



CAPYFUN



CapyFun is a capybara-inspired lifestyle brand by author and illustrator Helen H. Wu, celebrating calm, cozy, everyday joy for fans of all ages.

4.5M+

licensed products sold worldwide
since Q3 2025

\$60M+

estimated retail sales
since Q3 2025

AS FEATURED IN

Publishers Weekly

Licensing Hotline · October 22, 2026



7B+ views



420K+ followers



10K+ followers



100K+ followers

Find CapyFun at these retailers, plus Old Navy, Marks & Spencer, Lindex, Tesco and many more

TARGET

ZARA

H&M

C&A



PRIMARK

KOHL'S

Walmart



TESCO

OLD NAVY

SPOTLIGHT

LEFTIES



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capyfun.com



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@capyfunshop



CAPYFUN



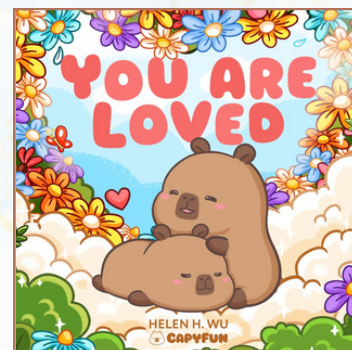
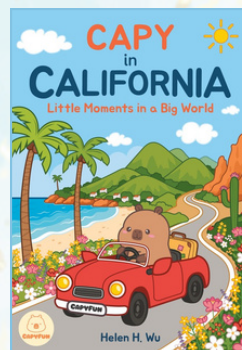
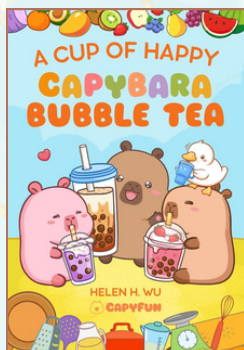
ABOUT CAPYFUN

Inspired by the gentle, unbothered capybara, CapyFun celebrates friendship, cozy moments and the little joys of everyday life, from coloring books and picture books to apparel, home, stationery and toys for every age.

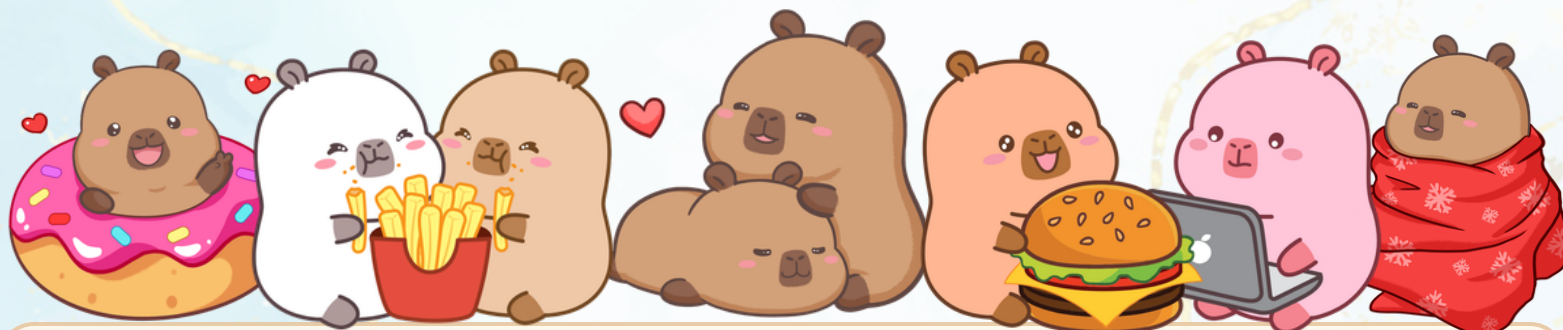
Creator Helen H. Wu, born in China and based in Southern California, blends Eastern ideas of balance and slowing down with warm, playful art. An author, illustrator and translator, she carries stories between Chinese and English-speaking readers; her capybara books are now read in five languages.

STORY IDEAS FOR PRESS

- **Independent Creator, Global Brand:** From coloring books to ZARA, H&M and Target.
- **Why Everyone Loves Capybaras:** Calm, unbothered charm for kids, teens and adults.
- **Books First:** A publishing-based brand growing into apparel, home, toys and animation.
- **East Meets Cozy:** How Eastern ideas of balance and slowing down shape a modern lifestyle brand.



Books with Hachette UK, Quarto / Walter Foster and the CapyFun imprint · editions in five languages



Press & licensing
contact@capyfun.com

Hi-res images & press kit on request



@hicapybara



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