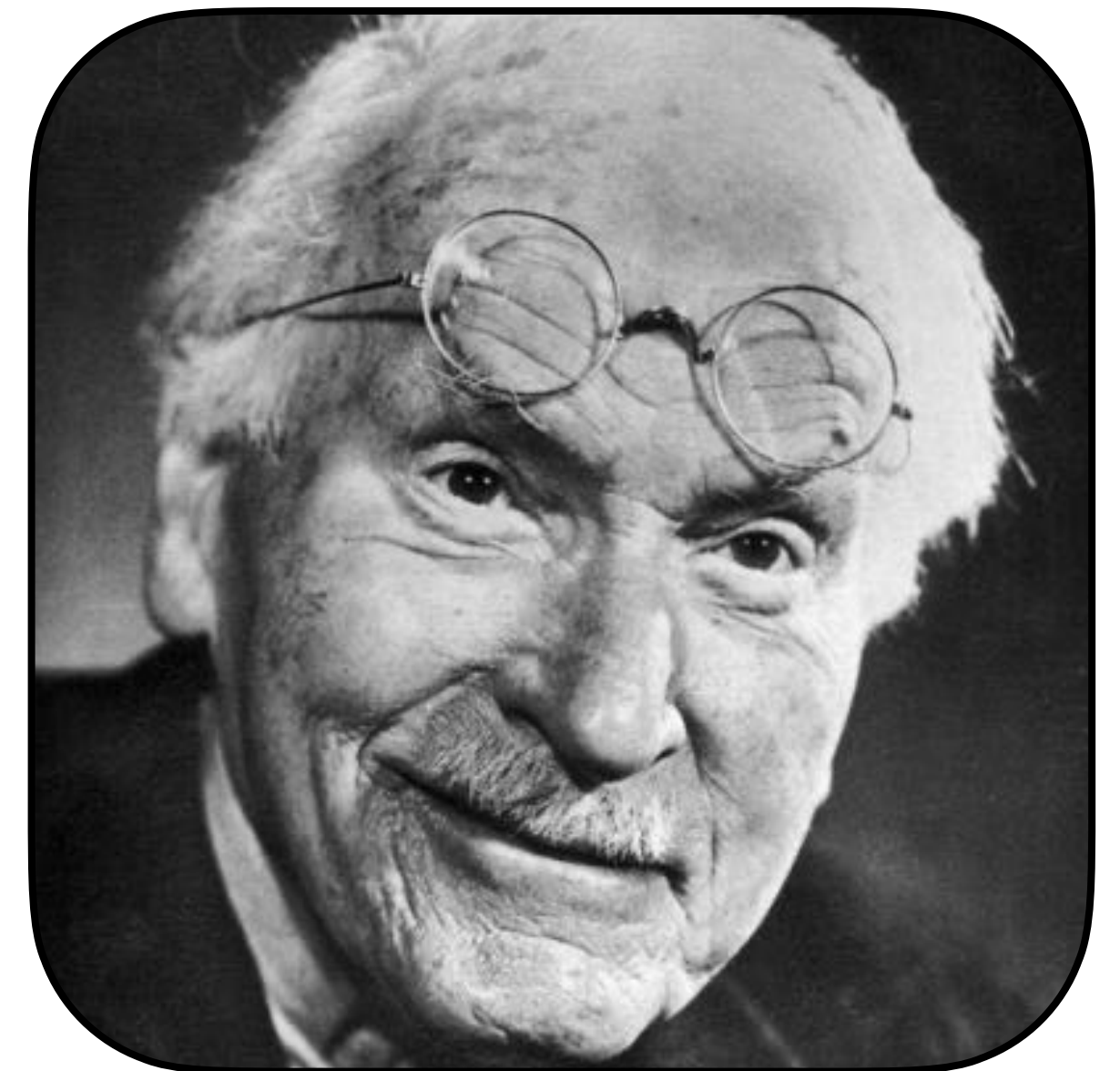


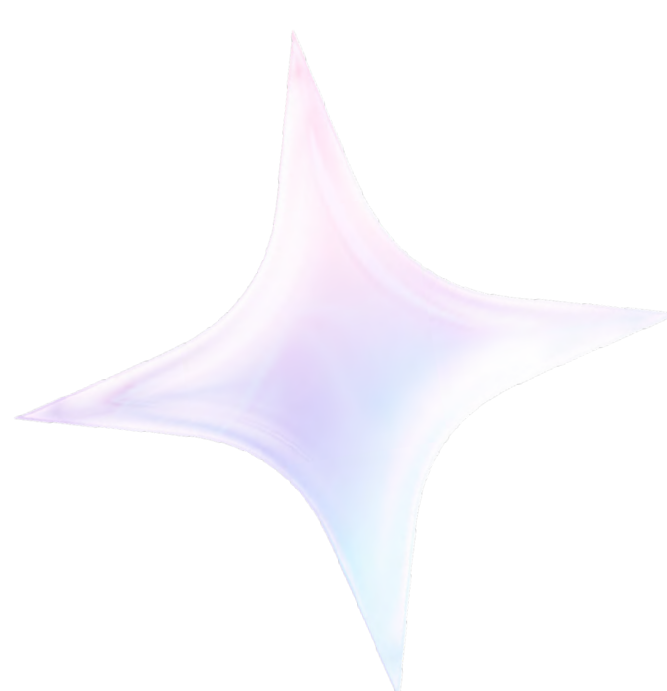


TODOTOYS

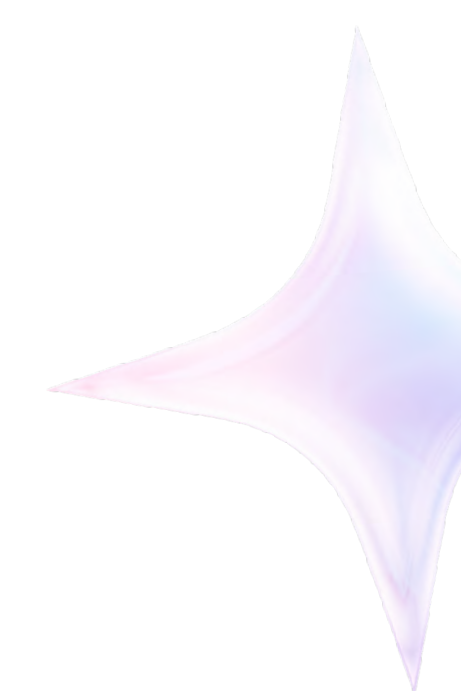
CG JUNG & SHREK: SAME SAME

Creative play and storytelling are central to the human experience. From the depths of psychoanalysis to beloved mainstream films fairytales and imaginative play hold some of humanity's most essential truths.



