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PLAY IMAGINATIVE OPENS FIRST CONCEPT STORE IN SINGAPORE

- Play Imaginative’s flagship toy, *Trex*, and apparel line *dooperdoo*
- *TO-FU OYAKO!* and *Gloomy Bear* stationery
- Vinyl toys and plushies by artists such as *Joe Ledbetter*, *Uglydolls*, and *Touma*
- Apparel by world-renowned lifestyle brand, *tokidoki*
- Memberships now available with choice of seven (7) card designs

Singapore – 02 June 2009 – Play Imaginative opens its first concept store in Singapore! At 600 square feet, the store also doubles as a gallery for the latest and greatest in exclusive designer toys, as well as a curated collection of merchandise by world renowned artists and character designers.

The avant-garde designed store houses everything from Play Imaginative’s flagship toy, *Trex*, apparel line, *dooperdoo*, and *TO-FU OYAKO!* and *Gloomy Bear* stationery, to vinyl toys and plushies by artists such as *Joe Ledbetter*, *Uglydolls*, and *Touma*, and apparel by world-renowned lifestyle brand, *tokidoki*. Patrons can expect a spectrum of lifestyle products such as original printed tees, fashion accessories, stationery, and limited edition toys. With a wide range of collectible products, there is something for every collector.



PLAY IMAGINATIVE

201 Victoria Street, #01-21, Iluma

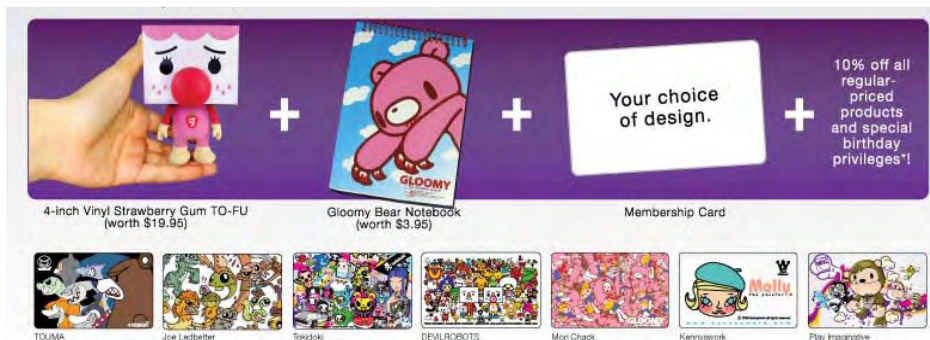
+65 6509 9848

store@playimaginative.com

Opening hours: 10am to 10pm Sunday to Thursday

10am to 11pm on Fridays and Saturdays

Play Imaginative store memberships will also be available to fans at SGD\$20 per signup, giving them the choice between seven (7) exclusive membership card designs by tokidoki (ITA), the DEVILROBOTS (JPN), Touma (JPN), Joe Ledbetter (USA), Mori Chack (JPN), KennysWork (HKG) and Play Imaginative (SIN)! Not only will members be able to receive a 10% discount off of all regular-priced purchases and special birthday privileges, but they will also receive a Gloomy Bear notebook, and the newly released 4-inch Strawberry TO-FU, collectively valued at SGD\$23.90!



“Keeping in line with our aim to create and cultivate a community of designer toy fans, the opening of the new Play Imaginative concept store allows us to make art toys and urban lifestyle apparel more easily available to Singaporeans,” said Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative.

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PLAY IMAGINATIVE PTE LTD
[HTTP://WWW.PLAYIMAGINATIVE.COM/](http://www.playimaginative.com/)



Singapore-based Play Imaginative is dedicated to toy and character designs of the highest caliber and aims to be Asia's premier producer and retailer of limited edition art toys, mass market toy-related products, and designer lifestyle products.

The team endeavours to be at the forefront of avant-garde design concepts by bridging the gap between art, graphic and product design, pop culture, as well as a variety of products and services.

TREXI
[HTTP://WWW.TREXI.COM.SG/](http://www.trexi.com.sg/)



Trexi is a canvas art toy that can be personalised in a variety of styles by designers and artists working with different mediums. Available in 3 sizes, Trexi also serves as a corporate communication and branding platform. Time-honoured brands (such as Coca-cola, Nike and Motorola) have used Trexi to carry their messages – you can too! Tell us your story with

Trexi today.

DOOPERDOO
[HTTP://WWW.DOOPERDOO.COM/](http://www.dooperdoo.com/)



Dooperdoo is an urban apparel brand featuring designer wear. The brand is founded on the shoulders of those who are in tune with the latest trends in fashion, design and urban style.

Dooperdoo works with artists, designers and creators all over the world for inspiring, thought-provoking designs, and seeks a fusion of ideas from a wide group

of people resulting in edgy, interesting apparel.

JOE LEDBETTER (USA)
[HTTP://WWW.JOELEDBETTER.COM/](http://www.joeledbetter.com/)



Influenced by classic animation, graphic design, and daily life, **Joe Ledbetter's** art is... well... a lot of things. Light-hearted in its approach, he often combines cute and cuddly creatures with unfortunate - albeit humorous - situations. With a lean on the subversive and absurd, these scenarios are all too familiar, questioning our tendency of taking life (and ourselves) too seriously.

