FRIENDS FOR LIFE

noodoll®

LONDON



From Rice & Noodle to Noodoll

noodoll



Noodoll is a whimsical character brand inspired by founder Yiying Wang's childhood memories of her hometown, where rice and noodles were comforting daily staples. The name "Noodoll", a blend of "noodle" and "doll", reflects that warmth and nostalgia.

What started as a personal design concept has grown into a playful world of characters that spark imagination, offer comfort, and create meaningful emotional bonds.

Founded in 2011, Noodoll blends Eastern roots with Western design. Each character from the imaginative land of Ricetown is crafted with original designs and quality in mind to be a lifelong companion. The range includes plush toys, stationery, and accessories, all created with care and heart.

Noodoll continues to grow globally while staying true to its mission: to bring creativity, smiles, and friends for life.

Brand Magic

noodoll

BRAND VALUES
We create Friends for Life



DESIGN
Unique and Original



QUALITY
Customer Satisfaction at Our Core

Trustpilot 4.9 Excellent



ETHICS
We Care Deeply



MINDFUL PLAY
More Than Just a Toy



LOYAL COMMUNITY
Over 120,000 followers



GLOBAL PRESENCE
Stocked in over 800 stores



Repair. Rehome. Re-love

noodoll







Noodoll Pre-Loved

Recycled Noodoll Toys

The preloved shop is all about upcycling toys and giving them a second chance. Each Ricemonster is refreshed and finds a new home, ready to bring joy and create lasting memories again.

Noodoll Surgery

Lifelong Free Repair!

Ricemonsters are built to last a lifetime, but even the toughest toys need a little TLC now and then. Noodoll Surgery is here to help—simply send the toys in, and they'll be fixed for free!

Stockists

noodoll

SELFRIDGES&Co

Galeries Lafayette

W Waterstones

Fenwick

KITH

UTILITY

scribbler

MAMA SHELTER

daylesford ORGANIC FARM GLOUCESTERSHIRE

mochi kids

Fred Aldous Ltd

SOUTHBANK CENTRE

citizen M hotels

PAPER TIGER EDINBURGH

MoMA

Brooklyn Museum

Centre Pompidou

FLV

barbican

MĒRCER PROJECT

Lagardère

eslite 誠品

NATIONAL GALLERIES SCOTLAND

RA Royal Academy of Arts

everrich 昇恒昌

MCA CHICAGO

Little Angel Theatre

Flux

Collaborations

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7-Eleven Taiwan

Store Purchase Promotion 30.10.25- 31.12.25











Collaborations

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朗豪坊 LANGHAM PLACE

Langham Place 20th Anniversary Christmas Pop-Up
14.11.25 – 01.01.26 | Hong Kong





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Collaborations

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Nike x Noodoll





Osume x Noodoll



Uamou x Noodoll





24 Bottles x Noodoll





Ricespud Dress Ups - Cute and Collectable

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THANK YOU



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