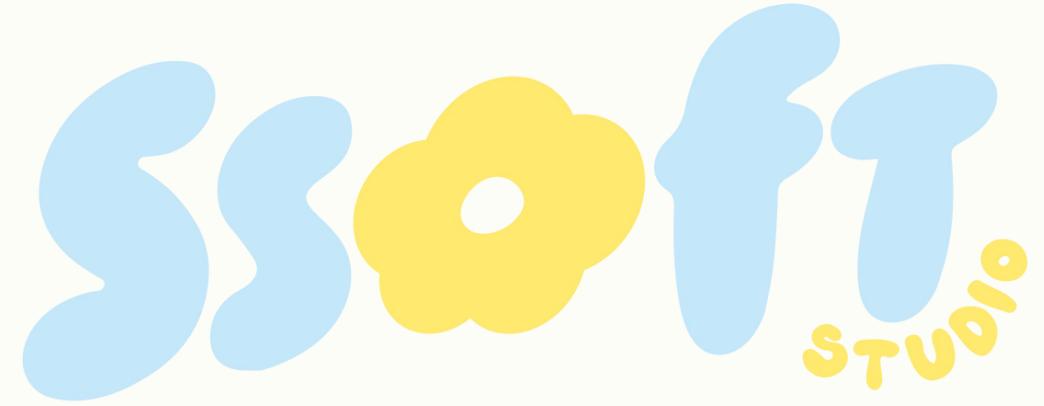


PRESENTED BY TWO ALBATROSS LTD

SSOFTSTUDIO.COM





MAKING EVERY HOME A SOFTER PLACE.

ABOUT US

Our mission is to create products that spark joy and bring comfort to every corner of your life. From soft plush toys to cozy cushions and stylish bags, we focus on creating the highest quality home essentials. With safety as a priority, every product is carefully crafted and rigorously tested.

DIVERSITY AND INCLUSION IN EVERY STITCH

FROM DESIGN TO
STORYTELLING, WE ENSURE
OUR PRODUCTS REFLECT THE
DIVERSE WORLD WE LIVE IN.

ETHICAL MANUFACTURING AND SUSTAINABILITY

WE PRIORITIZE QUALITY,
SUSTAINABILITY, AND
ETHICAL RESPONSIBILITY IN
EVERY STEP OF OUR
PRODUCTION PROCESS,
ENSURING PRODUCTS THAT
ARE AS KIND TO THE PLANET
AS THEY ARE TO OUR
CUSTOMERS.

EMPOWERING WOMEN, LEADING THE WAY

WE ARE PROUD TO BE A BRAND
LED BY WOMEN, WITH 80% OF
OUR KEY LEADERSHIP
POSITIONS HELD BY WOMEN.

OUR JOURNEY

2004

HUISEN TOYS FOUNDED
IN SHENZHEN



Our iconic IPs such as Tiramitu and Angela, are loved worldwide.

2013

NEW PRODUCTION BASE
OPENED IN CHONGQING

Grew into the largest toy manufacturer in Southwest China.



2015

HONG KONG OFFICE
LAUNCHED

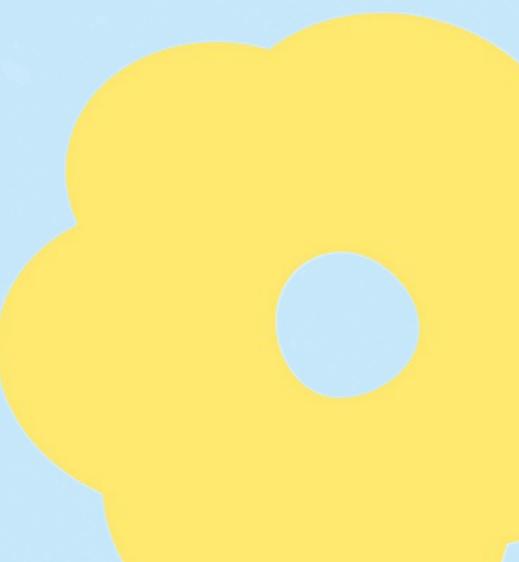


Began offering OEM services to prestigious global brands.

2023

LONDON OFFICE
LAUNCHED

Launched our latest brand SSOFT STUDIO with the mission to expand our footprint in the global marketplace.



OUR PRODUCTS

Since 2004, we have created hundreds of original designs and collaborated with talented independent designers to turn creative ideas into unique, inspiring pieces for your living space.



HOMEWARES
CUSHIONS, SOFAS



DOLLS
PLUSH TOYS, WEDDING GIFTS



BAGS
BACKPACKS, CROSS-BODY



ACCESSORIES
BAG CHARMS, PENCIL CASES

OUR STANDARDS



Walt Disney
F.A.M.A.
CERTIFIED



EN71 ASTM F963

We are audited annually under programs like ICTI, ISO 9001, SCAN and Disney FAMA to ensure compliance and quality. All our products undergo rigorous testing to meet European and American safety standards.

OUR SERVICES



WHOLESALE

We have a global network of distributors reaching Asia, Europe, the Americas and the middle east.

CUSTOMISATION

We provide tailored solutions, from character design to customizing existing products, to meet individual client needs.

