

10 Trending Anime Generative Art Niches on POD Platforms

1. Vaporwave & Synthwave Anime Aesthetic (Original)

- **Theme/Concept:** A fusion of anime art with retro-futuristic 1980s–90s vibes. Often original characters or scenes are depicted in a surreal, nostalgic setting that harkens back to early video games, VHS anime, and neon-lit cityscapes. The niche emerged from internet subcultures and has since become a physical merch trend 1.
- **Key Visual Characteristics:** Neon pinks and purples, grids and sunsets, glitch effects, and Japanese text are common. Designs might feature anime girls with retro tech (old computers, cassette tapes) or city pop aesthetics. This style embraces *outrun* and *cyber neon* elements palm trees, shining moons, and glitchy anime screenshots blending nostalgia with a dreamy sci-fi feel.
- **Popularity/Performance:** Vaporwave anime designs are widespread on POD sites, appearing on everything from T-shirts to posters ² ³. The aesthetic's broad appeal has led to many successful products it's a good example of an online aesthetic that transitioned into popular merch ¹. The abundance of tags like "80s", "90s", "retro anime" and even "trending" on such designs signals strong search volume and competition in this niche ³.
- Audience Appeal: Appeals to **nostalgic otaku**, retro gaming fans, and anyone drawn to 80s nostalgia or synthwave music culture. Older millennials who grew up on 90s anime love the throwback feel, while younger fans enjoy the 'cool factor' of vaporwave's internet aesthetic. Its mix of nostalgia and style attracts both anime lovers and vaporwave art enthusiasts looking for that *lo-fi*, *chill* vibe.

2. Cyberpunk Neon City Anime Art (Original)

- **Theme/Concept:** High-tech, dystopian future worlds portrayed in anime style. This niche features original characters (or sometimes generic "anime girl with cyber augmentations") set against neon-drenched cityscapes. It merges Japanese anime artistry with the sci-fi **cyberpunk** genre (think *Akira* or *Ghost in the Shell* vibes) to create edgy, futuristic designs.
- **Key Visual Characteristics:** Dark urban skylines lit by neon signs, holographic elements, rainslicked streets, and characters in techwear or with cybernetic implants. Color schemes often involve electric blues, neon pinks, and blacks. Glowing circuit patterns, robotic elements, and kanji signage contribute to the futuristic atmosphere.
- **Popularity/Performance:** The cyberpunk aesthetic has been **rising in popularity** in recent years ⁴, boosted by media like *Cyberpunk: Edgerunners* and mainstream interest in sci-fi. On POD platforms, tags related to "cyberpunk anime" or "techwear anime" have seen increased searches as the trend grows. Many artists capitalize on this by selling posters and tees with neon Tokyo-inspired anime scenes or hacker-girl motifs. The style's distinct look helps designs stand out in marketplaces.
- Audience Appeal: Attracts sci-fi and gaming anime fans, lovers of edgy art, and Gen Z consumers drawn to futuristic themes. Fans of series like *Blade Runner: Black Lotus* or *Ghost in the Shell* are naturally interested, as are those into tech, hacking culture, or the synthwave music scene. This niche also appeals to people who enjoy anime but want a more mature, gritty aesthetic in their wall art or apparel.

3. Pastel Kawaii & Soft Anime Aesthetic (Original)

- Theme/Concept: "Kawaii" (cute) anime-style art with gentle, pastel color palettes. This niche covers original characters or scenes that emphasize cuteness, whimsy, and feel-good themes often not tied to any existing IP. Common concepts include adorable chibi characters, anime girls in cozy settings, or personified animals/foods (like smiling cats, bubble tea, or mushrooms) rendered in anime form.
- **Key Visual Characteristics:** Soft **pastel colors** (pinks, baby blues, lavender), heart and sparkle motifs, and rounded, chibi-esque drawing styles. Lines are clean and soft; expressions are joyful or sweet. Some designs feature elements of nature (flowers, clouds) or desserts, adding to the wholesome vibe. The overall look is often *"moe"* (endearing) and sometimes intersects with cottagecore (rural charm) or **"soft girl"** aesthetics.
- Popularity/Performance: Kawaii anime art is hugely in demand globally the "kawaii" subgenre garners around 1 million monthly Google searches in merch contexts ⁵. On Redbubble and Etsy, "cute anime" tags consistently trend, and products featuring cute animals or foods with anime faces are top sellers ⁶. In fact, among anime-related subgenres (cosplay, cyberpunk, etc.), kawaii-themed items have the highest demand ⁷. This is reflected in trending tags like "anime," "cute," "pastel," and even "ramen" or "cat" appearing together for popular shirt designs ⁸.
- Audience Appeal: Appeals broadly to anime fans of all ages who enjoy cute characters, as well as general consumers who might not watch much anime but love adorable art. Teenagers (especially female) and young adults often decorate with pastel anime prints or wear kawaii graphic tees. This niche also attracts fans of Japanese pop culture (Hello Kitty, Sanrio) and the kawaii fashion community. The lovable designs can double as both otaku fan merch and mainstream "cute decor", giving them wide appeal.

