

CDTQG2425_QN

For questions 16 - 25, listen to part of a talk about the global phenomenon, Labubu and complete the following summary. Write NO MORE THAN THREE WORDS taken from the recording for each space. Write your answers in the corresponding numbered boxes provided.

Popmart, founded in 2010 by Wang Ning, started as a retail store but soon shifted its focus to art toys after spotting a craze for (16) _____. This move proved immensely profitable, and in 2020 its (17) _____, demonstrating the strong global appetite for these collectibles. A major factor in Popmart's appeal is the blind box system. Yet, it has been criticised as a form of (18) _____, with students even skipping school to chase rare toys. The unboxing experience offers a mix of (19) _____, keeping fans deeply engaged.

Labubu, launched in 2015, was inspired by (20) _____ and is recognised by its playful grin, pointy ears, and (21) _____. Its popularity skyrocketed when Lisa from Blackpink showcased her fondness for the character. Her unboxings and wild love for Labubu follow her everywhere, from concerts to fashion shows, and it (22) _____ her designer bags and hips.

PopMart owes her credit for turning Labubu into the (23) _____ of the world right now. Labubu has risen as a true fashion icon, serving as the must-have bag charm for Hermes, Kelly, and Birkin bags, spotted not only on red carpets but also along the world's (24) _____ streets. Beyond fashion, **PopMart has cultivated a vibrant community culture, hosting (25) _____, conventions, and exclusive releases that elevate toy collecting into a lifestyle.**