

# Designer Toys

**Designer toys** are toys and other collectibles produced and created by artists and designers. They are also sometimes called art-toys. This practice became popular in the 1990s and designer toys are still actively produced.

Creators of designer toys usually have backgrounds in **graphic design, illustration** or **low-brow** art; some are classically trained in art and design, while others are self-taught. Artists often design the entire toy themselves or they are asked by toy companies to create new surface designs on an already established base. Designer toys are created in **limited quantities**, sometimes as few as 10 or as many as 2000 toys are produced.



Designer toys are made of variety of materials. Most art toys are made using plastic and **vinyl**. Vinyl is a tough, flexible, and shiny plastic. Resin, metal, and wood are sometimes used. Plush designer toys are also popular.



Most vinyl toys are produced in factories in **China**, though some designers have shifted production to Japan where higher quality materials such as clear vinyl are used. Designer toys are rarely produced in the United States due to **environmental restrictions** on the production of vinyl; some exceptions are resin and plush toys.

Many artists spend a lot of time creating a personality for the characters they create. Each designer toy has a story created by the artist.