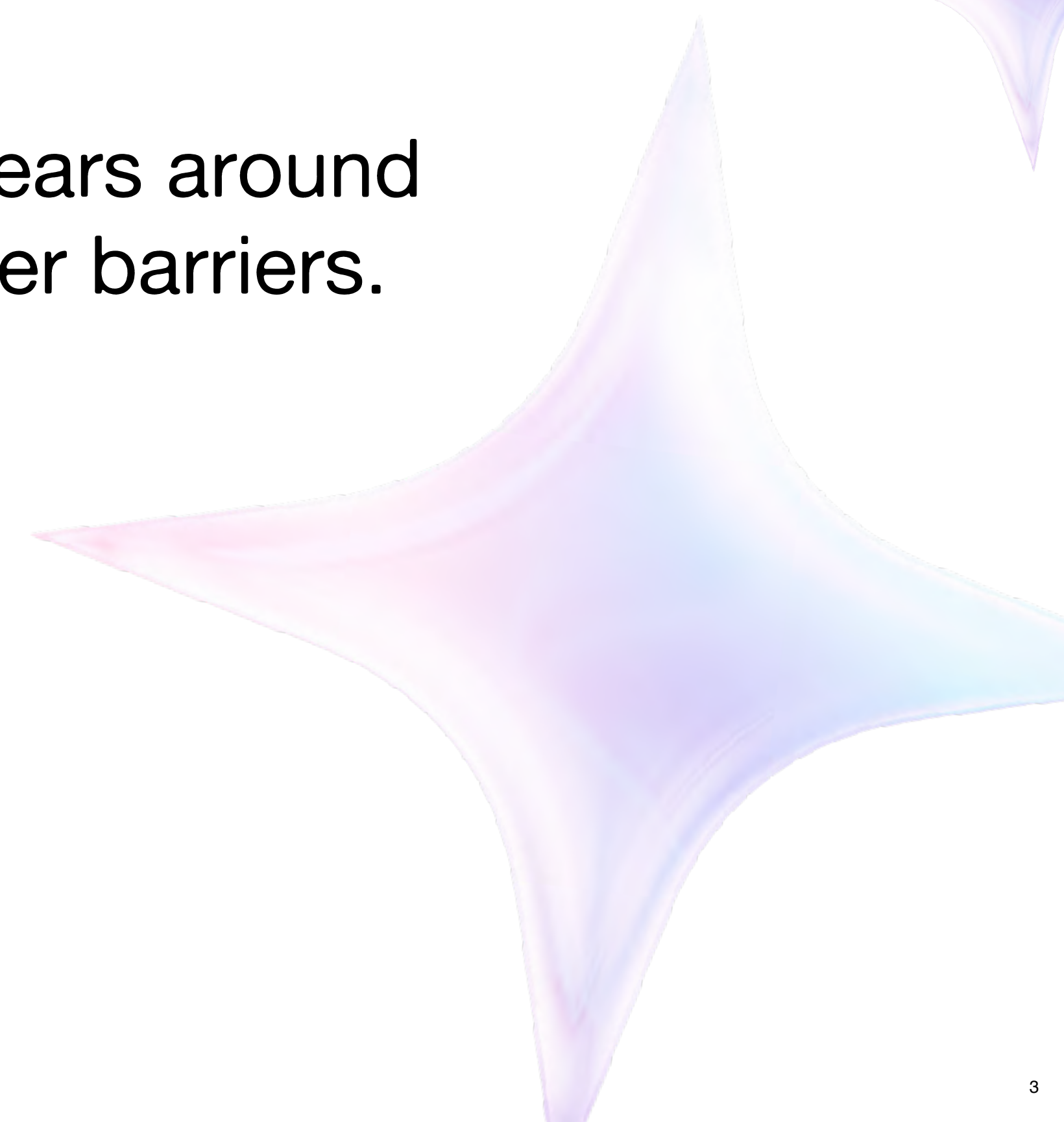


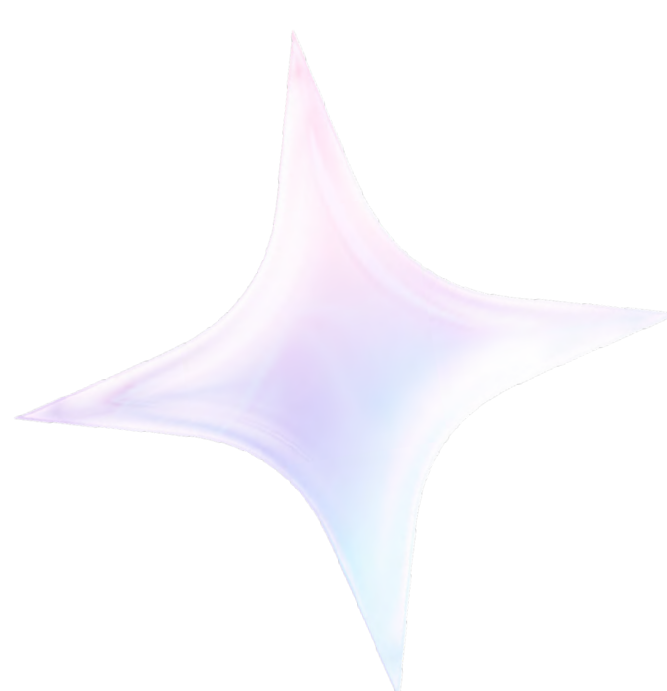
Toys in 2025



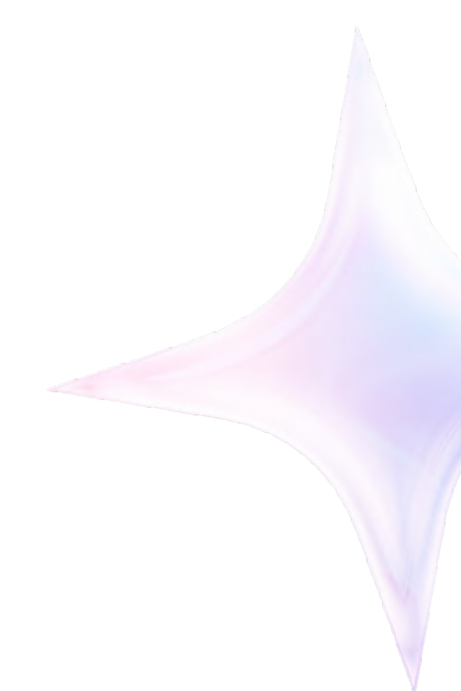
There has been a massive shift in the past years around toys and play. Dissolving the age and gender barriers.

And above all Category.



