

LECTURE SERIES # 10



By Prof. Lui Tai Lok

Adjunct Research Chair Professor,
The Education University of Hong Kong



Moderator:

Prof. Shigeto Sonoda

Institute for Advanced Studies on
Asia, the University of Tokyo

Before Molly, After LABUBU: The Circulation of Ideas and the Changing Cultural Economy

19 January 2026 (MON)

10:00-11:30 (JST)

@ Main Conference Room

Institute for Advanced Studies on Asia, UTokyo

The success of Pop Mart in selling figurines, not just in China but in many parts of the world, has not only caught the attention of young consumers but also active investors in the stock market. Despite a recent sharp decline in stock price, Morgan Stanley remains optimistic about LABUBU's sales and, more importantly, the future performance of Pop Mart.

This talk examines the circulation of creative ideas at the regional and global levels, exploring how one place is connected to another and how an interesting concept can trigger a wave of change. Hong Kong is always at the centre of the circuit of ideas and business transactions, at least within Asia. At the same time, it is also a place open to external influences, especially those coming from Japan.



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Inquiries: gas@ioc.u-tokyo.ac.jp



東洋文化研究所
Institute for Advanced Studies on Asia



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