

HEYONE Tops Popularity Rankings at TTE as Thailand Cultural Limited Editions Receive an Enthusiastic Response



Bangkok, Thailand Apr 3, 2026 ([Issuewire.com](https://www.issuewire.com)) - On April 2, 2026, the annual Thailand Toy Expo (TTE) officially opened at CentralWorld in Bangkok. Chinese original art toy brand HEYONE participated for the fourth consecutive year, unveiling multiple limited-edition releases that quickly drew strong attention. On the first day of the exhibition, large crowds of fans gathered in front of the HEYONE booth, forming long queues to make purchases and making it one of the most popular booths at the venue.

As one of the most sought-after exhibitors in TTE's history, HEYONE's previous three appearances all sparked waves of queuing excitement. Limited-edition releases from its popular IPs such as OZAI and MIMI have become unforgettable exhibition highlights for many fans. On the opening day, the HEYONE booth once again saw its signature long lines, with visitors queuing up to experience and buy products. Several limited items sold out shortly after launch, demonstrating the brand's strong market influence and fan appeal in Thailand.

It is reported that this year's HEYONE booth centers around OZAI's brand-new blind box series "Future Curio Shop," creating a future-retro themed pop-up store. The series also made its first offline release on the opening day of the exhibition. As OZAI's seventh-generation blind box collection, the series

continues the character's signature soothing and adorable style while cleverly incorporating imaginative elements inspired by a futuristic retail setting. It was warmly welcomed by fans at the exhibition, with excitement running high on site.

In addition to OZAI, HEYONE also brought two Thailand cultural limited editions from another popular IP, MIMI — “MIMI·Siam Wish Wealth” and “MIMI·Melody Journey Of Elephant.” At the previous TTE exhibition, HEYONE had launched “MIMI-Ice Age Baby Elephant,” which incorporated Thailand's auspicious elephant symbolism and traditional Thai patterns, and was widely loved by local fans. This year, HEYONE continues to deepen its engagement with local culture. In “MIMI-Siam Wish Wealth,” the elegant temperament of Thailand's national cat, the Siamese, is thoughtfully blended with MIMI's cute and lively personality. Meanwhile, “MIMI-Melody Journey Of Elephant” continues the creative exploration of elephant elements, conveying themes of harmony among all living things and cultural integration. A long-time fan wrote excitedly on social media: “HEYONE has once again truly understood our culture. These are not just art toys — they feel like designs created by someone from our own community.” Long lines also formed in the purchasing area, with one visitor holding both products and saying: “These two MIMI releases are the best gifts HEYONE has given Thai fans. I really love them!” The lively atmosphere at the booth vividly reflected the strong emotional resonance and market recognition HEYONE has achieved through its deep cultural engagement in Thailand.

Beyond the cheers when fans drew their desired figures, the HEYONE booth continued to deliver surprises. During the interactive activity “Finding MIMI,” one fan accurately spotted the hidden MIMI among numerous Siamese cat images in just five seconds. Others joined staff members in singing the “MIMI Song” together to receive limited gifts. Continuous joyful interactions attracted more visitors to stop and participate, while fans on site spontaneously shared their excitement, further boosting the booth's popularity and making it one of the most eye-catching focal areas at this year's TTE. Responding to the sustained enthusiasm, a HEYONE marketing representative said: “We sincerely thank Thai fans for their consistent passion. The strong on-site response is the best recognition of our commitment to original creation and localized storytelling. In the future, we will continue to explore cultural resonance and bring more heartfelt works to everyone.”

In recent years, HEYONE has continued to deepen its presence in the Thai market. In addition to appearing at TTE for four consecutive years, the brand has also carried out a range of multi-dimensional brand activities locally. In December 2024, OZAI launched a Thailand-themed limited edition and held the “Orange Ocean in Thailand” pop-up event in Bangkok, sparking a wave of purchases. In September 2025, HEYONE brought multiple IPs to ICONSIAM, a landmark destination in Bangkok, launching the one-month global debut pop-up “Heyday Playland.” With distinctive original designs and strong emotional connections, HEYONE is winning increasing favor among Thai consumers and gradually building a cross-cultural brand influence.

According to reports, HEYONE was founded in 2022 and has since established an original IP portfolio centered on OZAI, MIMI, and R3NA. By deeply integrating artistic creativity with emotional expression, the brand's IPs have gained recognition from consumers in China, Southeast Asia, and across global markets. HEYONE is steadily emerging as a rising force attracting significant attention in the global art toy industry. Its continued performance at this year's TTE exhibition is highly anticipated.



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