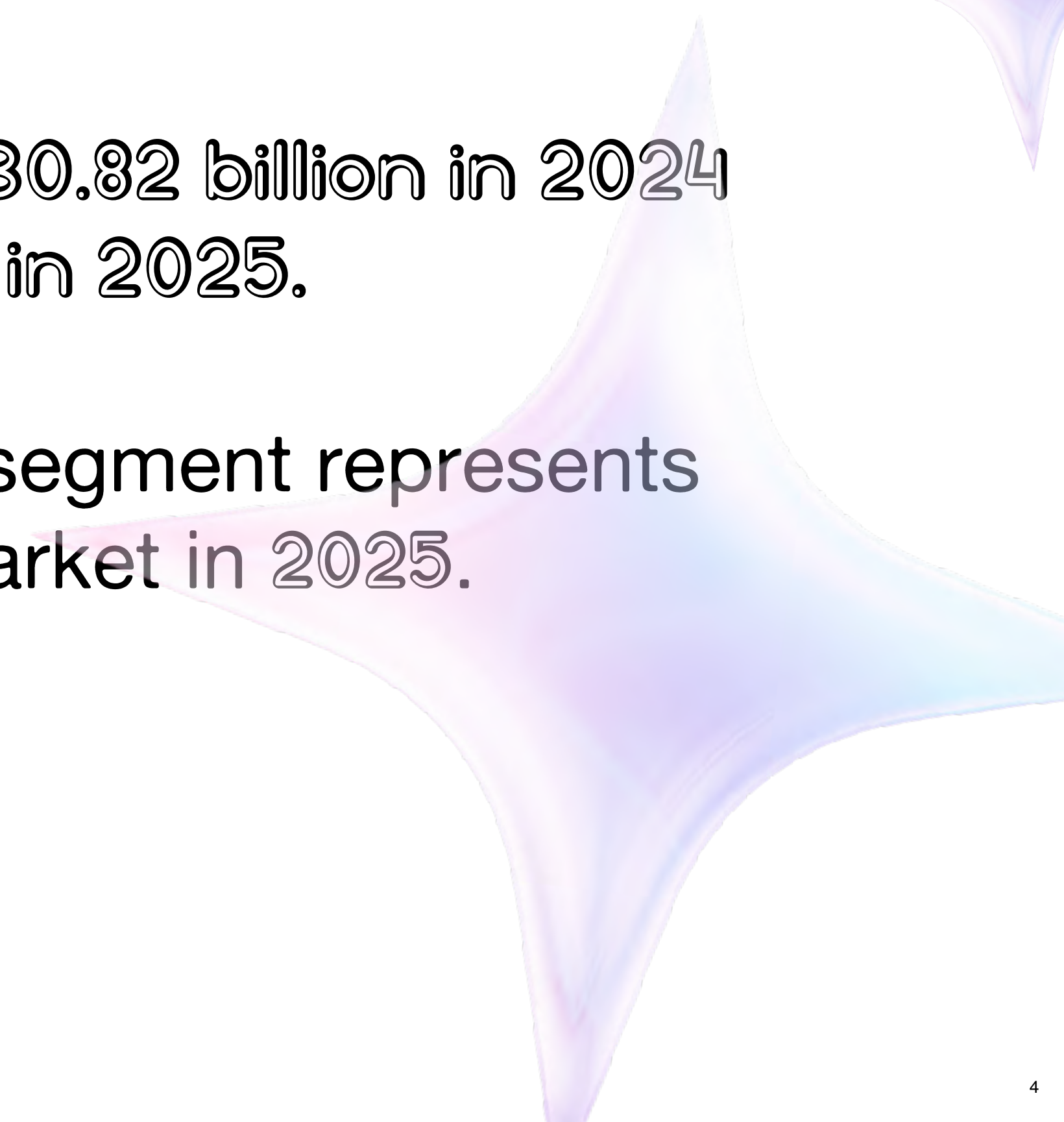


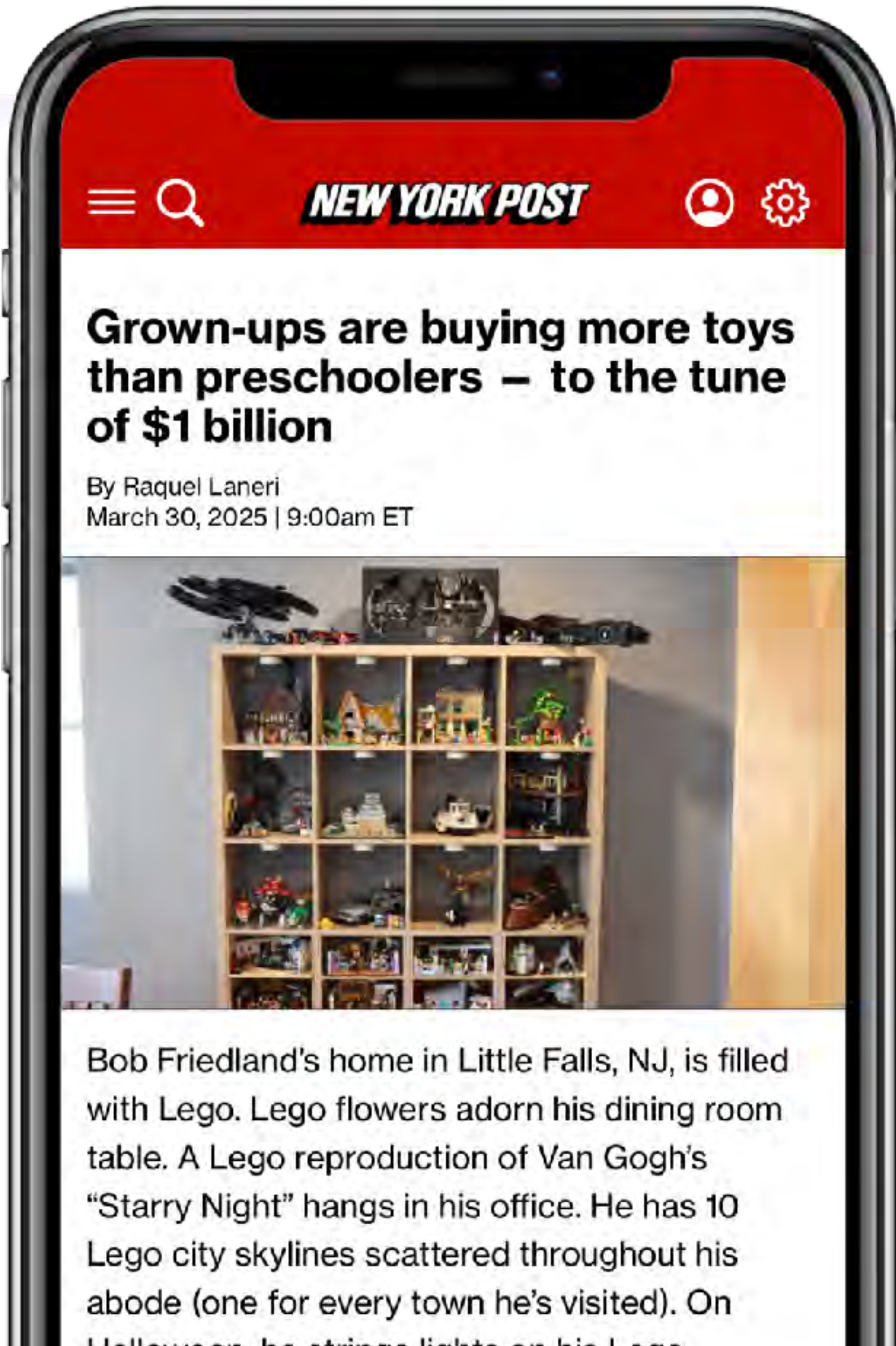
The Rise of Kidults



The global toys and games market was valued at \$330.82 billion in 2024 and is projected to reach \$346.70 billion in 2025.

With kidults accounting for 28% of global sales, the segment represents approximately \$97 billion of the global toys market in 2025.





Adults in 2025:



About Todotoys

We deliver end-to-end product solutions.
From toys concepts, designs, production to global distribution.

