

LABUBU

LIVE EVENTS

The #1 Labubu Mascot Experience



ABOUT US

Bring Your Event to Life with Labubu! Whether you're planning a brand activation, music video, community pop-up, or private celebration, Labubu Live Events delivers unforgettable mascot entertainment that brings smiles, stops crowds, and sparks social buzz.

From Hollywood sets to hospital visits, Labubu brings the magic, movement, and memories that transcend age — making every appearance iconic.

WHY LABUBU LIVE EVENTS?

Labubu isn't just a character — it's a crowd magnet. Here's why Labubu Live Events is the perfect fit for your next activation, pop-up, or public event:

Built for Big Moments:

From grand openings and product launches to music festivals and pop-ups, Labubu brings people together. It's high-energy, social, and impossible to ignore — perfect for capturing attention and driving real engagement.

The Mascot Everyone Recognizes:

With a growing fanbase across music, anime, and pop culture, Labubu is more than a mascot — it's a movement. Our life-sized characters are loved by both kids and adults, making them ideal for brands that want to make an emotional connection.

Designed for Brand Impact:

Whether you're after more foot traffic, viral moments, or increased sales, Labubu delivers. Backed by seasoned event pros and trusted by names like VidCon and Thunder Studios, our team knows how to turn appearances into results.

**BRANDS WHO
BOOKED LABUBU
SAW CROWD
ENGAGEMENT AND
SALES NEARLY
DOUBLE DURING
THEIR ACTIVATIONS.**

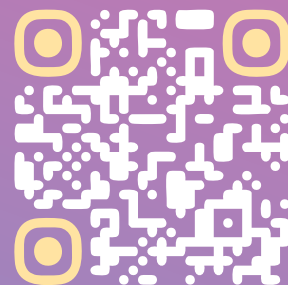
"Having Labubu Live Events at our activation was a total win. From start to finish, everything was smooth, professional, and full of energy. The crowd loved the mascot, the space stayed packed, and we saw a big spike in foot traffic and sales. Best of all, it brought in tons of new faces who hadn't engaged with our brand before."

Nathaniel Young
Event Marketing Manager



BOOK NOW!

LABUBULIVEEVENTS.COM | BOOKNOW@LABUBULIVEEVENTS.COM



SCAN TO LEARN MORE

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WHERE WE POP UP

Conferences & Trade Shows

Be the booth everyone talks about. Labubu draws crowds, sparks interaction, and brings energy to your brand presence.

Corporate Events

From product launches to team celebrations, Labubu adds fun, movement, and moments your guests will remember.

Festivals & Community Events

We turn any space into a vibe. Perfect for photo ops, crowd engagement, and creating shareable memories.

Retail, Malls & Grand Openings

Drive foot traffic and sales with a Labubu appearance that surprises, delights, and keeps people coming back.

Concerts, Sets & Media

Labubu is camera-ready and full of personality — ideal for music videos, livestreams, or on-stage cameos.



At Labubu Live Events, we're more than a mascot — we're a full-on experience. Whether it's a pop-up, activation, or celebration, we're here to help you create high-energy moments that turn heads, build buzz, and leave lasting memories. Let's bring the magic wherever it's needed.

BOOK NOW!

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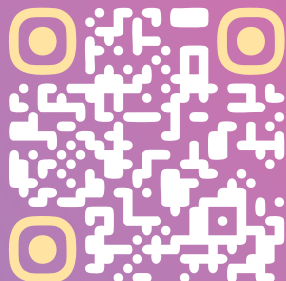
INCREASED
ATTENDANCE

20%

BOOST
ENGAGEMENT

68%

Interactive experiences aren't just a bonus — they're a must. Events that include live, engaging elements like Labubu see up to 20% higher attendance and 68% more guest interaction, according to the Event Marketing Institute. With 63% of attendees now expecting some kind of interactive moment, Labubu helps you deliver exactly what modern audiences crave — fun, energy, and unforgettable memories.



SCAN TO LEARN MORE