

GOOBZ'D™ Expands Beyond Collectible Toys Into a New Kids Entertainment and Lifestyle Universe

The original character brand is being developed across animation, collectibles, publishing, apparel, school gear, room décor and consumer products.

DIFFERENT SHAPES. SAME WEIRD.

A BRIGHTER KINDER WEIRDER WORLD AWAITS.

GOOBZ'D™
GET WEIRD. GET SQUISHY. GET GOOBZ'D.™

GOOD FRIENDS. MAKE A BRIGHTER TOMORROW.

SMALL CREATURES BIG POSSIBILITIES.

CHOMPZ **BUGZ**

MORE THAN TOYS.
A BRIGHTER TOMORROW.

ANIMATION
 PUBLISHING
 CONSUMER PRODUCTS
 APPAREL
 HOME DÉCOR
 SCHOOL GEAR
 AND MORE

ONE UNIVERSE. ENDLESS POSSIBILITIES.

GOOBZ'D™
CHARACTERS.
STORIES.
PRODUCTS.
A BRIGHTER TOMORROW.

GET WEIRD.
GET SQUISHY.
GET GOOBZ'D.™

South Holland, Illinois Sep 13, 2026 ([IssueWire.com](https://www.issuewire.com)) - GOOBZ'D™, an original character-driven entertainment and consumer products property created by Chicago-based creator Aaron Devere, is building a colorful new universe designed to extend far beyond the traditional toy aisle.

Set in the extraordinary world of Resora, GOOBZ'D™ combines original characters, collectible products, animated storytelling, publishing and consumer experiences within one connected universe.

At the center of the story is a mysterious group known as the Founding Twelve.

Twelve characters make up the Founding Twelve, but GOOBZ'D™ is intentionally keeping much of the lineup classified. Characters will be introduced individually through official reveals, allowing audiences to discover their personalities, relationships and roles within Resora as the larger story unfolds.

"There's an entire world behind GOOBZ'D, and we don't want to give everything away at once," said Aaron Devere, creator of GOOBZ'D™. "Every character has a reason for being there. Every reveal should add another piece to the world."

More Than a Toy

Collectible character products provide one entry point into GOOBZ'D™, but they represent only one part of the larger vision.

GOOBZ'D™ is being developed as an expandable intellectual property capable of moving naturally across entertainment, publishing, collectibles, apparel, accessories, school products, home and bedroom products and other character-driven consumer categories.

Rather than building a collection of unrelated products around a logo, the GOOBZ'D™ strategy begins with its characters and storytelling. Individual personalities, relationships and environments within Resora can inspire their own products and experiences while remaining connected to the larger universe.

"I never wanted GOOBZ'D to simply be a squishy toy brand," Devere said. "The bigger opportunity is creating characters and a world that kids genuinely connect with. They might discover GOOBZ'D through a story, collect their favorite character, wear it, read about it, take it to school or bring that world into their room. The character becomes the connection."

Building the World of Resora

Entertainment is a central component of the GOOBZ'D™ vision.

The property is being developed for animated storytelling, with Resora providing the foundation for adventures centered around friendship, discovery, individuality, humor and belonging.

Publishing and digital content are also being developed as extensions of the universe, creating multiple ways for audiences to discover its characters and stories.

The long-term vision is to establish GOOBZ'D™ as a recognizable character franchise capable of supporting storytelling and consumer products across multiple categories while maintaining one consistent universe.

At the heart of the brand is a simple idea: the things that make someone different can also be the things that make them extraordinary.

That philosophy is captured by one of the brand's defining messages:

"Different Shapes. Same Weird."

And its signature call:

"Get Weird. Get Squishy. Get GOOBZ'D."

The Founding Twelve Are Coming

Development of the GOOBZ'D™ universe, its first products and its entertainment properties is underway.

Rather than revealing the entire Founding Twelve at once, GOOBZ'D™ will continue introducing characters individually, giving each character an opportunity to establish its own identity before the complete group is unveiled.

Additional character reveals, product developments and entertainment announcements will be released as GOOBZ'D™ moves toward launch.

Until then, much of the Founding Twelve remains classified.

About GOOBZ'D™

GOOBZ'D™ is an original character-driven entertainment and consumer products property created by Aaron Devere. Set within the colorful world of Resora, GOOBZ'D™ brings together original characters, collectibles, storytelling, publishing, entertainment and consumer products within one connected universe.

Different Shapes. Same Weird.™

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