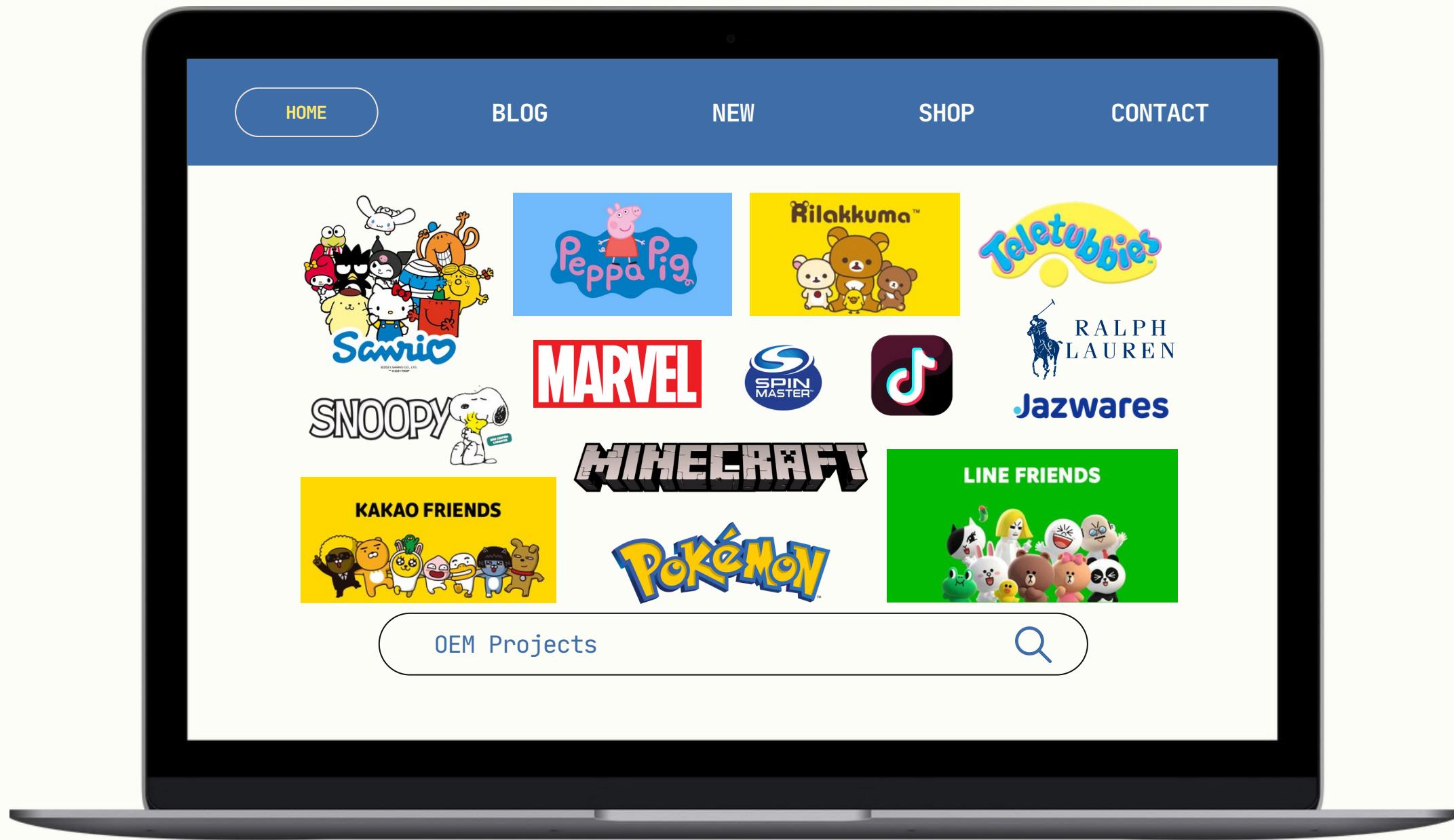
LICENSING

Our IPs offer licensing opportunities. Our partners have successfully expanded our IPs into diverse products, including lip gloss, water bottles, lunch boxes, etc.

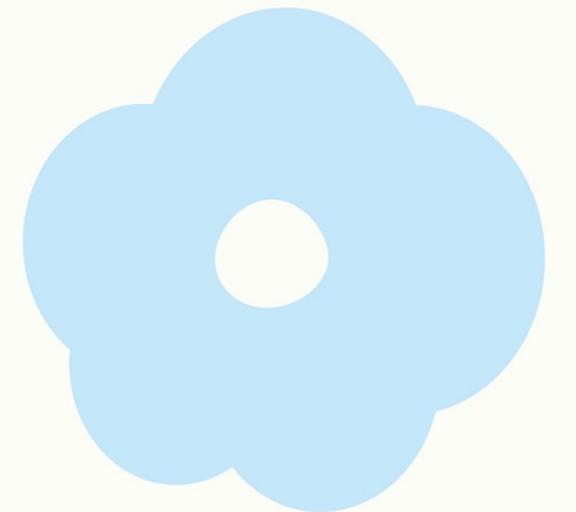
OEM/ODM

Our Chongqing factory delivers OEM and ODM services for leading brands like Disney, Line Friends, Peppa Pig, and Sanrio, ensuring top-quality manufacturing and design.

OEM CLIENTS



We provide OEM services to many world-renowned brands, helping bring their creative ambitions to life. Our individualized and specialized services cover everything from character design to product customization. Feel free to contact us and let us turn your ideas into reality.





**Let's Work Together and
Create Something Great**

FOR ALL ENQUIRIES
INFO@SSOFTSTUDIO.COM

SSOFTSTUDIO.COM

CATALOGUE



FOR OEM ENQUIRIES
MARK@METOOCHN.COM