

Star Spike Dragons™ – Master Pitch Pack

Overview

Star Spike Dragons™ is a bold, collectible plush toy line designed to ignite imagination, emotion, and creative storytelling. With its patent-pending star-shaped design, plush spikes, and distinct characters, this line combines display appeal, play value, and brand expansion potential.

Design Features

- Signature Shape: Rounded star body with 15 soft perimeter spikes
- Expressive Faces: Large embroidered eyes, stylized mouth expressions
- Whimsical Details: Curved belly line, ears, plush tail, and back spikes
- Color Themes: Each character uses bold yet harmonious color palettes
- Handheld Size: Designed for comfort and grip for all age groups
- Tactile Appeal: Minky, Velboa, or soft plush materials for soothing touch

Character Lineup

🔥 Emberoo – The bold, brave flame leader — deep blue tones, fiery accents, confident pose.

🌙 Luma – Dreamy and gentle — soft pastel pinks, sleepy eyes, and glow-in-the-dark variations.

⚡ Boing – Energetic and fun — lime green, zig-zag belly stitching, oversized smile, bouncy tail.

Additional characters are in development for seasonal and event-themed releases.

Brand Potential

- Scalable into animated shorts, bedtime stories, seasonal releases
- Modular plush pattern allows for limited editions and licensing extensions
- Appealing to both kids and collectors (standard + premium tier available)
- Natural fit for retailers, entertainment tie-ins, and DTC gifting

Production & Readiness

- Patent-pending design filed with the USPTO
- Early vector, 3D renderings, and physical prototype in place
- Tech packs available for 3 SKUs
- Pricing and margin forecast completed (1K / 5K / 10K units)
- Factory quote-ready intro packet developed
- Full landing page for visual reference: www.sanaafactory.com/starspikedragons

Contact

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