

# THE UGLY DUCK



CO-CREATE PROJECTS

Seasons 2024

**TUD — a brand that creates limited collectable characters at the edge of art and interior design.**

**Powered by passion & beauty.**

**2 000**

individual collectors  
just in 1 year

**15+**

countries covered with  
TUD toys delivered

# Key Idea

The ugly ducklings are a community of people that utterly disagree with the way their lives and the world around are turning out.

The image of TUD represents the stories of people who are born as ugly ducklings without capital or power, but with a huge potential to change the world.

Beauty is overrated.

Ugliness is real.



TUD | VERSION: CLASSIC  
SIZE: 20 INCH  
18+ ADULT COLLECTIBLE  
NOT A TOY  
DESIGNED BY  
CHOICE STUDIO

# Art Object

New interaction  
product experience

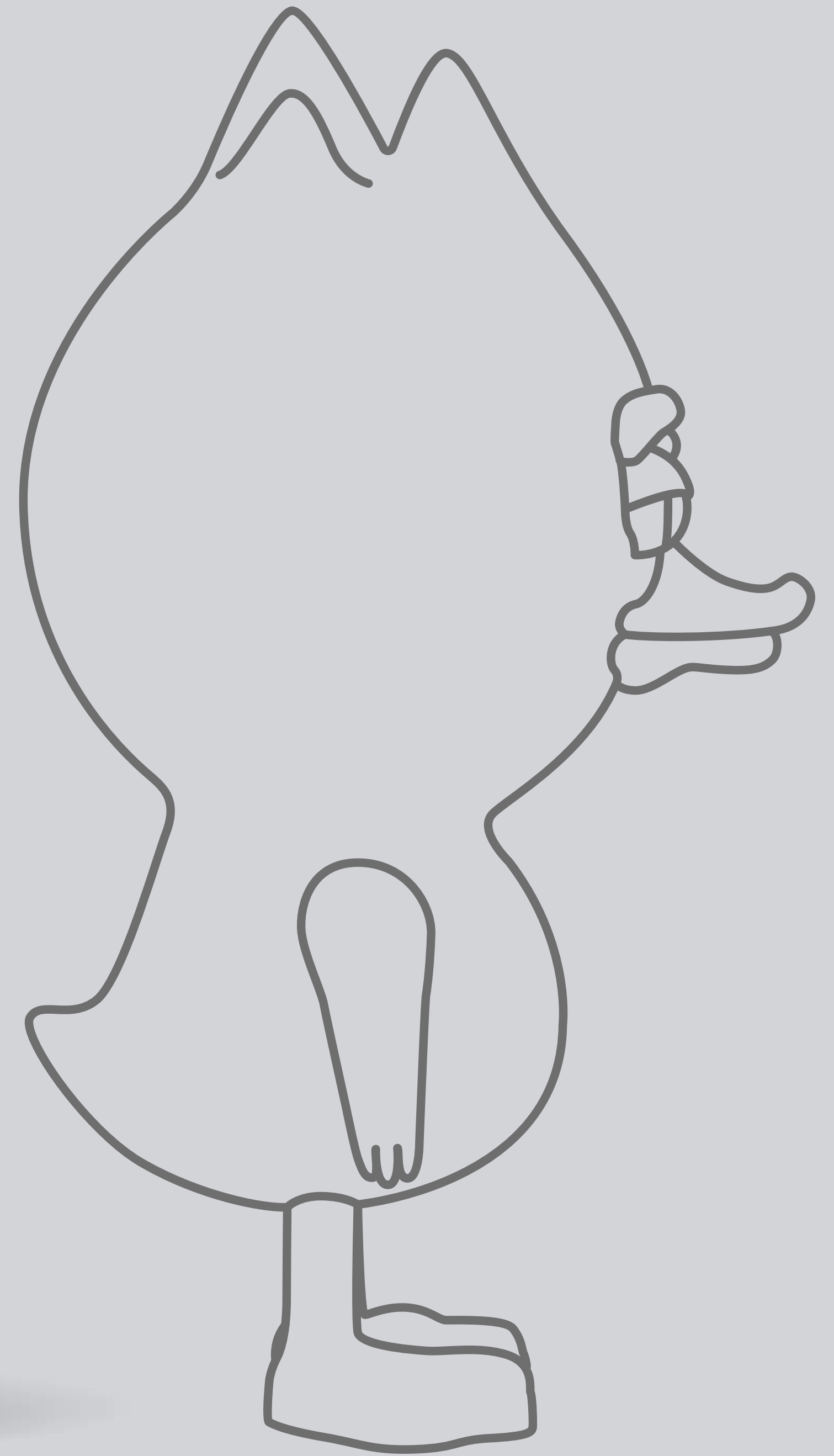
Eco-recycled plastic

Outstanding design

In-built NFC-tag

Limited & Rare

\* We use 5% eco-recycled plastic in our products



**TUD matches with multiple communities and brands. We are open to co-creating a win-win projects driven by passion, transparency & fun.**

**Brands**

**Artists**

**Designers**

# Sample\_

250 items / SIZE (L)

