

Duty Free Dynamics expands portfolio with addition of L.O.L Surprise!

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Duty Free Dynamics (DFD) continues to expand its portfolio with the addition of L.O.L Surprise! brand from MGA Entertainment, Inc. (MGAE). L.O.L Surprise! will strengthen the Master Franchisor's toys category, which already includes LEGO. DFD's will distribute the brand throughout the Americas Travel Retail Channel.



The success of the popular toy launched in 2017 can be attributed to the YouTube craze for unboxing. L.O.L Surprise's flagship product is a sphere that contains a three-inch tall figurine. To get the doll, the child has to unpack different levels of layers that contain stickers, secret messages or mix and match accessories.

More than 300 million balls have been sold all over the world over the last three years with the L.O.L. Surprise!'s global YouTube channel generating over 1.3 million subscribers and over 11 billion views.

MGAE, is one of the world's leading privately held toy companies. L.O.L. Surprise! won 'Toy of the Year' for the third consecutive year at the Annual Toy Industry Awards held in February.

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