



noodoll®

LONDON

2026
Catalogue





Hey Noo Partners!

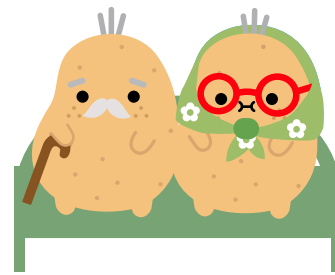
Welcome to our latest collection.

Meet sun-soaking holiday friends, curious creatures from the sea and woodland, the mischievous Potato Gang, and a few spooky and festive friends arriving just in time for Halloween and Christmas. Our popular thermal bottle and light collections have grown too, with more Noodoll characters joining the fun.

We hope you enjoy meeting them all and find some Noo friends to bring into your shop, ready to share plenty of love, friendship and happy little moments.

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Friends to Keep



Born in London, Noodoll is a small company with a big heart and a growing world of curious characters, each with their own personality, story and little quirks.

We believe some friends are meant to stay with us. That's why we create friends to keep, not things to replace. From the first scribble to the finishing touches, every Noodoll friend and product is thoughtfully designed and carefully made for the adventures ahead.

And when adventures get a little too crazy, Noodoll Surgery is here to help! Think of it as a little lifetime promise: well-loved friends can return to us for repairs, restuffing and a little TLC, so they can stay by your side for as long as possible.



Our idea is simple: create friends you'll want to keep close, grow with and share life's little milestones with.



@noodoll



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noodoll.com



Meet Ricespud



Meet Ricespud, your favourite potato!
Ready to dress up for any occasion, this adorable companion is always up for fun and play.
Palm-sized and stuffed with beads at the base, Ricespud is ready to join you on every adventure.

Core Mini Ricespud



Ricespud
T02800



Graduate
T02804



Professor
T02815



Grandpa
T02821



Green Dino
T02810



Chicken
T02814



Grandma Classic
T02822



Grandma Berry
T02857



Grandma Orange
T02858



Yellow Bunny
T02812



Pink Bunny
T02813



Blue Bunny
T02823



Pineapple
T02802



Strawberry
T02803



Carrot
T02807



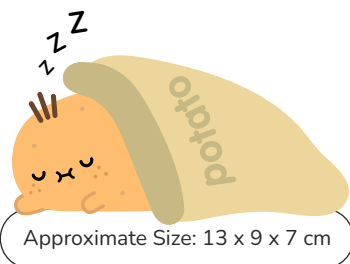
Snake
T02819



White Kitty
T02820



Black Kitty
T02805



Summer Mini Ricespud



Splashy

T02870



Vacay Grandpa

T02873



Vacay Grandma

T02874



Pirate

T02866



Captain Spudhook

T02867



Sailor

T02864



Mermaid

T02865



Aloha

T02869



Crab

T02860



Lobstache

T02861



Hot Potato

T02872



Pinky

T02871



Sharkie

T02859

Approximate Size: 13 x 9 x 7 cm

Summer Collection





Valentine's & Raincoat Mini Ricespud



Cupid

T02841

Ouch

T02825

Bao Chef

T02826

Riceache

T02518



Mouse Boots

T02839

Bunny Boots

T02827

Dino Boots

T02843

Woodland Mini Ricespud



Lil' Bud

T02836



Brownie

T02828



Bee

T02832



Beetle

T02833



Horsey

T02834



Panda

T02840

Approximate Size: 13 x 9 x 7 cm



Foxy

T02831



Red Squirrel

T02830



Grey Squirrel

T02829

♥ tails with velcro fastening



Potato Gang Mini Ricespud



Robber
T02835



Lil' Crook
T02838



Inmate
T02850



Bandit
T02852



Don
T02855



Yakuboo
T02856



Badass
T02854



Cuffs
T02853

Approximate Size: 13 x 9 x 7 cm



Meet the Potato Gang, a crewwww of mischievous spuds causing chaos across Ricetown...

From late-night fridge raids to questionable snack habits, these tiny potatoes can't seem to stay out of trouble!





Halloween Mini Ricespud



Zombie
T02875



Frankenspud
T02876



Bat
T02877



Skelly
T02878



Devil
T02806



Black Kitty
T02805

Approximate Size: 13 x 9 x 7 cm



Holiday Collection



Santa
T02846



Lil' Rascal
T02847



Puffy
T02849



Frosty
T02848



Penguin
T02837



Candy
T02844



Snowman
T02801



Reindeer
T02808



Classic Mini Collection

Meet our Mini Sitting Plush Toys!
Newly redesigned versions of our iconic Noodoll characters,
now with weighted beads for a perfect balance.

They sit perfectly on shelves, desks, or even in your
palm, adding charm and personality to any space.