TODOTOYS

End-to-end product solutions

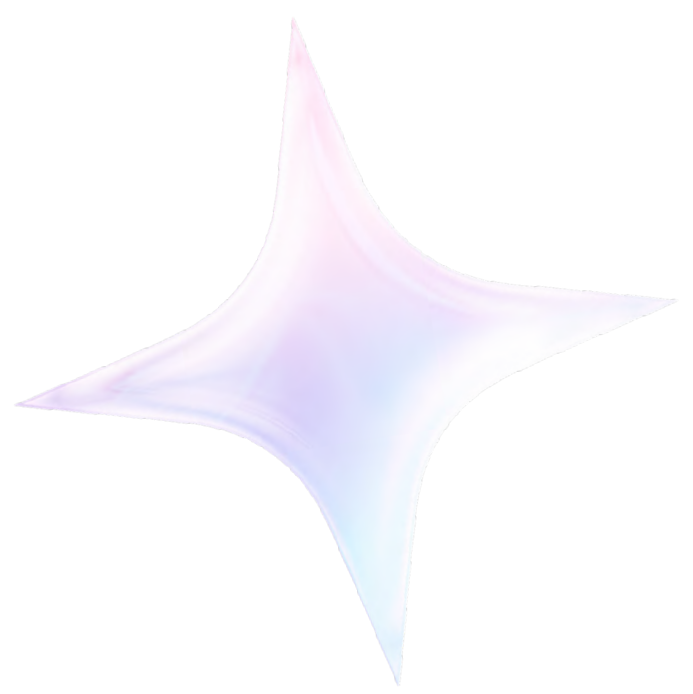
Strategy

Concept

Design

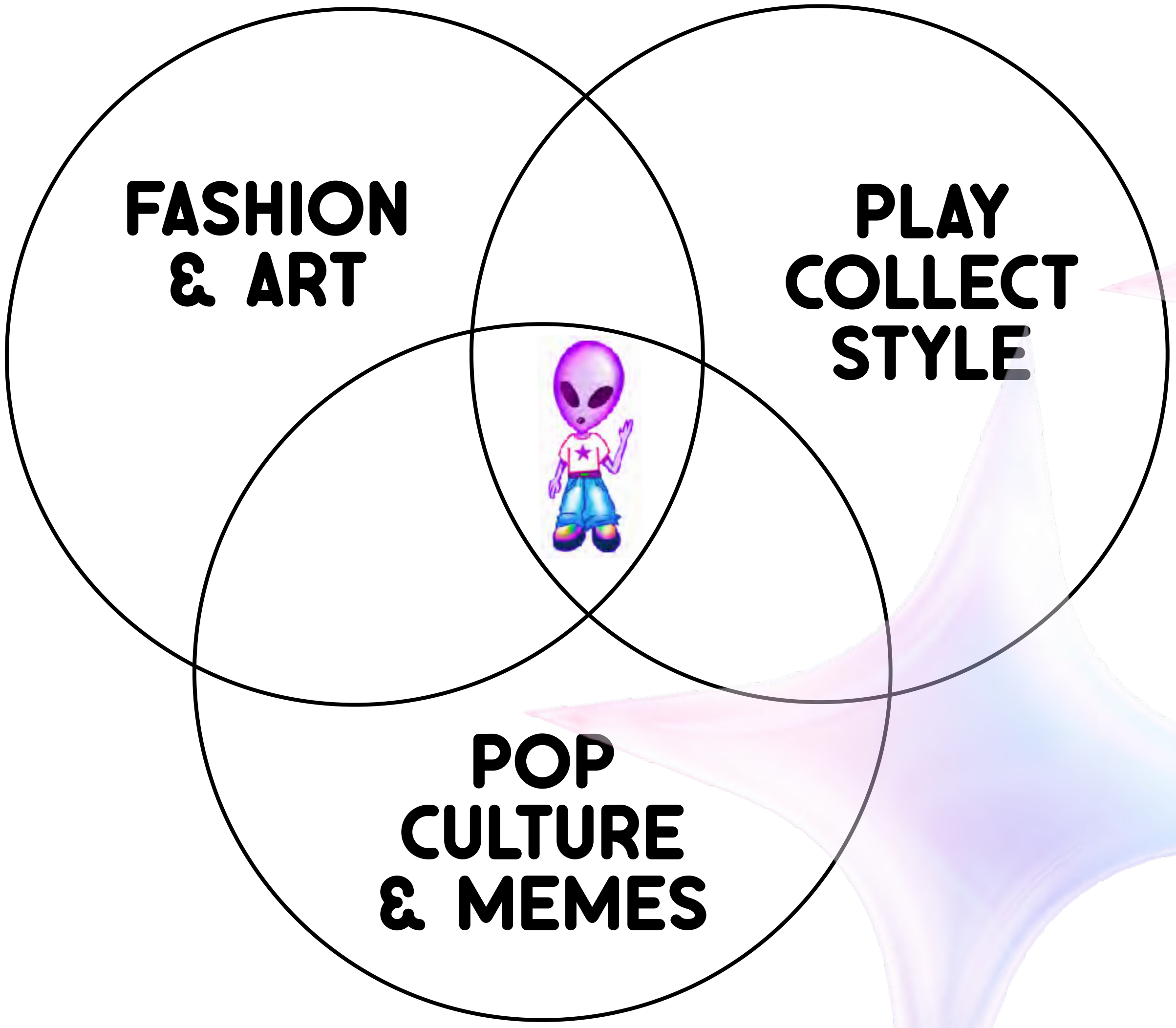
Production

Global Distribution



TODOTOYS creates toys and objects at the intersection of **fashion/art, pop culture, and play.**

