

Noodoll



Noodoll is a contemporary character-led design brand based in London. Established by designer Yiying Wang in 2009, Noodoll began as an illustrated book featuring a cast of monsters who were made from rice and noodles. We now make a host of products featuring our happy Ricemonsters including plush toys, stationery and accessories. At the heart of Noodoll's design ethos is playfulness, uniqueness and quality! Our toys bridge the gap between collectable design items and children's plush toys, and with this they make great design

accessible to everyone. Noodoll products fit seamlessly into the modern home and we encourage everyone to add a roarsome touch to their life!

We relish bringing our characters to life and sending them out into the world. We design each of our monsters complete with a personality and we know there's a Ricemonster for everyone!

Our mission is to make honest quality products, whether in it's design, production, customer service or our ethos of fair trading. Each of our plush toys is hand stuffed and sewn in our London studio and we won't let them leave unless they are cuddly and cute enough!