Ricebao
T02500



Ricedumpling
T02501



Ricedino
T02507



Miss Dino
T02508



Ricebaba
T02511



Ricecarrot
T02505



Riceball
T02506



Ricecracker
T02509



Ricepudding
T02510



Ricerabbit
T02516



Ricepeach
T02525



Ricesweet
T02523



Riceananas
T02504



Riceapple
T02507



Ricerose
T02528



Ricecube
T02535



Ricelemon
T02524



Ricemango
T02522



Ricecrunch
T02526



**Strawberry
Ricecream**
T02513

Approximate Size: 12 × 10 × 9 cm to 14 × 14 × 12 cm



New Sizes

Classic Plush Toys

Ricespud & friends, now in a new 20cm size. Made for everyday adventures, play and plenty of cuddles.



Ricespud Original

T02100



Ricespud Rabbit Blue

T02103



Ricespud kitty Black

T02104



Ricespud Dino

T02105



Foxy Ricespud

T02107



Bee Ricespud

T02106



Ricebaba

T02101



Ricesweet

T02102

♥ tails with velcro fastening

Approximate Size: 20 × 14 × 22 cm

Large Plush Toys

Big, round and made for proper hugs. These generously sized friends are just right for cuddling up on the sofa or bed.

Approximate Size: 35 × 25 × 40 cm



Ricespud original

T02200



Ricebaba

T02201



Ricespud Sharkie

T02203



Ricespud Kitty White

T02202



Ricespud Rabbit Pink

T02204

Jumbo Plush Toys

Meet Ricespud & friends like never before. Our biggest friends yet, ready to take centre stage.

Approximate Size: 48 × 30 × 53 cm



Jumbo Ricespud

T02300



Jumbo Ricespud Dino

T02302



Jumbo Ricebaba

T02301

Graduation Collection



A unique graduation gift for anyone wanting to celebrate this big milestone with personality and style. Featuring our classic Noodoll characters all dressed up!



Mini Ricespud Graduate

T02804



Ricespud
Graduate

T99826



Ricehawking Graduate

T99834



Ricebao Graduate

T99829



**Riceboo
Graduate**

T99827



Riceribbit Graduate

T99828



Riceapple
Graduate

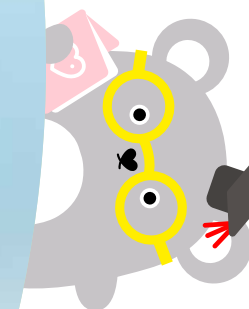
T99833



Ricemogu Graduate

T99832

Approximate Size: 12 × 10 × 9 cm to 14 × 14 × 12 cm





Accessories



Ricepear Pouch
ACC99812

Keyrings

Pocket-sized pals with a Noodoll keychain, perfect for keys, bags, or pouches.



Ricespud
K02000



Ricedumpling
K02001



Riceboo
K02002



Ricemogu
K02003



Ricebaba
K02011

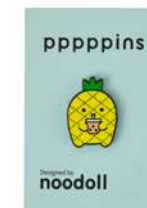
Approximate Size: 7.5 x 7 x 4.5 cm to 10.5 x 9 x 6.5 cm

Enamel Pins

Our lovable characters have become a new favourite among pin collectors and gift-givers alike. Each approximately 3 cm in size and adorned with a colourful, shaped rubber cap.



Ricespud Coffee
PIN028



Riceananas Boba
PIN022



Ricespud Mug
PIN024



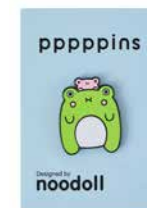
Miss Dino
PIN027



Ricedino
PIN014



Riceananas Floatie
PIN010



Riceribbit Duo
PIN025



Ricerainbow + Riceboo
PIN013



Ricebao Graduate
PIN023



Graduate Ricespud
PIN015



Ricebao Chopsticks
PIN012



Ricebao Steam
PIN011



Ricecrunch
PIN021



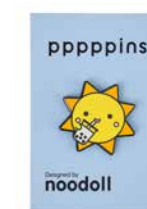
Ricesweet
PIN019



Ricecracker
PIN007



Ricekinoko
PIN017



Ricesunshine
PIN016



Ricemogu
PIN008



Ricebaba
PIN009



Riceprout
PIN018

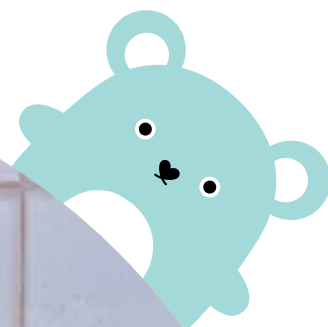


Ricelogi
PIN005



Ricedumpling
PIN020

Bottles



Our popular collaboration with 24Bottles, this range includes the 250ml sustainable stainless steel **Urban bottles** and the brand-new 330ml Thermal **Clima bottles**.

Each design features beloved characters and a leak-proof, flip-open lid.

Clima Bottles



Ricedino
BOTTLE25



Ricemon
BOTTLE24



Riceball
BOTTLE28

Our new Clima bottles come in a larger 330ml capacity and can keep drinks hot for 12 hours and cold for 24 hours.

