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PRESS RELEASE

CJ HENDRY UNVEILS JUJU, HER FIRST COLLECTIBLE TOY SERIES, DEBUTING IN HONG KONG WITH PHILLIPS



HONG KONG – 3 November 2025 – Internationally celebrated artist [Cj Hendry](#) is bringing her world-renowned creativity off the canvas and into collectors' hands with her **first-ever collectible toy series: juju**, in partnership with [Phillips](#). Renowned for her hyperrealist drawings and immersive installations, Hendry now turns her imagination into the realm of collectible art toys—marking her third major project in Hong Kong and opening a playful new chapter in her artistic journey.

No one quite knows where juju came from — only that it appeared quietly, padding softly into the world with a single flower draped over one eye, as if seeing everything half in magic, half in memory. Juju does not demand attention or glitter for the spotlight; instead, it invites curiosity — a quiet presence that draws you in. Its floppy ears have heard more than they'll ever share, while its clear eye remains watchful and kind. Both mysterious and endearing, juju is a friend, a guardian, a charm, a gentle muse — made to be cherished, collected, or simply admired from afar.

Juju will make her debut at Upper House Hong Kong with a spectacular Christmas installation: **a towering tree composed of 200 oversized plush green juju toys**, to be unveiled on 17 November. The whimsical yet meaningful display will remain on view through 2 January 2026. Each plush juju adorning the tree will be available for ‘adoption,’ with proceeds benefiting [Mother’s Choice](#), a local charity dedicated to supporting children without families and pregnant teenagers in Hong Kong. Far more than a toy, every juju will be presented in a bespoke wooden collector’s box, accompanied by an individually signed and numbered adoption card, available for collection once the installation is dismantled in January.

Following her debut at Upper House, juju will be reimagined as a **collectible bag charm (each for HK\$188/ US\$24)**, introduced in 24 distinct iterations, each produced in varying quantities and offered in blind boxes, ensuring that every piece becomes a rare treasure within her whimsical universe. These charms will take center stage at an immersive pop-up exhibition at Phillips’ Asia headquarters in Hong Kong’s West Kowloon Cultural District, running from **29 November to 2 December** and open to the public. At the heart of the exhibition is the juju **Edition Sculpture (each for HK\$4,888/ US\$629)**, a handcrafted vinyl work limited to eight editions of 100 worldwide, each presented in a custom wooden box with a matching display stand. Surrounding this centerpiece, the exhibition space will be transformed into a vibrant, supermarket-inspired pink shelving, vinyl walls, plush foam flooring, and an **eight-foot-tall juju sculpture (price upon request)** that brings Hendry’s bold vision to life. In addition to the collectible toy series, her signature **hyper-realistic large-scale drawing, titled juju (price upon request)**, will also be on display.

Fans can also grab **exclusive juju merchandise**, from plush ears and caps to T-shirts, stickers, pins, umbrellas, socks, and leather flower trays—perfect for collectors and fans of Hendry’s playful, pop-infused aesthetic.

Building on her previous Hong Kong ventures—including the Complimentary Colors collaboration with Christian Louboutin at Art Basel Hong Kong and the exuberant Summer Pool Party at IFC Mall—Hendry’s return underscores her deep connection to the city. **With a newly opened Hong Kong studio, she continues to expand her creative footprint across Asia.**

*“I’ve always loved the idea of taking art off the walls and into people’s hands,” says **Cj Hendry**. “Juju is all about joy and collectability—playful, lighthearted, and meticulously crafted. Launching it in Hong Kong feels perfect; the city has an energy and appreciation for design and fun that matches the spirit of juju.”*

*“Phillips is thrilled to once again collaborate with Cj Hendry, following the success of her Crown Series, which inaugurated our Dropshop e-commerce platform in 2023,” says **Christine Miele, Retail Sales Director, E-Commerce, Phillips**. “Juju is where fine art meets collectible culture, and Phillips Hong Kong is the perfect stage to unveil this playful project on the cusp of the festive holiday season.”*

Juju collectible bag charms and merchandise will be available to purchase on-site during the pop-up exhibition. The collectible bag charms, edition sculptures, and the large-scale drawing will be available to purchase through [CjHendryStudio.com](#).

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Exhibition Details:

Upper House Hong Kong Christmas Tree
Location: Upper House, 88 Queensway, Admiralty, Hong Kong
Date: 17 November 2025 – 2 January 2026

Juju Pop-Up Exhibition (open to the public)
Location: Phillips Asia Headquarters, G/F, WKCDA Tower, West Kowloon Cultural District, No. 8 Austin Road West, Kowloon, Hong Kong
Date: 10am to 6pm, 29 November – 2 December 2025

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Cj Hendry

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ABOUT CJ HENDRY

Cj Hendry (b. 1988) is a New York-based artist from Brisbane, Australia, known for her hyper-realistic drawings and immersive, experiential exhibitions. Her work explores material culture and transforms everyday objects into playful, thought-provoking installations—from an Olympic-sized pool in the Mojave Desert to a bustling flower market in Brooklyn. With celebrity collectors, sold-out shows worldwide, and a waitlist of over 3,000, Hendry has become one of the most sought-after artists working today.

https://www.instagram.com/cj_hendry/

ABOUT PHILLIPS

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