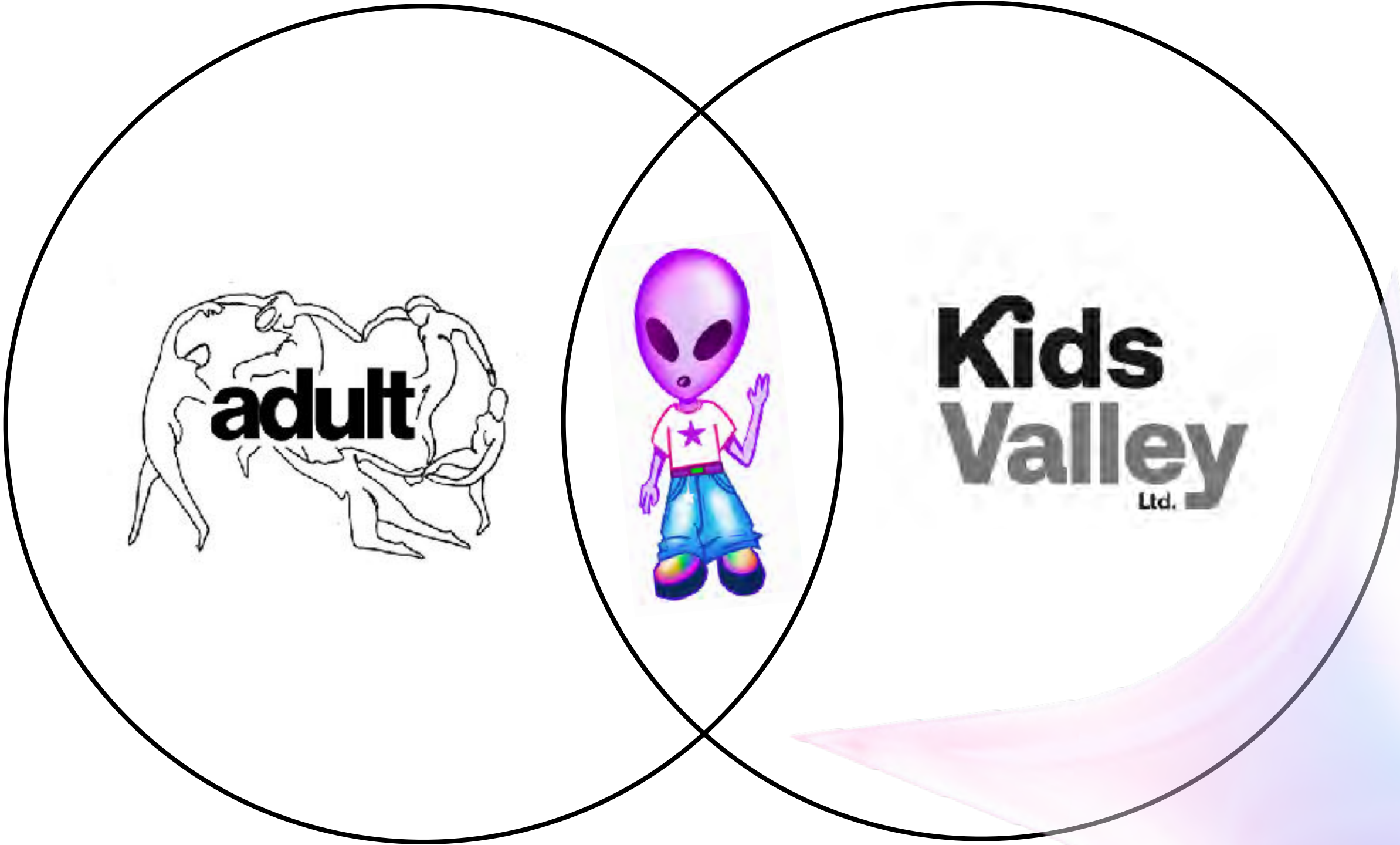
We develop **genderless and ageless products** that are rooted in **the now** and champion inclusivity, authenticity, and self-expression.





PROPRIETARY IP
MOTTO THE ALIEN BY ARINA RENASCI

TODOTOYS
is a partnership between
ADULT and Kids Valley.