*sold out during the first days of the collection launch*



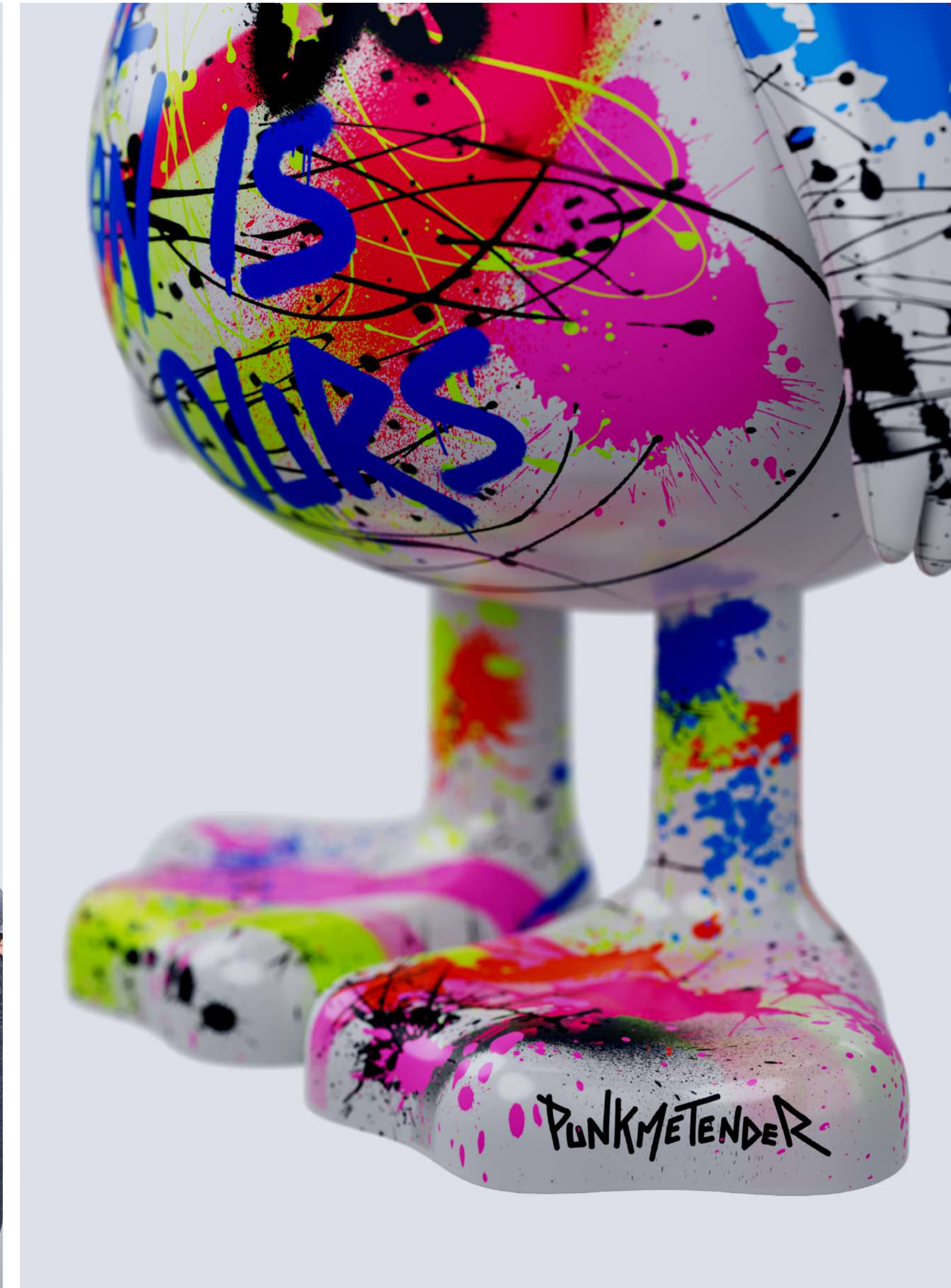
**TUD**  
SAMPLE\_

PROJECT TITLE	SAMPLE
ID	TUD_TOY
SIZE	L
QUANTITY	250

# PunkMeTender

350 items / SIZE **L**

*a 500-people event at the artist's studio in LA*



# Mike Tyson

1000 items / SIZE (M)

*Inspired by notorious Mike who fought his way to success*





# Community



We gathered a global community of collectors & wealthy like-minded people. Classy, trendy, artistic.

USA 🇺🇸

Middle East 🇪🇬

EU 🇪🇺

Asia (soon)

# UGC-friendly photogenic duck.

100% of holders shot their duck



# Designed for...



## Collecting

TUD is perfect as a starter or your current collection's add-on.



## Interior

TUD is tailored to fit in the variety of spatial contexts.



## Gifts

TUD is an unusual way to impress somebody you love.

# TUD — Gallery

spring 2024

12

Art space in Dubai where you can see exclusive objects, collectables and more.



# Customization

We can use different and unique coating, coloring, materials.

