

Hello Kitty's Birthday Bash Involved Sugarfina Feline Gummies, 'American Idol' and Fifth Harmony Singers



Indeed, there was a cake shaped like the famous feline, while Ally Brooke and Maddie Poppe sang at sunset.

Feline festivities were underway downtown Thursday as Hello Kitty celebrated her birthday with several new retail collaborations and live performances.

At the Desmond Building, American Idol 2018 winner Maddie Poppe performed her singles “Keep on Movin’ On” and “Going Going Gone” while strumming her guitar. Guests noshed on Hello Kitty Cafe petit fours shaped like Chococat and the kitty herself, before listening to former Fifth Harmony member Ally Brooke take on Jennifer Lopez’s “If You Had My Love” and belt out Lost Kings’ “Look at Us Now,” on which she’s featured.

The event launched the brush kit collaboration between Japanese character Hello Kitty and skin-care brand Proactiv, which invited Poppe and Brooke as guests.

At the mic, Poppe said, “I seriously use Proactiv every day,” before performing her folksy numbers in front of the Los Angeles skyline during a pink sunset. Brooke concluded with a tease of her upcoming “Vamonos” with DJ trio Kris Kross Amsterdam out Nov. 23 (she's taking notes from her Fifth Harmony friend Camila Cabello, who took home the award for best new artist at the American Music Awards). Sanrio partnered with [ModCloth](#) and [Sugarfina](#) for more Hello Kitty products Thursday — including a velvet-topped black dress and red ballet flats from the vintage-themed ModCloth.

From the luxe candy maker Sugarfina (locations in Beverly Hills and Westfield Century City) comes Hello Kitty pink chocolate bars, Hello Kitty strawberry bow gummies, Gudetama lazy egg gummies and Keroppi doughnut pond jelly beans for the holidays. “I grew up with the Sanrio characters as a little girl and I love them even more today,” said Sugarfina co-founder Rosie O’Neill in a statement. “We can’t wait to bring sweet smiles to Sanrio fans across the globe!” Previously, the boutique worked with Neiman Marcus for a holiday 2018 trunk and with Disney for a Mickey Mouse line.

Other retailers to partner with iconic characters recently include Forever 21, which debuted a [collab](#) with The Grinch on Friday with sweaters, shirts, pants and accessories wishing you a “Merry Whatever” ahead of the Nov. 9 release of the film, starring Benedict Cumberbatch. Lucky Brand released [Bohemian Rhapsody-inspired tees](#) to coordinate with the Rami Malek-fronted Queen biopic, out Friday.

The Sanrio merch comes after it opened the first [Hello Kitty Grand Cafe](#), at the Irvine Spectrum shopping center.

