content series, gaming offerings and theme parks. Sanrio boasts an extensive product lineup which is available in over 130 countries. Sanrio hopes to bring smiles to everyone's faces with their vision of "One World, Connecting Smiles." To learn more about Sanrio, please visit www.sanrio.com and follow @sanrio and @hellokitty on Facebook, Instagram, Twitter, TikTok, Pinterest and subscribe to the Hello Kitty and Friends YouTube Channel.

About Swarovski
Masters of Light Since 1895

Swarovski creates beautiful products of impeccable quality and craftsmanship, celebrating joyful extravagance and self-expression. Founded in 1895 in Austria by Daniel Swarovski, Swarovski creates the world's finest crystals, Swarovski Created Diamonds, Swarovski Crystal Pearls and Swarovski Zirconia, jewelry, and accessories, as well as home décor and crystals for the automotive industry. Swarovski Crystal Business operates in more than 140 countries worldwide, with 2,200 boutiques complemented by a network of selected multibrand partners and employs approximately 18,300 people globally. Together with its sister companies, Swarovski Optik and Tyrolit, it forms the Swarovski Group. Rooted in the company's heritage, Swarovski strives to make a positive impact on people, society, and the planet. Today, sustainability measures are implemented throughout the value chain, with a focus on circular innovation, championing diversity and inclusion, and encouraging self-expression. This includes the philanthropic work of the Swarovski Foundation, which supports charitable organizations bringing positive environmental and social impact.

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