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Needies: Jealous Plush Toys

filed under Gadgets

I've always longed for a small legion of plush toys, vying for my attention and conspiring to off their more popular brethren—Needies are just that. Soft and huggable, Needies are created by Amos Bloomberg, Daniel Perlin and Brett Schultz and will beg you for your attention, carefully making note of when you give hugs and squeezes to a different Needie, fostering jealousy. Needies like "Brettie" express their desires and feelings by talking and singing, with only an occasional proclivity towards anti-Needie activities:



The other Needies are always getting way more touch than Brettie! This makes him the resentful Needie. Sometimes, Brettie even encourages humans to throw the other Needies! That's not nice!

Not nice indeed. The website's terribly funny and I can only pray they begin production en masse, with bonus points if they're Bluetooth-enabled!

[Needies Need You](#) [Needies via [WMMNA](#)]

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WELCOME

Gizmodo, the gadget guide. So much in love with shiny new toys, it's unnatural.

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