



## From sketch to showroom: the creative process behind Makiki

Innovation is central to Toi-Toys. As an international toy importer, we are constantly developing new products to respond to market trends and the wishes of our customers.

The Makiki key ring is a perfect example of how an initial idea can develop into a striking end product. It is a creative process in which design, product development, and packaging design all come together. In this article, we will take you through the various stages of the development process.

### 1. The first sketch – from idea to design

Every new product starts on paper. In this phase, our designers bring ideas to life and determine the shape, look, and style of Makiki. They experiment with different designs until they come up with a concept that perfectly matches the target group and the identity of the product.



Sketching the plush concept on paper

### 2. The 3D design – the product takes shape



Transforming the idea into a 3D plush design

Once the design is finalized, it is converted into a detailed 3D model. In this model, we define proportions, colors, and details. Thanks to this digital prototype, we can view and optimize Makiki from every angle before production even begins.

### 3. Packaging design – standing out on the store shelf

At Toi-Toys, we believe that packaging is just as important as the toy itself. Our design team develops packaging that protects, but above all creates an experience. Thanks to the right combination of colors, illustrations, and materials, Makiki will immediately stand out on the store shelves.

A printed foil bag in a color box was chosen for this product, creating a surprise effect. The added identity card also gives each item its own character and completes the experience.

### 4. The mock-up – testing and perfecting

Before we proceed to production, we always create a mock-up. This allows us to assess the product and packaging in real life. Are the colors right? Does the size feel right? Does the concept come across as intended? This test phase allows us to fine-tune the final details. Seeing the item in real life allows us to dot the i's and cross the t's.

### 5. The final result in production – ready for the market

Only when everything is just right does Makiki begin production. The end result is a cheerful, high-quality doll that is ready to surprise children worldwide.

### 6. Presentation in the showroom – bringing the product to life

As the icing on the cake, we present Makiki in our showroom. With matching banners, displays, and a complete presentation, we bring the product to life. This allows our customers to immediately experience how Makiki comes into its own in the retail environment.



Developing a product like Makiki is an intensive but inspiring process that combines creativity, design, and market knowledge. The result? Toys that are not only fun, but also developed with care and craftsmanship.

**Curious about Makiki or our other innovations? Visit our showroom or contact our account managers for more information.**