

Design for kids & home



let kids be kids!

enjoy parenting more

Beijing Xiao Mo Guai Technology Co., Ltd
PUPUPULA
Beijing / Shenzhen / San Francisco

Contact us:
globalinfo@pupupula.com

Catalog
2020





With Love from Beijing

PUPUPULA is a Beijing-based lifestyle brand founded in 2017.

We make contemporary and thoughtful products
for kids and their families.

At PUPUPULA, good design is insightful. Our products are simple,
functional, innovative and beautiful.

We believe well-designed products will let kids be kids and let you
enjoy parenting more. To bring you quality products,
we collaborate with only the best factories
and artisanal workshops.

This is Us

We are diverse, open-minded problem solvers. Some of us are parents, while some are still kids at heart. Some of us have lived and studied around the world, while some have spent most of the time in China. We “PUPUPULANS” unite in the spirit of creativity and freedom. We believe in enjoying our work as much as we enjoy life.

This is a collage made using our 2🐶18 Year of the Dog Family Portrait Game. Since launch, it has garnered over 24 million visits.



Sic | Founder & CEO

Mom of two kids and three cats, co-founder of MOMO, China’s largest social and entertainment platform. Sic held different positions at MOMO, NetEase, PhoenixNet and Modern Media relating to design, marketing and overseas operation.



Ainland | Co-founder & Chief Brand Officer

Pet lover, homebody and green thumb. Former director of the emoji and AR departments at MOMO.



Alias Lau | Product Designer

The “cuddly sloth” at PUPUPULA. His work is as genuine and compassionate as he is. During his four-year tenure at Lost and Found, he designed over 20 best-selling products.

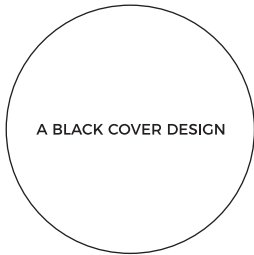


Gaoyin Wang | Hardware Product Director

Father to a son, he is a detail-oriented, seasoned engineer and tech geek who has developed dozens of electronic products. He worked at Polycom as a senior structural engineer and played a managing role in the R&D department of Samsung.



Our Design Partners



A Black Cover Design

Founded by Guang Yu and Nod Young, ABCD is a small creative studio specializing in graphic design. Their work is designed with exceptional, systematic and pertinent communication methodology and has won them numerous international and domestic awards.



Office for Product Design

OPFD is an international design studio formed in 2007 by Nicol Boyd and Tomas Rosén. Their work has been repeatedly recognized by leading international design awards, including but not limited to iF Gold Award, G-Mark, Red Dot, etc. Nicol and Tomas also serve as creative directors at PUPUPULA.



Five Metal Shop

FMS is an independent creative studio that designs business. The team is from business, marketing and communication design backgrounds with top level international experience. They also regularly collaborate with like-minded international talents who are often leaders in their respective creative fields.



Design with Love & Insight

We believe that good design is insightful.

Beyond looking good, our products solve problems and make life easier.

Simple, beautiful, innovative, safe—and above all, kid-friendly.

we design to let kids be kids and let you enjoy parenting more.

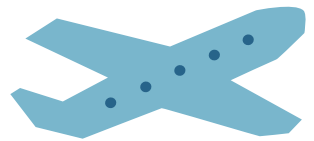
Let Kids Be Kids

Every child is unique and should develop their own personalities, talents and skills. We believe that well-designed products can inspire our children to grow up more confidently and independently.

Enjoy Parenting More

Parenting is never easy. Well-designed products provide comfortable time-saving solutions so that parents can focus on spending quality time with their kids.





Our Factories

PUPUPULA creates pieces that will be loved by your family for years. We collaborate with only the best factories and artisanal workshops in China to bring you products with the highest quality possible.

Designed by PUPUPULA Proudly Made in China

We believe that Made in China does not mean compromising on quality or design.

We strive to use the best materials, original design and reliable manufacturers to offer the best products that you and your kids deserve.

Love Our Planet

We choose only materials that are safe and environmentally friendly. To reduce leftover materials in manufacturing, we control and optimize production efficiency.

We repurpose manufacturing waste and leftover materials. We avoid overpackaging. Our packaging is designed for you to repurpose or reuse to reduce carbon footprint.

