



Labubu: The Strange Toy That Took Over the Internet

Warm-up

1. Do you collect anything or have you ever collected anything (e.g., stickers, toys, cards)? Why or why not?
2. What's the most popular trend or collectible in your country right now?
3. Have you ever bought something just because it was popular online or on social media?

Vocabulary

1 Match the words with their definitions.

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|----------------------|---------------------------------------------------------------------------------|
| 1. collector's item | A. When a product or idea becomes very popular very quickly, especially online. |
| 2. craze | B. A person who buys something and then sells it to others for a profit. |
| 3. reseller | C. A surprise box that hides which version of a product you are buying. |
| 4. blind box | D. A difficult time when the economy is doing badly. |
| 5. consumerism | E. The desire of people to buy a product. |
| 6. demand | F. An object that represents something bigger, like a feeling or idea. |
| 7. escape | G. A short break from stress or reality. |
| 8. economic downturn | H. A rare or special object people want to own. |
| 9. viral | I. A strong and sudden interest in something popular. |
| 10. symbol | J. Buying and spending a lot of money on material things. |

2 Create a short story using the pictures below and the vocabulary (pictures below).



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Reading

Read the story and complete it with the following words:

*craze / cute / lined up / times / world / company / blind / shared / millions /
economic / resellers / stores / adventures / symbol / escape / need*

Labubu is not your typical 1 doll. With big ears, a wide smile, and sharp teeth, it looks like something out of a cartoon nightmare. But that hasn't stopped 2 of people from falling in love with it.

The toy comes from a designer toy 3 called Pop Mart, based in Hong Kong. Labubu is part of a series called The Monsters, and each doll is sold in a 4 box—meaning buyers don't know which version they'll get. This makes collecting them even more exciting.

Labubu went viral on TikTok and other platforms. People 5. funny and creative videos of the doll "dancing," "talking," and going on 6. The internet loved it. As the videos spread, so did the demand for Labubu. Suddenly, it became almost impossible to find in 7.

In many countries, fans 8. for hours outside Pop Mart shops. Some even flew to other countries to buy Labubu dolls. Online, 9 are charging hundreds of dollars for a single figure. All of this has turned Labubu into more than a toy—it's a collector's item and a pop culture 10.

But why now? Some experts say that during 11. downturns, people turn to small pleasures. A toy like Labubu, though not cheap, feels like a fun, harmless 12. Others believe it's all about trends: when something is popular online, people rush to be part of it.

However, not everyone is a fan of the 13. Some critics say it's just another example of consumerism gone wild—people spending too much money on things they don't really 14. But for fans, Labubu is more than a toy. It's something that makes them smile during difficult 15.



Love it or hate it, the Labubu phenomenon is a perfect example of how fast a trend can grow online—and how a strange little doll can suddenly take over the 16.

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True or False

Are the sentences true or false?

1. Labubu is known for its traditional cute design.
2. Each Labubu toy comes in a box where the buyer knows exactly what's inside.
3. Labubu became famous thanks to social media.
4. The toy is only popular in Hong Kong.
5. People waited in long lines to buy Labubu dolls.
6. Some fans travelled to other countries just to get the doll.
7. The dolls are very cheap and easy to find now.
8. Some people believe Labubu became popular during a hard economic time.
9. Everyone agrees that Labubu is a good purchase.
10. Labubu is an example of how quickly trends can grow online.

Discussion

1. What do you think makes a toy or collectible popular?
2. Would you ever buy something from a "blind box"? Why or why not?
3. Do you think Labubu is cute, scary, or something else? Explain.
4. Have you ever followed a trend you saw on TikTok or Instagram?
5. What do you think about people waiting in line or flying to another country for a toy?
6. Is it okay for resellers to charge high prices for popular items?
7. Why do you think people enjoy collecting things?
8. Do you think consumerism is a problem in today's world?
9. How do you decide what's worth spending your money on?
10. Can small things like toys or hobbies really help us during hard times?

