

Thailand News

October 2025

CONTENTS

- Project 1: Pop Mart (Toy store, Bangkok, Thailand)

1. POP MART

Project Overview

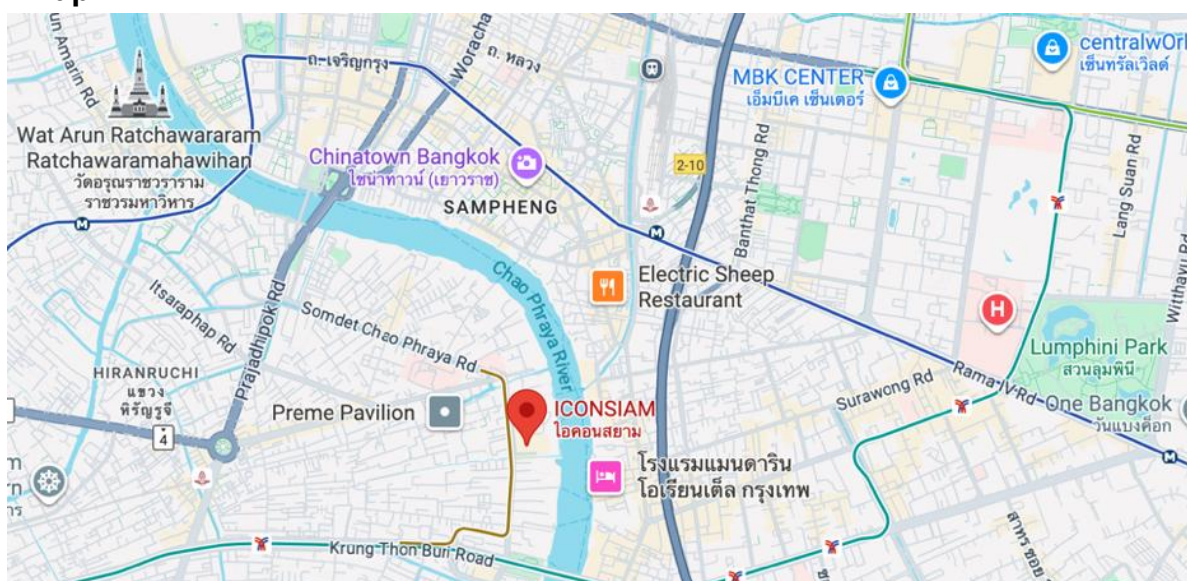
Pop Mart's newest flagship store at IconSiam in Bangkok spans 760 sqm, making it the city's largest store of its kind. The store highlights art toys and Thai culture, featuring Southeast Asia's first Pop Mart Café and exclusive items such as Landmark and Thailand Limited editions, including figures like Labubu Long-tail Boat, Crybaby Tuk Tuk, and Molly Thailand. The interior design combines modern, playful elements with traditional Thai details, creating a space that attracts both collectors and general visitors. The store offers an interactive shopping experience through pastel-colored interiors, moving displays, and playful arrangements of designer toys. It features a 4-meter-high rotating installation that showcases collectible figures, while open, gallery-like circulation is combined with smaller, intimate corners. Light, color, and dynamic shapes guide movement and interaction, making the store a mix of exhibition, entertainment, and retail.

In addition to the IconSiam flagship, Pop Mart operates several other stores in Bangkok including locations at CentralWorld, Terminal 21 Asoke, Siam Center and Central Ladprao, among others, with each store offering a unique selection of art toys and collectibles.

Project Details

1. **Type of Business:** Flagship store
2. **Open Date:** 08/2025
3. **Location:** 7F, IconSiam shopping complex, 299 Charoen Nakhon Road, Bangkok
4. **Size:** 760 sqm
5. **Website:** www.popmart.com/th

Location map



The flagship store is located on the 7th floor of IconSiam, a shopping complex located directly on the banks of the Chao Phraya River on the Thonburi side of the river.

