

For the first trial, obviously the toy is new.

For the next trial, the chance of new toy is $\frac{10}{11}$.

The interpretation of $\frac{10}{11}$ is that (for 10 times among 11, the event occurs.)

Inversely, for the event to occur once, we need $\frac{11}{10}$ times.

Applying this logic repeatedly, the expectation is

$$\left(\frac{11}{11} + \frac{11}{10} + \frac{11}{9} + \dots + \frac{11}{1} \right) = 11 \cdot H_{11}$$