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Shanghai Disney Resort Unveils Sparkling New Fashion Styles for Its 10th Birthday Celebration

Merchandise collections inspired by Disney characters' new looks arrive as part of "With You, It's Magic+"

Shanghai, March 16, 2026 – The magic soared again today as Shanghai Disney Resort revealed dazzling new looks for its upcoming 10th Birthday Celebration, adding to the excitement of the yearlong celebration. Starting March 20, 2026, Mickey and Friends, Duffy and Friends, Disney dancers and cast members will be dressing up for the occasion in a spectacular way.

As Disney friends dazzle in their celebratory outfits, new merchandise will be rolling out, transforming the designs into starlit keepsakes to collect and cherish for years to come.



A celebratory wardrobe tailored for a once-in-a-decade celebration

Over the past decade, the ever-changing styles of Disney friends have been adored by guests and fans visiting Shanghai Disney Resort. From seasonal refreshes to one-off pieces commemorating special moments—every look brought fresh inspiration to the friends and made any visit a highlight for the guests.



Echoing the resort's 10th Birthday Celebration theme, the new outfit collection showcases a set of stylish looks specially crafted for this milestone moment. Featuring a shimmering gold wishing star set against a midnight-navy, with a sprinkling of galactic silver, the design represents the magical wishes that are multiplied when guests come together from far and wide. These colors and themes swirl together like constellations, while the wishing star is woven into refined details with hints of local flair. Meanwhile, Disney friends shine in each outfit, tailored to capture their one-of-a-kind personalities.



Mickey and Friends lead the celebration in style

Mickey and Friends have pulled out all the stops for the grand celebration, dazzling in classic formal ensembles reimaged for the occasion.

- Mickey Mouse and Minnie Mouse will appear in regal blue styles anchored by stunning star brooches on golden neckerchiefs. Square lapels catch the light, while a silver-to-blue glitter gradient showers down like shooting stars. Mickey will sport a top hat with angled peak, adorned with a wishing star, while Minnie will feature an elegant cape flowing from the shoulders to accentuate her graceful silhouette.
- Donald Duck and Daisy Duck will add a touch of purple, with Donald looking extra dapper in a star-rimmed bowler hat and a vest finished in luminous detailing, and Daisy glowing in a purple headdress and silver flared skirt.

- Adding a dash of green, Goofy is dressing to impress in a shiny jacket and bell-bottom pants with star embroidery, while Pluto is wearing a giant green star nametag attached to his golden meteor collar.
- Chip 'n' Dale are set to shine like stars in their smart waistcoats with a touch of russet and bronze, each meticulously detailed with standing collars and golden cuffs. Both will wear hats topped with a golden star and finished with tassel details.



Duffy and Friends gleam in radiant ensembles

Duffy and his friends will add even more energy to this celebratory moment, infusing their child-like wonder into the festivities with fun, color-forward styles that bring a bright palette to their looks.

- Duffy and Gelatoni will wear fine shirts featuring standing collars and star brooches. Duffy will pay tribute to Mickey with a gleaming Mickey patch on the back, while Gelatoni will shine in a dazzling painter's hat. Meanwhile, 'Olu Mel will sport a uniquely designed hat and lapels that flow like shooting stars.
- ShellieMay, CookieAnn, Stella Lou and LinaBell will wear layered skirts adorned with handmade Chinese-style pleats that sway gracefully with every movement. ShellieMay's look is highlighted by a radiant starlight motif on the front, with a skirt that beautifully blends ruffles and intricate pleats; StellaLou's dress features a distinctive crossed waistband and a multi-layered skirt that flutters like a sky full of stars; CookieAnn will wear an oriental knot-pattern headpiece and a coat with a starry tail design; and LinaBell completes her look with radiating pleats across both her cloak and dress, adding grace and dimension to the starlight trails.



Disney performers and cast members glamor in motion

Guests will see Disney performers and cast members joining the celebration in enchanting new looks during various encounters:

- In the all-new daytime show *The Heart of Magic*, Disney performers will don new outfits uniquely crafted for each story chapter – from playful, shiny outfits portraying Forky when celebrating the friendship with Woody from Disney and Pixar’s *Toy Story* films, to energetic stage styles designed for performers dancing with Red Panda Mei. Even more dazzling outfits await, ready for guests to discover in this brand-new spectacle.
- In the endearing new *FriendSHIP! Duffy and Friends’ Special Pre-Parade*, dancers will appear in sailor-inspired looks featuring pastel gold shades and blue rolling wave patterns that echo the ship-themed float. During the brand-new Zootopia unit from the Mickey’s Storybook Express, dancers will be dressed as dazzling Zootopia residents.



- Shanghai Disneyland Band musicians will amplify the milestone occasion with regal asymmetrical jackets in contrasting gold and blue, each accented by showpiece star motifs tracing musical lines.
- The Star Squad will be in striking blue-and-gold hues with a vibrant ombré print and celebratory star motifs, ready to create interactive dance moments with guests.
- The Magic Squad, wearing straw Mickey hats and stunning blue gradient shirts, complete with a bright, shimmering jacquard vest, will surprise guests with even more magical moments across the resort.
- Every cast member at Shanghai Disney Resort will wear a special nametag featuring two shooting stars surrounded by a whimsical swirl of magical pixie dust and the 10th Birthday logo – making everyone part of the celebration.



Join the magic together with Disney Friends' new look-inspired merchandise

As the Disney friends debut their dazzling new looks, merchandise collections inspired by their all-new fashion styles will also launch for guests:



- Centering on rich ceremonial colors of blue and gold, the 10th Birthday Celebration Mickey and Friends Collection transforms Disney Friends' ceremonial looks into a wide-ranging merchandise lineup that spans wearable fashion, collectible items, and home décor. Dignified, elegant, and refined, the collection is the perfect way to commemorate the grand occasion.



- With pink-gold tones and delicate shimmering details, the 10th Birthday Celebration Duffy and Friends Collection captures the warmth of companionship inspired by the characters' new looks. Alongside plush, accessories and home treasures, the collection introduces special bouquets created to frame moments shared with loved ones, turning celebrations into keepsakes to be treasured.



- The 10th Birthday Celebration Magic Plus Collection includes plush wands, souvenirs, and collectible items not only featuring Mickey and Friends, and Duffy and Friends in their new celebratory fashions, but also a host of even more beloved Disney characters that have ignited wonderful memories over the past 10 years. This collection emphasizes the "Magic+ You" concept, ensuring fans of different Disney characters can find items featuring their favorites to join the celebration.

With even more enchanting experiences set to be revealed in the lead-up to Shanghai Disney Resort's 10th Birthday Celebration, stay tuned for a year of wonder, sparkle, and unforgettable moments!

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