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BEVERLY HILLS TEDDY BEAR COMPANY UNVEILS FULL PLUSH & TREND PLATFORM AT TOY FAIR WITH WORLD'S SOFTEST PLUSH™, MUSH MEEZ™, SQUISH BERRIES™, SHIMMERS™, FLUFFEES™

Custom & Licensed Programs Will Also be Showcased

Beverly Hills Teddy Bear Co. Will Show Plushies, Innovative Trends and Licensed Goods

Santa Clarita, CA (January 29, 2026) – Beverly Hills Teddy Bear (BHTB) Company will showcase its complete, multi-tier plush platform at its Toy Fair Booth 2565 in New York, highlighting a curated ecosystem of heritage plush, trend-driven brands and programs, custom development, and licensed programs designed to serve today's fast-moving global retail environment. The full platform was already met with rave reviews by retailers at the Dallas, Atlanta, and Las Vegas Gift Markets early this year.

With decades of manufacturing expertise and proven retail execution, the company delivers a heritage of plush and trend solutions across specialty, mass, grocery, seasonal, and international channels.

Custom & Licensed Programs

Beverly Hills Teddy Bear Company provides full-service plush development, including concept design, sampling, packaging systems, compliance, and global production. Licensed programs support entertainment and lifestyle brands with retail-ready collections and scalable packaging solutions.

“Our strategy is to be a plush and trend partner, not just a vendor,” said David Socha, president and founder of BHTB. “Whether it’s World’s Softest Plush™, a fast-moving trend line like the all-new Feathers or Shimmers lines, or innovative pop-culture products like MushMeez Taba Squishies, or a private-label or licensed program, we help retailers build profitable, scalable plush programs.”

Serving mass, specialty, grocery, and international retailers, the company combines trend insight, speed-to-market capabilities, and global sourcing to deliver programs that balance brand appeal and margin performance.



Shimmers



Feathers



Fluffees

Beloved Brands, Softly Reimagined

The company's licensed collections bring recognizable entertainment and lifestyle names into a world of premium plush, pairing faithful character design with signature softness and elevated presentation.

“Our vision is to make plush part of how people express care, joy, and personal style,” Socha said. “From World’s Softest Plush™ to the playful personality of Squish Berries™ and Chunka Dunkas™, every collection is designed to live beautifully in both homes and hearts.”

Compounding on the ASMR Trend

Leading with new products in the successful MushMeez Taba Squishies line, BHTB will roll out multiple lines in the compound category, meeting the demands of retailers who continue to see strong sales.

ABOUT BEVERLY HILLS TEDDY BEAR

Beverly Hills Teddy Bear Company stands at the forefront of innovation in the plush and trend manufacturing industry. For over three decades, some of the world's leading companies have entrusted us to design, create, and manufacture products that captivate audiences worldwide. Since our inception in 1994, we've worked with major studios and corporations to bring their ideas to life. We've also taken strides in creating our own proprietary brands, which are now enjoyed in over 90 countries. BHTB continues to push boundaries with new, engaging and diverse products that bring joy to children and collectors alike.