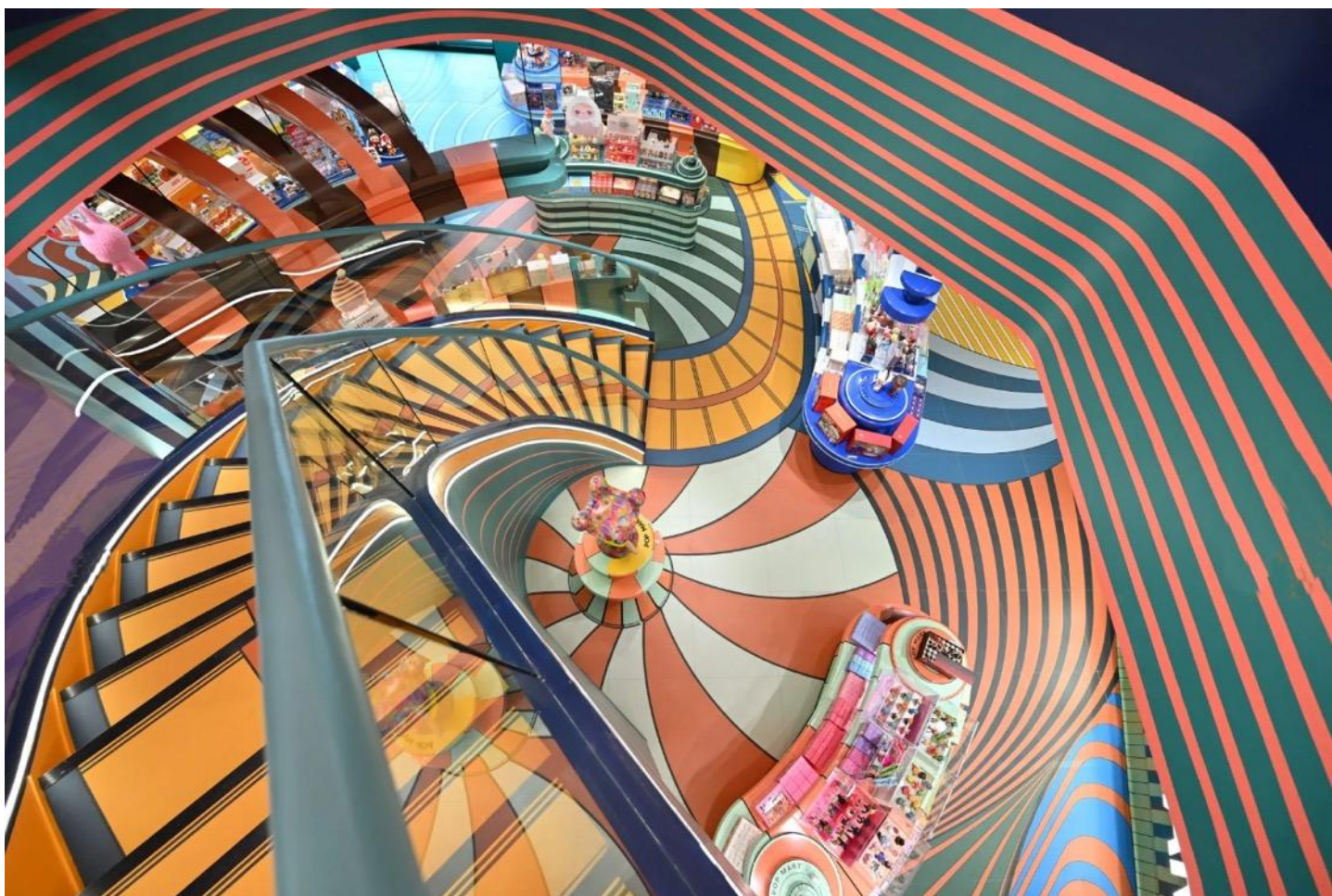


At the entrance, visitors are greeted by a 4-meter-tall Molly statue dressed in traditional Thai attire and riding an elephant, symbolizing local culture. Molly, created by Hong Kong artist Kenny Wong, is one of Pop Mart's most famous designer toy characters, known for her wide eyes and pouty lips. The Molly figurines come in countless costumes and themes, and considered a collectible art toy icon.

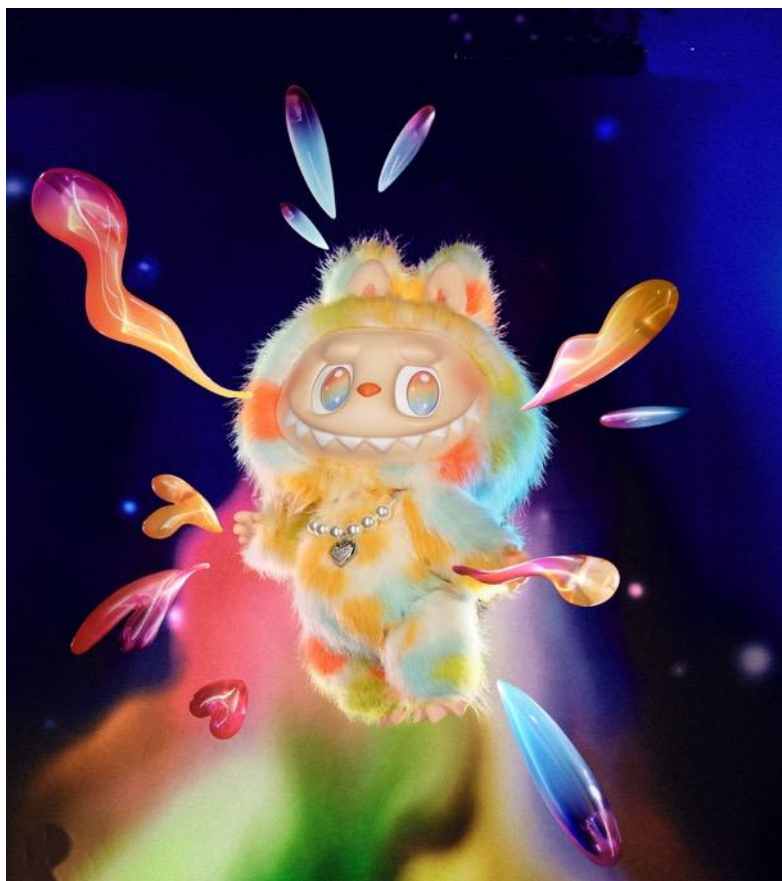


The interior uses curved, flowing lines and circular shapes inspired by the Chao Phraya River, creating a sense of openness, movement, and a balance between softness and strength.





A spiral staircase reinforces the water-inspired flow, with materials crafted in China and enhanced by local Thai artistry.



Several figurines were created exclusively for Thailand, including Molly in traditional dress, Labubu in a long-tail boat, Crybaby in a tuk-tuk, and a Space Molly inspired by mango sticky rice. These limited editions combine Pop Mart's signature characters with local cultural references.





The Pop Mart Café is designed as a fun space for visitors to relax. The interior uses pink and cream tones with fairytale-style paneling, sculpted walls, and playful character details, including Labubu with a toast-shaped face and Molly with a croissant on her head. Small Crybaby figures are placed around the café, adding to the lighthearted atmosphere.





The café was created in collaboration with Greyhound Café, a Bangkok-born lifestyle brand that started as a fashion label and later expanded into design-focused cafés serving creative Thai fusion food.



The Pop Mart Café serves playful, character-themed items such as popsicles, desserts, light bites, and drinks shaped like figurines.