*Transparency*

*Chromium*

*Color Fade*

*Fur*

*Crazy Textures*

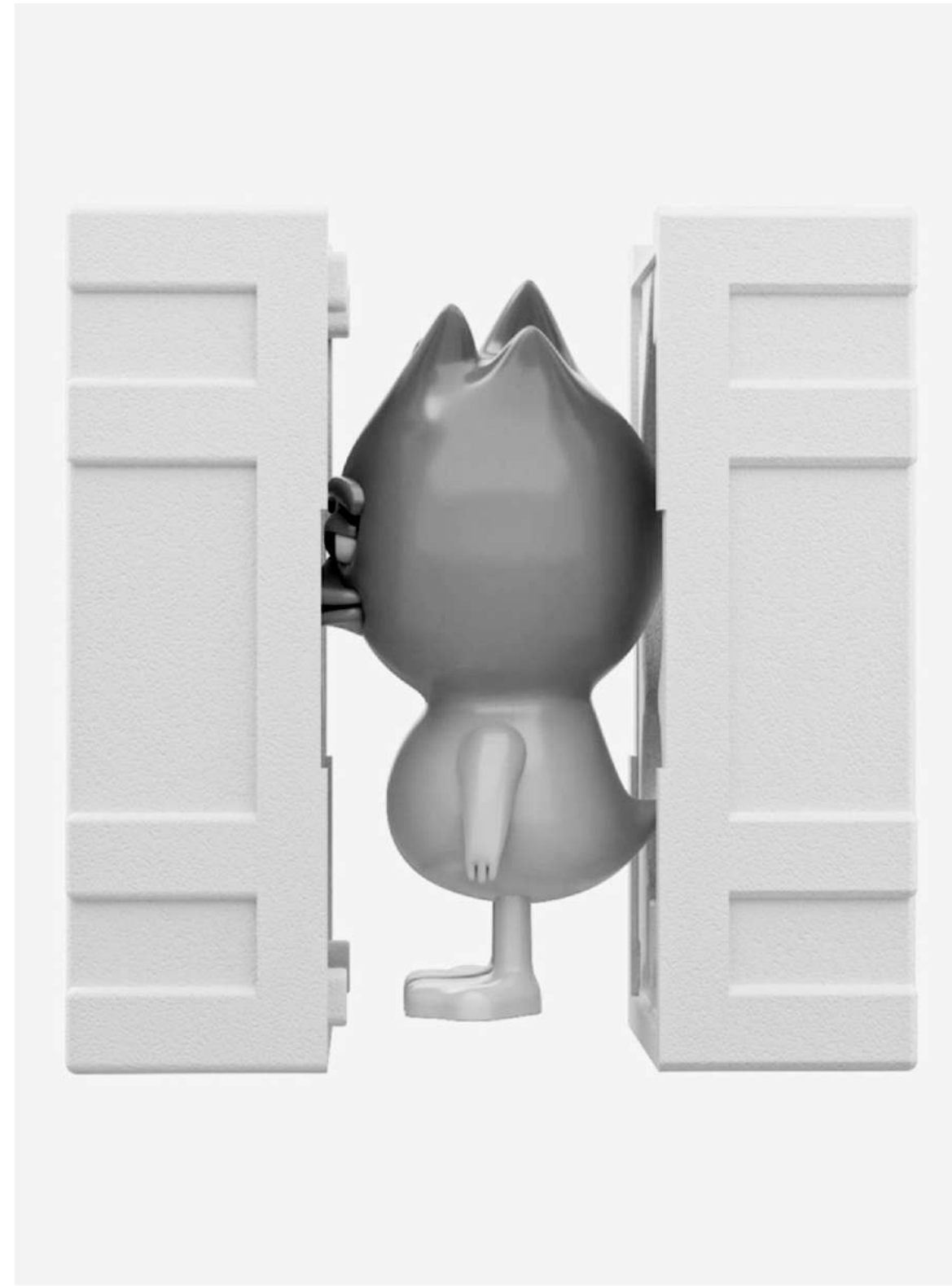


# Packing

Ultra flexible packaging process that allows to customize literally every asset.



