

Spreading the Oshi-love from Japan to the World! The first-ever book on hand-made Oshi plushies to be available in English in November 2026.

NIPPAN IPS Co., Ltd., Tokyo, has announced that they will be releasing *Make Your Own Favorite Character Plushies: Dress-up Oshinui*, a step-by-step craft book on making hand-made plushies originally published in Japanese, on November 10th, 2026.



The No.1 Bestseller on Amazon.jp will finally be available in English!

The go-to book for hand-made plushies, reprinted 18 times with over 150,000 copies sold.

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Make Your Own Favorite Character Plushies: Dress-up Oshinui
ISBN: 9784865055566
Price: USD 26.99
Release Date: November 10th, 2026

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Dress-up Oshinui is a craft book with step-by-step instructions on how to make plushies of a beloved anime character or idol. Originally published in Japanese in 2022, it ranked 1st in Amazon Japan's "Hobby and Craft Books" category, with a reprint being confirmed before its official release. Even now, four years after its publication, it can still be found stocked in craft stores as the go-to book for creating your own plushie.

With Japanese anime, manga and game content becoming ever more popular across the globe, *oshi-katsu*, or the dedicating of time and resources to supporting beloved content and characters, is now an international trend. However, official merchandise of an *oshi* is not always available. That is where this book, and the hand-made option, comes in.

■What is an *Oshinui*?

An *Oshi-nui* is a plushie (nui) made in the form of a beloved idol or anime character (*Oshi*). It is a vital part of *oshi-katsu*, and its sub-activity *nui-katsu* (sharing photos of nui-plushies on social media) is now becoming a trend among anime-lovers all over the world.

■3 Reasons Why *Dress-up Oshinui* is the go-to book for hand-made plushies

- ① All-color photographs with step-by-step instructions makes the plushie-making process easy for beginners taking their first step into the hobby.
- ② The book comes with several body and face templates, which can be combined freely to create an all original plushie, or to create a plushie of a character unavailable as an official merchandise
- ③ The book also contains instructions for making clothes for each plushie size. Dressing up the finished plushie according to occasion and mood is all part of the *nui-katsu* trend.

■Product Details

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■Pre-Order URL

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■NIPPAN IPS Company Profile

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