Build-A-Bear Debuts Its First-Ever Wearable Plush as It Expands into Three New Categories

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The retailtainment brand introduces a creative twist on summer with new Slushie Plushies, Mashimals and Beary Goods

ST. LOUIS, May 7, 2026 /PRNewswire/ -- Build-A-Bear Workshop, Inc., the iconic retail brand known for "adding a little more heart to life," today launched Slushie Plushies, its first-ever wearable plush, alongside its Summer Stuff You Love collection. The summer collection features the brand's new Mashimals and Beary Goods innovation, marking expansion into formats built around consumer trends, gifting, customization and style.



Inspired by nostalgic summer drinks and bold, color-driven aesthetics, Slushie Plushies are a Make-Your-Own collection that turns slushie flavors into customizable furry friends, including the electric Blue Raspberry Cow, tropical Coconut Lime Koala, bold Fruit Punch Lobster, and Strawberry Lemonade Bear. Each can be customized in-store or online with a matching scent that captures the drink it's named for and a recorded sound, for a full sensory experience.

The Slushie Plushies each come with hidden clips that can be attached to an optional crossbody strap sold separately, turning the plush into something you wear, not just cuddle. The lineup extends into Mini Beans, including Strawberry Axolotl, Pineapple Pig and Coconut Lime Koala, along with bag charms featuring Mango Monkey, Blueberry Capybara, and Pineapple Pig, all made for layering and styling.

"We're seeing a real shift in how our guests engage with plush; it's no longer just something you own, it's something you style and show off," says Kim Utlaut, Build-A-Bear Senior Vice President, Chief Brand Officer. "Slushie Plushies tap into that, introducing a wearable format that brings plush into the world of personal style."

Build-A-Bear is also launching its Summer Stuff You Love collection, a cheerful assortment of plush inspired by sunny days, beachside adventures, and carefree summer moments. Featuring bright colors, expressive characters, and playful details, the collection brings summer to life through soft, huggable plush made for imaginative play. With Build-A-Bear's signature

personalization at the heart of the experience, kids and families can create a summer-ready furry friend designed to travel wherever memories are made.

The Summer Stuff You Love collection includes two new formats as well as other furry friends inspired by summertime:

- **Mashimals:** A Make-Your-Own line that mashes animals with unexpected objects, including a **Crab 'n' Go Cooler Mashimal, Escargot to the Beach Mashimal, Octopail Mashimal, and Shellcastle Mashimal.** These are the plush you didn't know you needed until you saw them.
- **Beary Goods:** A pre-stuffed line that turns simple summer moments into loveable plush characters featuring the brand's beloved bear face. From beach days to backyard escapes, each piece feels recognizable and instantly fun, including **Beary Goods Wave, Beary Goods Sun, Beary Goods Palm Tree, and Beary Goods Sandcastle.**
- Additional furry friends in the collection include **Too Cute Toucan, Chummy Shark, an online-exclusive Lightning Bug, and summertime Mini Beans.**

The collection rolls out today in Build-A-Bear Workshops and online, bringing a fresh lineup of plush and new formats to guests throughout the summer season.

Please find additional image assets here.

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.

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