

**FOR IMMEDIATE RELEASE**



## **Build-A-Bear “After Dark” Turns Up the Rizz This Valentine's Day with Debut of Silver Fox**

*Explore the new plush collection gift sets on the brand's 18+ Bear Cave microsite, tapping into BookTok romantasy and modern charm culture*

**St. Louis, MO – February 3, 2026** – This Valentine's Day, age isn't just a number — it's an asset, especially when it comes with silver fur. Build-A-Bear Workshop, the iconic retail brand known for "adding a little more heart to life," is debuting the Silver Fox plush as the newest addition to its After Dark collection, available exclusively online through the brand's popular 18+ microsite, [The Bear Cave](#).

Sleek, salt-and-pepper furred, and full of undeniable allure, Silver Fox embodies the confident, grown-up energy that defines After Dark. From his sharp tuxedo styling to his martini-in-hand attitude, every detail sets the tone and makes him impossible to resist.

The collection knows exactly who it's for — "kidults," adults who grew up with Build-A-Bear and now enjoy the brand through a more grown-up, playful lens. Silver Fox leads the lineup alongside fan favorites like the Lovable Lion, whose Rizzler Gift Set delivers king-of-the-jungle confidence with a tongue-in-cheek tee, jeans, black glasses, and white shoes. Cuddly Cougar returns this year as a new Romantasy Gift Set, inspired by BookTok favorites and complete with a plush book wristie and genre-nodding details.

Additional furry friends and Valentine's Day gift sets available in the 18+ Bear Cave include:

- **Barkleigh™ Dog Stuffed Animal Rosé Over Roses Gift Set** — Includes a "Rosé Over Roses" tee, black skirt, matching boots, and a plush "Pawfectly Pink Rosé" accessory
- **Silver Fox Stuffed Animal Martini Gift Set** — Includes a tuxedo, plush martini wristie, and champagne-scented paws
- **Silver Fox Stuffed Animal Shadow Daddy Gift Set** — A tongue-in-cheek nod to romantasy fandom, complete with shadowy accessories and brooding vibes
- **Happy Hugs Teddy Bear Wingspan Matters Gift Set** — Includes a "Wingspan Matters" tee with dragon-wing sleeves

For an extra-personal touch, guests can add a Record Your Voice sound chip, allowing them to include a custom message — sizzling or sweet — and turn each gift into something uniquely memorable.

Since launching The Bear Cave in 2019, Build-A-Bear has used the 18+ microsite to explore how nostalgia evolves as its audience does. The After Dark Valentine's collection continues that approach, blending the brand's signature heart with pop-culture fluency that feels timely, intentional, and unmistakably grown up. To shop the After Dark collection, visit [buildabear.com/the-bear-cave/after-dark](https://www.buildabear.com/the-bear-cave/after-dark).

For more information about Build-A-Bear's broader Valentine's Day collection, #StuffYouLove, deals and same-day Uber deliveries of select furry friends and gifts visit [www.buildabear.com](https://www.buildabear.com) or follow @buildabear on Facebook, Twitter, YouTube, Instagram, and TikTok.

Media Contact: [pr@buildabear.com](mailto:pr@buildabear.com)

### **About Build-A-Bear**

Since its beginning in 1997, Build-A-Bear has evolved to become a beloved multi-generational brand focused on its mission to "add a little more heart to life," where guests of all ages make their own "furry friends" in celebration and commemoration of life moments. Guests create their own stuffed animals by participating in the stuffing, dressing, accessorizing, and naming of their own teddy bears and other plush toys based on the Company's own intellectual property and in conjunction with a variety of best-in-class licenses. The hands-on and interactive nature of our more than 650 company-owned, partner-operated and franchise experience locations around the world, combined with Build-A-Bear's pop-culture appeal, often fosters a lasting and emotional brand connection with consumers and has enabled the Company to expand beyond its retail stores to include e-commerce sales on [www.buildabear.com](https://www.buildabear.com) and non-plush branded consumer categories via out-bound licensing agreements with leading manufacturers, as well as the creation of engaging content via Build-A-Bear Entertainment (a subsidiary of Build-A-Bear Workshop, Inc.). The brand's newest communications campaign, "The Stuff You Love," commemorates more than a quarter-century of creating cherished memories worldwide. Build-A-Bear Workshop, Inc. (NYSE: [BBW](#)) posted consolidated total revenues of \$496.4 million for fiscal 2024. For more information, visit the Investor Relations section of [buildabear.com](https://www.buildabear.com).

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