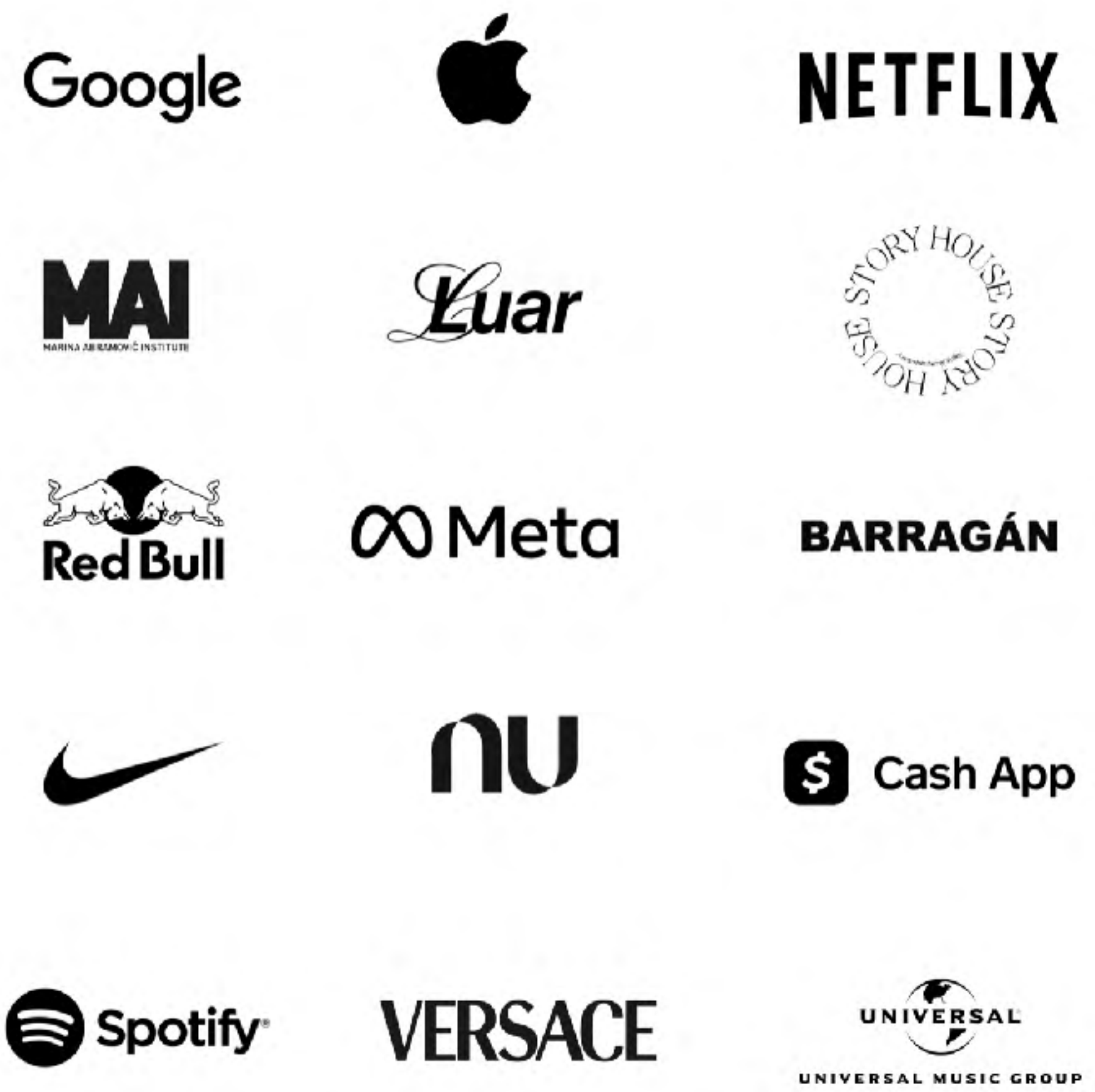
ABOUT ADULT



ADULT is post-disruption creative company that cultivates collective intelligence in the hope of growing a better future.

We are a New York City-based entity that creates and grows new ideas, products, and systems. We focus on developing long-term partnerships where we can test new possibilities of creative models. We build brands, activate culture and explore collaborations— through strategy, creative direction, content, community and more.

<https://adult.today/>



ABOUT KIDS VALLEY



KV is an international toy company founded on over 30 years of experience accumulated by its founders.

We develop and distribute our own brands and products, collaborate with other toy companies to co-create concepts, and provide specialized services to enable efficient and strategic global toy distribution.



OPERATIONS & SHOW ROOMS



ASIA

China 🇨🇳

- Operations Office and Factory - Chenghai
- Sales & Marketing Office - Shantou

Taiwan 🇹🇼

- Sales Office - Taoyuan County

Hong Kong 🇭🇰

- Corporate Admin Office - Hunghom, Kowloon

EUROPE

Spain 🇪🇸

- Marketing & EU Sales Office - Vic

NORTH AMERICA

USA 🇺🇸

- Permanent Showroom - El Segundo, Los Angeles
- Creative Studio - Manhattan New York City

Previous Projects

From collaborating with leading artists to producing designed merchandise,
we specialize in bringing creative concepts to life.





SANRIO CHARACTERS BLIND BOXES



JADEN SMITH PHOTOGRAMMETRY
AND REAL LIFE STATUE FOR SPOTIFY



NETFLIX



PRODUCTION FOR NETFLIX SERIES





GUNNA OFFICIAL ART WORK. VINYL DESIGN



IM.MASTER ROBOT



GUNNA FIGURINE FOR SPOTIFY



CREATING AND PUBLISHING A MAGAZINE FOR CASH APP ABOUT BITCOIN



IM.MASTER TOYS DISTRIBUTION



ONGOING TOY DEVELOPMENT FOR STILLZ
BAD BUNNY'S CREATIVE DIRECTOR



STICKER ART OFFICIAL TOYS SANRIO STAIN-GLASS LIKE STICKERS

PROPRIETARY IP MOTTO THE ALIEN BY ARINA RENASCI



VIEW MORE CATALOGUES HERE



HELLO@ADULT.TODAY



THANK YOU