330ml Package Size: 7.5 x 7.5 x 16 cm

Urban Bottles



Ricepig
BOTTLE18



Ricecow
BOTTLE19



Ricepenguin
BOTTLE20



Ricemon
BOTTLE12



Ricedino
BOTTLE15



Ricepudding
BOTTLE14



Ricecarrot
BOTTLE17



Ricecracker
BOTTLE16



Ricebamboo
BOTTLE9



Miss Dino
BOTTLE13

250ml Package Size: 7 x 7 x 16 cm

Home & Lifestyle

Little Lights

Sweet ambient lights full of personality! Portable, eco-friendly, and rechargeable with USB. Tap to switch on/off or change modes.
BPA-free and CE/ROHS tested for safety and durability.



Ricemogu
LIGHT02403



Ricechestnut
LIGHT02406



Ricedumpling
LIGHT02400



Ricelogi
LIGHT13



Ricepudding
LIGHT08



Ricecracker
LIGHT02404



Ricecarrot
LIGHT09



Riceminty
LIGHT12



Riceboo
LIGHT02402



Ricedino
LIGHT11



Riceananas
LIGHT02401



Ricepuffy
LIGHT07

Approximate Size: 12 x 9 x 9 cm



Stationery



Black Paper Tape 35mm
TP616

Artist Bookmark Card



Pop Artist C
GC207



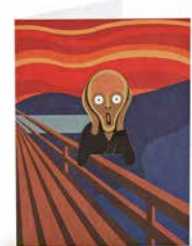
Painter C
GC213



Surrealist C
GC214



Cubist C
GC222



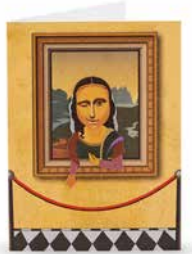
Scream
GC229



Surrealist C2
GC287



Pop Artist F
GC288



Mona Lisa
GC231



Folk Artist
GC230



Auntie Spotty
GC223

Size: 10.5 x 14 cm

Artist Pin



Scream
PIN003



Pop Artist
PIN04



Music Card
Christmas
Music001



New Baby
Bookmark Card
K02000



Exercise Book
Home
NT99608



Exercise Book
Math & Science
NT99609

Artist Pocket Sketch

Our beloved Artist collection is sold in museums worldwide. These compact, high quality notebooks feature iconic characters and include a removable bookmark and 50 sheets of art and writing paper.



Cubist
PN020



Surrealist
PN021



Pop Artist
PN022



Painter
PN109



Dripper
PN111



Fashion Mod
PN166



Teddy Addict
PN168



Fashion King
PN181



Soul Singer
PN183



Blue Artist
PN186



Folk Artist B
PN228



Fashion Mini
PN220



Comic Artist
PN217



Music Legend
PN182



Disco Queen
PN214



Fashion Decadent
PN152



Impressionist
PN198



Anonymous Artist
PN221



Spider Sculptor
PN188



Abstract Artist
PN189



Peacemakers
PN184



Scream
PN212



Existentialist
PN191



Fauvist
PN190



Feminist
PN213



Organic Architect
PN216



Fashion Nana Green
PN218



Hollywood Artist
PN219



Art Breaker
PN163



Modern Architect
PN215



Formalist
PN211



Surrealist Gold Large
PN177

Pocket Size: 8 x 11.5 cm



Almost Gone

Classic Mini

Classic fruit and veg Minis, with handy loops for easy hanging and display.



Ricebeet
T99662



Riceradish
T99573



Ricepumpkin
T99695



Ricegarlic
T99661



Ricesuma
T99752



Ricepastry
T99801



Riceprout
T99723



Ricemaspuud
T99724

Approximate Size: 13 x 9 x 7 cm

Noodoll Classic

Our classic Noodoll characters, in a huggable 20cm size, perfect companions for all ages.



Ricespud
T99787



Riceball
T99742



Ricefluff
T99671



Ricehawking
T99581



Riceouch
T99621



Ricemoo
T99758



Ricemon
T99502



Riceroar
T99500



Ricedino
T99506



Miss Dino
T99505



Riceananas
T99671

Approximate Size: 20 x 14 x 8 cm



Ready to Order?

We love working with retailers and partners around the world who welcome Noodoll into their shops, helping our characters and customers find each other. Thank you for sharing our stories and friendships, and for helping us grow the Noodoll world together.

Email

Complete the Order Sheet and email it to **wholesale@noodoll.com**, or contact us to find your local sales agent.

Order Online

You can also order through our **B2B platforms**.

UK customers b2b.noodoll.com/login

EU customers eu.noodoll.com/login

If you don't have an account yet, get in touch and we'll help you get set up.

US customers noodoll.com/uk/faire

For Faire customers, please contact us first so we can help set up your account with the best available terms.



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