

POP MART Opens Its Most Anticipated London Store in the Heart of Camden!



London, United Kingdom Oct 10, 2025 ([IssueWire.com](https://www.issuewire.com)) - Get ready, London! POP MART, the global sensation in collectibles and entertainment, is set to open its newest store at 259 Camden High Street, right in the heart of one of the city's most vibrant neighborhoods. Already a favorite in Soho, Oxford Street, and both Westfield London locations, POP MART now extends its presence to Camden, positioning itself not just as a retailer but as a citywide destination for creativity, design, and fan interaction.

Camden Town, with its bustling markets, striking street art, and eclectic shops, attracts thousands of visitors daily, from tourists to local trendsetters, making it the perfect location to welcome collectors and fans from London and beyond. Conveniently located near Camden Town Underground Station, the store invites everyone to explore a playful world of imagination. The Camden store will showcase POP MART's most popular collectible series, including SKULLPANDA, HIRONO, THE MONSTERS (LABUBU), MOLLY, and TWINKLE TWINKLE. A SKULLPANDA figure will also take pride of place on the shopfront, capturing the adventurous, boundary-pushing spirit of the brand while reflecting Camden's bold and unconventional vibe.

SKULLPANDA journeys through different worlds, taking on various personas and exploring myriad lives. On its journey, it searches for its truest self and embraces infinite possibilities; a sense of self-expression, creativity, and daring exploration that perfectly mirrors the energy of Camden itself.

Peter Shipman, Head of Europe and Managing Director at POP MART, said: *"Camden is unlike anywhere else in London. It is raw, authentic, and bursting with creativity. Our Camden store celebrates self-expression and individuality, making it the perfect place to connect with fans and showcase our most imaginative worlds."*

To celebrate the store's debut, the opening ceremony will feature a live countdown, inviting fans and collectors to join the festivities. Attendees can explore playful displays and activities that bring POP MART's collectible characters to life, creating an unforgettable experience that blends art, design, and culture.

Founded in 2010, POP MART has grown from a niche designer collectible brand into a global cultural phenomenon. After going public on the Hong Kong Stock Exchange in 2020, the company recorded 13.88 billion Yuan ($\approx$ €1.84 billion) in revenue in the first half of 2025—a 204.4% year-on-year increase. Today, POP MART operates over 570 stores and more than 2,500 roboshops across 30 countries, captivating fans worldwide, including celebrities such as BLACKPINK's Lisa, Rihanna, David Beckham, and Brad Pitt.

With Camden now joining its roster of iconic London locations, POP MART continues to transform everyday shopping into a global celebration of creativity, design, and playful self-expression.

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