



Build-A-Bear Introduces a Whole New Vibe With Mellow Moodies™

October 8, 2026

The brand's new collection is created specifically for teens and young adults, bringing distinct personalities, self-expression and cozy energy

Key Points

- Build-A-Bear Mellow Moodies™ is created specifically for teens and young adults, featuring its own personalities, aesthetic and point of view, tapping into a cultural moment around comfort, self-expression and emotional openness.
- From Huck the Bear, the cold-brew-making serial hobbyist, to Mateo the Dog, the playlist guy, and Willow the Fox, the journal-toting stationery lover, each character brings a distinct personality and point of view.
- Mellow Moodies™ is built on Build-A-Bear's Make-Your-Own experience — fans choose their Moodie add a sound or recorded voice, a scent and accessories, and complete the signature Heart Ceremony, then finish with mix-and-match outfits so every Mellow Moodie is truly their own.
- The first Mellow Moodies drop is available today, October 8, at Build-A-Bear Workshop locations and buildabear.com.

ST. LOUIS, Oct. 8, 2026 /PRNewswire/ -- Build-A-Bear Workshop®, the beloved retailtainment brand known for "adding a little more heart to life," today introduced Mellow Moodies™, created for teens and young adults. Inspired by a generation that embraces self-expression, emotional openness and finding comfort in the everyday, Mellow Moodies introduces a whole new world within the Build-A-Bear experience, built around friendship, individuality and good vibes. The collection launches today with three Moodies, Huck the Bear, Mateo the Dog and Willow the Fox, with more Mellow Moodies to come in future drops.



The Mellow Moodies live in a laid-back, walkable world of indie coffee shops, mural-lined streets, record shops and sunny stoops, with nowhere they need to be in a hurry. Each one has their own look, personality and plenty of aura — which is exactly what makes this group work. Whether they're thrift-flipping, turning a park hang into a photo shoot or just spending a slow afternoon together, the Mellow Moodies are all about individuality, friendship and feeling good.

Each Mellow Moodie is "Make-Your-Own," the cornerstone of the Build-A-Bear experience. Fans bring their Mellow Moodies to life the true Build-A-Bear way — choosing their Moodie, adding a recorded sound or voice, selecting a favorite scent, and finishing with the beloved Heart Ceremony before styling them in mix-and-match outfits and accessories. They're soft enough to hug and cool enough to collect.

Find Your Mellow Moodies:

- **Huck the Bear** —The serial hobbyist of the group. One week he's tending houseplants, the next he's perfecting his cold brew recipe. Curious, cozy and always ready to match your vibe.
- **Mateo the Dog** —The always-chill music guy with a playlist for every mood and occasion. Kind, resourceful, and the friend who keeps everyone grounded.
- **Willow the Fox** —Calm, confident and never far from her journal. A stationery lover and old-school letter writer who would absolutely love to be your pen pal.

"At Build-A-Bear, we've always known that a furry friend can be a form of self-expression, connection and comfort," said Kim Utlaut, Chief Brand Officer, Build-A-Bear. "Mellow Moodies takes that idea somewhere new for us, with a collection created for a generation that embraces how they feel and is unapologetic about what brings them joy."

The first Mellow Moodies drop is available today, October 8, at Build-A-Bear Workshop locations and [buildabear.com](https://www.buildabear.com).

Please find 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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