



Build-A-Bear Workshop Unveils Three Specialty Shop Experiences Coming to New ICON Park Orlando Destination on Nov. 5

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All-new immersive spaces featuring Pokémon, Hello Kitty® and Friends, and Promise Pets™ will debut when Build-A-Bear is scheduled to open its most iconic experience on Nov. 5

ST. LOUIS, Oct. 20, 2026 /PRNewswire/ -- Build-A-Bear Workshop, the global retailtainment brand known for adding a little more heart to life, today offers a first look at three distinct Workshop experiences that will be inside its highly anticipated new multi-level location at Orlando's ICON Park, officially opening on Thursday, Nov. 5.



The new Build-A-Bear Workshop location will feature the first-ever Build-A-Bear x Pokémon Workshop, the brand's fourth Build-A-Bear x Hello Kitty and Friends® Workshop, and the debut of Promise Pets™ byBuild-A-Bear Workshop. Each fully themed space will bring a distinct world to life through immersive storytelling, hands-on personalization, and memorable moments designed for guests of all ages. See renderings [here](#).

"ICON Park represents a defining moment for Build-A-Bear as we continue to evolve into a true destination

brand," said Chris Hurt, Chief Executive Officer of Build-A-Bear Workshop. "By bringing beloved franchises and original concepts together in one immersive environment, we're creating new ways for guests to connect, personalize, and make lasting memories. This is the future of Build-A-Bear, where storytelling and emotional connection come to life in bigger, more meaningful ways."

A Preview of What's to Come: Discovery, Fandom and Play

Each planned specialty shop will deliver a distinct experience while seamlessly integrating into the larger Workshop environment, encouraging exploration, personalization and shareable moments throughout the visit.

Build-A-Bear x Pokémon Workshop

A first-of-its-kind Pokémon specialty shop for Build-A-Bear, this environment will bring the world of Pokémon to life through exclusive product experiences, recognizable iconography, and bold visuals. Designed as an immersive fan destination, the space will invite Trainers of all ages to celebrate their fandom with collectible plush, apparel, and photo-worthy experiences.

"Pokémon has always been about exploration, discovery, and the joy of connection, and this new Build-A-Bear experience at ICON Park will bring those elements to life," said Amy Sachtleben from The Pokémon Company International. "We're excited for our fans to step into a space designed just for Trainers, where they can celebrate their love of Pokémon through Build-A-Bear's distinct make-your-own experience, while creating unforgettable moments."

Build-A-Bear x Hello Kitty and Friends® Workshop

This vibrant, highly visual destination will immerse guests in the world of Hello Kitty through dreamy pink visuals, custom fixtures, and unmistakable brand storytelling designed to delight fans of all ages. A curated assortment of Hello Kitty and Friends plush available only at ICON Park brings a sense of rarity and collectability that makes the visit feel extra special.

"We're proud to expand our relationship with Build-A-Bear after a successful past year opening three distinct Build-A-Bear x Hello Kitty and Friends® Workshops that bring together the best of both brands," said Jill Koch, Chief Brand Officer, Sanrio Inc. "Having our fourth collab store inside Build-A-Bear's most iconic Workshop yet creates a powerful new stage to engage fans and bring our characters to life in fresh, immersive ways."

Promise Pets™ by Build-A-Bear Workshop

A heart-led, interactive environment centered on nurturing play, Promise Pets will invite guests to "adopt" their new plush companion in a thoughtfully designed adoption-style experience. The space is being built to spark imagination and emotional connection while encouraging empathy and storytelling through pet care play.

"Promise Pets is one of our most successful original concepts because it captures what Build-A-Bear does best: turning personalization, storytelling, and emotional connection into a meaningful experience for guests," said Kim Utlaut, Chief Brand Officer of Build-A-Bear Workshop. "Bringing this proprietary brand to ICON Park gives us a powerful way to showcase the strength of our own IP alongside beloved licensed franchises, while creating an adoption-inspired destination that adds even more heart, play, and imagination to the overall Workshop experience."

Build-A-Bear's ICON Park location is being designed as a destination experience, combining immersive retail, experiential storytelling and customization to reimagine what a Build-A-Bear Workshop can be. Across the space, guests will be able to explore, personalize, and create, culminating in signature moments like the brand's iconic Heart Ceremony.

Additional details on the grand opening celebration on Nov. 5 will be announced in the coming weeks. See

photos of the specialty shop renderings [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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