



Hasbro Introduces Blooms by Play-Doh, A New Creative Experience Designed for Adults

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Expanding on the brand's 70-year legacy of creativity, Blooms by Play-Doh invites adults to slow down, create and display realistic floral arrangements using Play-Doh compound

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Pawtucket, RI (Jul. 9, 2026) – Hasbro, a leading games, IP and toy company, today announced the launch of ***Blooms by Play-Doh***, the first-ever *Play-Doh* line designed specifically for adults. The new collection reimagines the *Play-Doh* experience as an elevated way to craft realistic floral arrangements, marking the brand's entry into the adult crafting and home décor space.

For more than 70 years, the *Play-Doh* brand has been synonymous with hands-on creativity for kids and families. *Blooms by Play-Doh* builds on that legacy, using the familiar compound to create intentional, lasting pieces. The line also represents a broader step forward for Hasbro as it expands beyond traditional play to engage fans across life stages.

"The *Play-Doh* brand has always been about the limitless possibilities of imagination. That feeling doesn't fade as you grow up, it evolves," said Brian Baker, Senior Vice President, *Play-Doh* at Hasbro. "*Blooms by Play-Doh* serves that need, offering a more elevated, hands-on way to slow down, get lost in the process and create something beautiful you can enjoy long after you've made it."

Each *Blooms by Play-Doh* kit guides users through creating lifelike flowers, from shaping individual petals to arranging a finished bouquet. The process is hands-on and immersive, with step-by-step instructions that make it approachable for beginners while delivering a polished result.

Once complete, creations can be preserved and displayed, offering a decorative piece made entirely by hand. A key innovation is the inclusion of a specially formulated finishing spray, which helps maintain the structure of the flowers over time so arrangements can be enjoyed for months.

This launch comes at a time when adults are redefining how and why they create. Hasbro research across more than 10,000 adults globally shows many are turning to hands-on creative activities to unwind, with roughly one in seven engaging in arts and crafts for stress relief. At the same time, nearly 80% of Gen Z and Millennials report feeling burned out, driving demand for creative outlets that feel both calming and purposeful.

Starting at \$24.99, *Blooms by Play-Doh* kits in a range of sizes and styles are now available at [Amazon](#), [Target](#) and [Walmart](#). Select items from the line will also be live on TikTok Shop on July 16th, marking the *Play-Doh* brand's first product debut on the platform, meeting consumers where they actively discover and engage with creative content.

Each kit includes everything needed to complete an arrangement, including *Play-Doh* compound, tools, molds, a vase and finishing spray. How-to videos for each kit are available on the *Blooms by Play-Doh* [YouTube](#) channel.

For more information, follow the *Play-Doh* brand on [Facebook](#), [Instagram](#) and [TikTok](#).

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About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including *Magic: The Gathering*, *Dungeons & Dragons*, *Monopoly*, *Hasbro Games*, *Nerf*, *Transformers*, *Play-Doh* and *Peppa Pig*, as well as premier partner brands. Powered by its portfolio of

thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2026 JUST Capital Industry Leader, a Brand that Matters by Fast Company, and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50 for fourteen consecutive years. For more information, visit <https://corporate.hasbro.com> or follow Hasbro on LinkedIn.

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