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For Immediate Release

MINISO becomes a plush toy wonderland

From this week on, a new series of plush toys will arrive at all MINISO stores across Australia, turning MINISO into a plush toy wonderland.

Across the globe, MINISO has been well-known for its extremely soft and adorable plush toys, which its loyal customers are very familiar with. The We Bare Bears collection has been a part of the plush toys range for years and it has been a huge hit ever since its arrival in stores.

This year, MINISO will continue to inject more animals into the toys range. And part of the new plush toy range includes a new nap pillow featuring the iconic penguin.

“Warm and cozy, these latest plush toys are bound to delight our fans this winter. We firmly believe that MINISO will continue to outshine in this area across Australia,” said Samson Su, Marketing Manager of MINISO Australia.

For years, MINISO has collaborated with different animations and movie companies to bring out lines of plush toys, including Sesame Street, Marvel, We Bare Bears and Pink Panther. These plushies have gained a cult following, especially among the young, who are impressed by its high quality and charming appeal.

Samson also added, “Our plush toys are carefully crafted. They are incredibly soft to cuddle, and I have not met anyone who does not love our toys. These toys that we make are guaranteed to put a smile on any face!”

Throughout the rigorous production process of toys, MINISO has always put a strong emphasis on excellent craftsmanship and premium quality, aiming to bring happiness to all consumers around the world.

About MINISO Australia (www.miniso-au.com)

In 2016, MINISO Australia was established. As a Japanese-inspired lifestyle product retailer, MINISO aims to offer high-quality products at affordable prices and bring happiness to all Australian consumers. At present, there are a total of 34 stores in New South Wales, Victoria, Queensland and Western Australia.