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K2A BRANDS OFFERS A GLIMPSE OF UPCOMING 2026 WHIMSY AT TOY FAIR BOOTH #6742

Simi Valley, CA (February 11, 2026) – In order to keep up in the ever-shifting toy landscape, one must always keep their fingers on the pulse of culture but simultaneously keep a healthy dose of invention and creativity. Few can ride this delicate balance like K2A Brands, parent company of the beloved plush line Moosh-Moosh. Through close observation of trends, K2A Brands has brought highly successful plush brands to the retail market with expediency. The company is eager to exchange ideas and show off a sneak peek of their own 2026 offerings at **New York Toy Fair Booth #6742**.

Fans of Moosh-Moosh plush will be delighted to know, K2A Brands has new offerings blooming in Spring 2026. **Moosh-Moosh Hatchlings (\$14.99, Ages 8+)** bring a fun new theme to Moosh-Moosh that's ready to break off its shell. Just in time for Easter season, these springtime-themed plush offer stylized animals and super colorful patterns in equal measure. Hatchling pals are designed to look like they're hatching out of decorated eggs, a sweet and colorful celebration of when nature blooms anew. Launch characters will include Dot the Ladybug, Vee the Bee, and Bitty the Bunny, all mascots of spring in their own right!



And when mother nature decides to turn up the heat, Moosh-Moosh has some companions planned that will help you stay cool in the pool. **Moosh-Moosh Aqua Pool Plush (\$14.99, Ages 8+)** bring the familiar softness of Moosh-Moosh but crafted from water-safe materials. Both the interior and exterior materials are designed to withstand repeated and extended dunks into water, making them the perfect playmate for pool or bath time. Nautical buddies Crush the Shark, Bubblegum the Narwhal and Elle the penguin will all be launching in Summer 2026!

No one can say that K2A Brands doesn't have a sense of humor. A reinvention of a classic prank in plush form is just the kind of inspired thinking that makes toys fun and fresh. **Tootz (\$7.99, 7+)** are just that – innocent at a glance but hiding a mischievous surprise within. Squeeze these soft and fuzzy critters and be "rewarded" with an unmistakable sound of flatulence! You've never seen whoopie cushions like these before. For a dose of more



melodic sound, **Qwackups (\$9.99, 7+)** have you covered. Cute and compact, Qwackups feature expressive faces and colorful detailing. Want to hear a birthday tune? Just give the little slice of birthday cake a squeeze and you'll receive a music present. Qwackups aren't just filled with plushy fluff, they've got tunes too! Watch for both Qwackups and Tootz in late Summer 2026, with seasonal-themed surprises in store for Holiday 2026.

Plush collectors are a discerning crowd; tactility and suppleness are not equal among all brands and manufacturers. K2A Brands knows this and thus offers plush people a premium quality experience in **Teddyville (\$24.99-\$29.99)** Teddyville offers plush pals made from sturdy, quality materials that will stand the test of time if given love and care. Featuring super-soft, fuzzy exteriors, clean embroidery for facial details and filled with beads for a soft feel, the luxury line Teddyville is sure to please plush perfectionists. Summer 2026 launch characters include Crumble the Capybara, Peanut the Pug, Corey the Corgi, and Bandit the Fox.



For the full fuzzy experience, come visit K2A Brands at booth #6742 this Toy Fair. For more information on operations, branding, distribution and more, visit <https://K2ABrands.com/>.

About K2A Brands

K2A Brands is the parent company of Moosh-Moosh. Based in Simi Valley, CA. It's a dynamic company with over 40 years of experience delivering some of the most trending items on the market. With a keen eye on current trends, the company's seasoned team swiftly turns insights into innovative, highly desired products. Balancing top-notch quality, creativity, and a deep understanding of consumer preferences, K2A Brands stands as a leader in bringing to life today's most sought-after items.