KPop Demon Hunters
Doll Collector's Guide

A free companion guide from ZoxDeal — the full HUNTR/X lineup, fashion vs. singing versions, prices, and what to check before you buy.

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1. The HUNTR/X Lineup at a Glance

Mattel is the master toy licensee for Netflix's KPop Demon Hunters. The doll lines split into fashion dolls (play and display, silent) and Singing Golden dolls (finale outfits, play clips from the song “Golden”). Prices below are US Amazon prices observed in late October 2026 and can shift with demand.

- Rumi Fashion Doll — $26.98 — “How It’s Done” yellow-jacket look, saingeom sword, 4.7 stars / 500+ reviews.
- Mira Fashion Doll — $26.97 — 4.8 stars / 1,200+ reviews, 6,000+ bought in the past month.
- Zoey Fashion Doll — $26.97 — 4.8 stars / 900+ reviews, 6,000+ bought in the past month.
- Jinu Fashion Doll — Saja Boys leader; price varies by retailer.
- Singing Golden Rumi / Mira / Zoey — $32.99 each — finale outfits, play “Golden” clips.
- 6-inch action figures — $21.99 each — Rumi (21 articulation points), Mira, Zoey, Jinu, Abby; sturdier, better for rough play.
- HUNTR/X 3-pack “What It Sounds Like” — $150 — premium collector set.

2. Fashion vs. Singing: Which Version?

This is the decision most buyers get wrong. The two versions are different products, not upgrades of each other:

- Buy FASHION if: the child wants Rumi’s iconic yellow-jacket “How It’s Done” look, loves fashion-doll play and display, or you want the lower $26.98 price.
- Buy SINGING if: the child’s core memory of the film is the song “Golden” — only the $32.99 Singing Golden doll plays it, in the finale outfit.
- Do not buy the fashion doll expecting music, and do not buy the singing doll expecting the yellow jacket.

3. What to Check Before You Buy

- Character: confirm you are buying the right member — Rumi, Mira, and Zoey listings look similar in thumbnails.
- Version: “Fashion Doll” vs “Singing Golden Doll” — check the title word by word.
- Seller: prefer listings sold/shipped by Amazon for easy returns; marketplace sellers vary.

- Age: all fashion dolls are ages 6+ — small accessories are not safe for younger siblings.
- Stock: hot variants sell out in waves; if your first choice is unavailable, check Mira/Zoey before overpaying a third-party seller.

4. Gift Timing

Demand peaks around the holidays — the line ranked #8 among all Amazon Toys & Games best sellers in late October 2026. If you are buying for Christmas, earlier is safer than later: Mattel Creations sold out several variants entirely, and restocks are not guaranteed before December.

5. Care Tips

- The purple braid holds its shape well; avoid brushing it dry — finger-comb gently if needed.
- Store small accessories (sword, jewelry) in a zip bag between play sessions.
- Wipe outfits with a damp cloth; do not machine-wash doll clothing.

Prepared by ZoxDeal as a free bonus for readers of our KPop Demon Hunters Rumi Doll review. Prices and ratings observed late October 2026; availability changes fast on fad toys.