Collector box



Protection foam box



The cool stuff tray



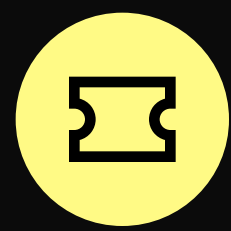
Transportation packaging

# NFC-chip. Authenticity & beyond.

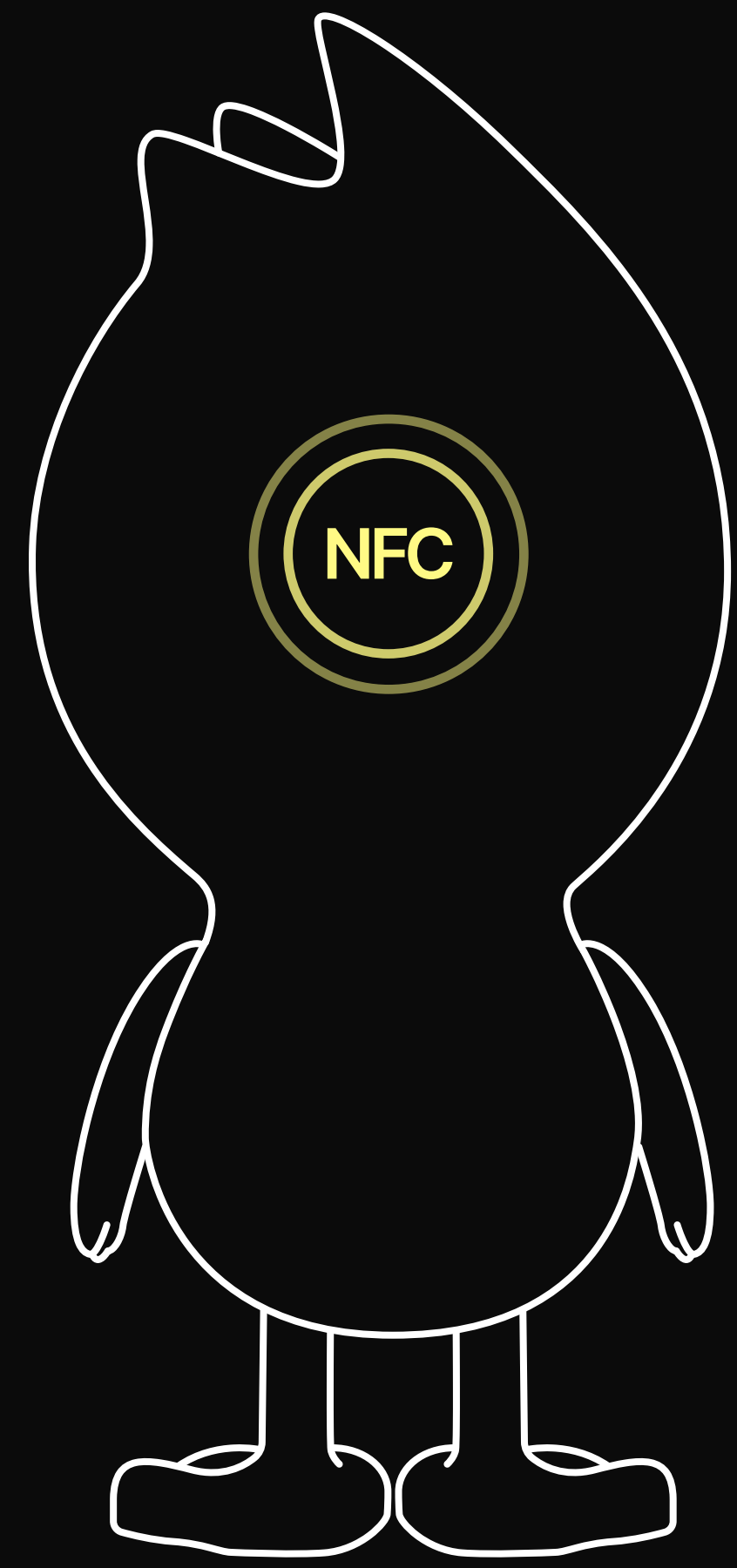
Private community access



The Ugly Duck events pass



Unique content, only available to the owner



Verification

Put your phone next to the back of the duck's head.

NFC allows to make sure your duck is the only one & only yours.

# The collaboration process

## ① Agreements

- Contracts
- Privacy & policy

## ② Concept

- Key idea & design
- Package customization

## ③ Production

- Launch of the production & first samples

## ④ Media

- Interview & Story
- Medias
- Influencers

## ⑤ Sales

- Preparing for the drop date
- Logistics partners

8 weeks

\* Stay tuned, the details of the collaboration may change



# Sales channels

**50%**  
Offline & Retail

**25%**  
E-commerce

**15%**  
Galleries

**10%**  
Our website

# Marketing channels

**Influence Marketing**

**PR & Media**

**Perfomance**

**Product Placement**

**Exhibitions**

New York Weekly, Art in America, ARTnews,  
FRIEZE, Oceandrive, GQ, Miami Wire, US Reporter

# Summary

 **80M**  
Reaches

Limited  
Collection

300 — 1000 Objects



Tangible  
& desirable  
art piece

An extraordinary media tool

Event + Pop-up

\* Stay tuned, the details of the collaboration may change

# Let's have a chat

Shoot us a message  
[collab@tudtoy.com](mailto:collab@tudtoy.com)

Tap to have a quick chat

WhatsApp

Telegram

 **tudtoy.com**

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