While working as a graphic apparel artist for three years, Ledbetter got involved in the Los Angeles underground art scene, beginning with group shows like Cannibal Flower. By the summer of 2004, he had honed his trademark visual style of emblematic line-work, vibrant colors, and endearing characters

to the point of quitting his day job. His incredible cast of creatures have since been emblazoned on over 100 designer vinyl toys, as well as apparel and lifestyle brands, the world over.



KENNYSWORK (HKG)
HTTP://WWW.KENNYSWORK.COM/



Hailing from Hong Kong, Kenny Wong is the founder of Kennyswork, a Director at Brothersfree, and a member of the Hong Kong Society of Illustrators. Most well known as the creator of Molly, Kenny loves to paint and sculpt. His works have been on display at the Hong Kong Arts Centre, the Hong Kong Visual Art Centre, the Hong Kong Cultural Centre, the Korea Institute of Industrial Design and the University of Hong Kong's Museum. Kenny has successfully collaborated with companies such as Levi's, Standard Chartered Bank, Watson's, Nikon, Pringles, Nokia, odm, Coca Cola, Medicom Toy, and Disney.

Molly was originally created as a painter, princess, and angel, and is a reflection of Kenny's inner child. Molly represents the modern girl's self-confidence, tenacity and faith in her dreams. With her large eyes, she looks out eagerly at the rest of the world. To date, there are several dozen Molly dolls and close to 100 individual Molly products. Molly is expected to enter the computer/electronics market in 2010.

SIMONE LEGNO (ITA)
HTTP://WWW.TOKIDOKI.IT/

Italian character designer Simone Legno behind the cute and playful, yet sexy and sophisticated world of "tokidoki" will be coming from the USA to grace our shores.

Legno's own lifestyle brand, tokidoki, features a wide range of popular products, including shirts, jewellery, designer toys and skate decks. The art of tokidoki is also recognized throughout the world from his collaborations with brands such as LeSportsac, Onitsuka Tiger, Hello Kitty and Forinara, just to name a few.



As one of the most popular figures in pop-culture today, Simone was also commissioned to design the creative concept for the Mercedes-Benz Fashion Week in L.A. (2005), as well as the Pool Tradeshow in Las Vegas (2006).

THE DEVILROBOTS (JPN)
HTTP://WWW.DVRB.JP/



Established in 1997, DEVILROBOTS are a design team of 5 from Japan that are well known for their whimsical, yet sometimes sinister characters and designs. Led by the Art Director Shinichiro Ktai, DEVIL ROBOTS works on graphic and character designs, illustrations, motion graphics and web design. As the creators of the recognizable TO-FU Oyako!, one of Japan's most popular contributions to the toy world, DEVIL ROBOTS has demonstrated how a simple character can be turned into a useful and emotive medium.



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TOUMA (JPN)
[HTTP://TOUMA.BIZ/](http://TOUMA.BIZ/)



TOUMA is a Japanese character designer who is renowned for his designs, including the wildly-popular Knuckle Bear, as well as Skuttle, Talons, Snout, Hell Hounds, BOO and many more.

TOUMA worked for a famous video game company for about 10 years and involved in producing games and creating characters. He became a free lance figure artist in 2002 and participated actively in art events to release his works in Japan. A toy maker found TOUMA's work in Design Festa 2002 (Japan) and released his most important work, KNUCKLE BEAR® in 2003.

KNUCKLE BEAR® became well known to not only in Japan but Taiwan, Hong Kong, America and Europe.

MORI CHACK (JPN)
[HTTP://WWW.CHAX.CC](http://WWW.CHAX.CC)



Born in Osaka, Japan on March 23, 1973, Mori Chack began his artistic career as a "street artist", selling original character postcards and stickers on the streets of Osaka from February 2000 to September 2001.

Chack's trademark is his deceptively "cute" characters that serve to deliver his personal brand of satirical humor and commentary on the world's contradictions and social issues.

"GLOOMY-the naughty grizzly", "KUMAKIKAI-super ecometal garboroid", "PODOLLY-the sheep in wolf's clothing", "Hang bear" are his globally known characters, just to name a few.

Mori currently resides in Shiubya, Tokyo.

UGLYDOLLS (USA)
[HTTP://WWW.UGLYDOLLS.COM](http://WWW.UGLYDOLLS.COM)

Uglydolls are a collection of designer toys created by David Horvath and Sin-Min Kim. First created in 2002, the cute and ugly characters and toys quickly gained popularity across the globe, and was awarded the Specialty Toy of the Year award by the Toy Industry of America in 2006.



Uglydolls toys can be found in specialty stores across the world, as well as large mainstream stores Nordstrom and Urban Outfitters, as a testament to their popularity. Even Sasha Obama (daughter of President Barack Obama) is said to be a big fan of Uglydolls, sporting an Uglydolls keychain on her first day of school.



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Find these and more at the Play Imaginative Store!

WE ARE NOW OPEN! 201 Victoria Street #01-21, ILUMA | Tel: 65099848



The Play Imaginative Store is now open! Visit us at the ground floor of Iluma to get your fix of art toys and designer apparel!

Walk into a world of exclusive designer goodies - TO-FU OYAKO! vinyl toys and stationery, Gloomy stationery, Uglydolls plushies and vinyls, tokidoki bags and apparel, dooperdoo, and Trexi - you might never want to leave again!

**VISIT
OUR STORE
TODAY!**

