

This is about **meaning, permanence, and quiet distinction.**

I. PIBBORAFI BRAND

Pibborafi operates on these truths:

Pibborafi is not a product universe. It is a recognition universe.

- A Pibb is **not purchased to signal status**
- A Pibb is **kept to anchor identity**
- A Pibb is **proof that care was seen and given form**

Tenet Principles

1. Belonging, Not Buying

Owning a Pibb means you weren't targeted, convinced, or persuaded. You arrived already aligned – and the object simply gave that alignment a home.

2. Recognition Over Handling

Pibborafi does not select, rank, or influence people. It **acknowledges what already exists** – care, patience, responsibility, empathy.

3. A Symbolic Home for Values

Each plush is a vessel:

- for a rescue story
- for a bond with an animal
- for the kind of person who chooses care when no one is watching

4. A Shared Language Without Elitism

There are no gates, no tests. The meaning is open – but only *felt* by those who live it.

5. Legacy, Not Commodity

Pibbs are not "collected." They are **kept** – like photographs, letters, or heirlooms.

6. Immutable

In the Pibborafi universe, the dolls aren't the story – they're the proof that care, once seen, can be given a lasting form and kept forever.