4. Dark Gothic & Occult Anime Style (Original)

- Theme/Concept: A niche where anime art meets gothic and horror elements. Artists create original anime-style characters with a dark, spooky, or occult twist think vampire girls, demon boys, or witchy anime characters. This style is not tied to specific franchises, but rather an aesthetic movement blending anime's beauty with macabre or supernatural themes. Sometimes called "creepy cute" or gothic kawaii when it mixes in adorable elements.
- **Key Visual Characteristics:** Predominantly black and deep color palettes (crimsons, purples), with imagery like skulls, roses, bats, or occult symbols (pentagrams, moons). Characters might have demon horns, angel wings, or Victorian gothic fashion (lace, chokers). Some designs go for a horror manga vibe high contrast ink drawings while others are pastel-goth (cute characters in Halloween-like settings). The overall atmosphere is edgy and enigmatic, often with dramatic anime eyes and ornate details.
- **Popularity/Performance:** While the kawaii niche leads in volume, the **gothic anime** niche has a dedicated following and strong sales in its segment. On POD sites, keywords combining "anime" with "goth" or "creepy" appear among frequently searched terms ⁸, showing that many shoppers seek this blend. Trend reports note that even within "cute" anime shirts, terms like "goth" and "pastel" rank high, indicating the rise of pastel-goth designs mixing cute and dark ⁸. Independent artists on Etsy/Redbubble often do well selling stickers of cute grim reapers, anime occult symbols, etc., suggesting steady demand.
- Audience Appeal: Appeals to alternative subculture fans who love anime e.g. anime-loving goths, emo and punk teens, or anyone who grew up on *Death Note* and *Tokyo Ghoul* and now wants that aesthetic in art. It also resonates with the "creepy cute" crowd (those who enjoy horror but also cute art). These customers might decorate their space with darker anime art or

wear clothing that shows their dual love of anime and goth/metal culture. Essentially, it's for those who find beauty in the darkness and want an anime twist to their morbid tastes.

5. Retro 90s Anime Nostalgia (Original)

- **Theme/Concept:** Art that intentionally imitates the look and feel of 1980s–1990s anime, invoking nostalgia for the classic era of hand-drawn animation. These are often original creations (not direct fan art of old shows), but they *feel* like vintage anime screenshots or posters. This niche rides the wave of anime nostalgia, capturing the hearts of fans who miss the old-school style.
- **Key Visual Characteristics:** Vintage color grading and film grain/VHS filters are common making the art look like an old tape. Character designs might sport big 90s anime eyes and retro hairstyles or fashion (think Sailor Moon-esque or neon windbreakers). Some designs include Japanese text subtitles (a popular trend is the "anime screenshot with sad subtitles" style). Bold cell shading, limited color palettes, and background elements like old tech (CRT televisions, cassette players) help cement the throwback atmosphere. The aesthetic overlaps with **lo-fi art**, as seen in the famous "lo-fi anime girl" imagery.
- **Popularity/Performance:** With anime's first big global boom happening in the 90s, many fans feel deep nostalgia for that era. Print-on-demand platforms acknowledge this demand for example, Redbubble even has a category for "90s anime" alongside famous modern titles ⁹. This niche performs well in apparel (retro anime t-shirts and hoodies are fashion statements) and art prints for decorating game rooms or studios. Search tags like "retro anime aesthetic" and "90s anime" bring up thousands of results on POD sites, indicating a crowded but active market. The continued cultural love for shows like *Dragon Ball Z, Sailor Moon*, and *Evangelion* (often referenced or parodied in designs) keeps this trend **evergreen**.
- Audience Appeal: Attracts older millennials and Gen X anime fans who grew up in the 80s/90s and feel sentimental about that style. It also appeals to younger fans romanticizing an era they didn't live through for instance, teens on TikTok who love posting retro anime edits. Artists and buyers who love vaporwave and lo-fi music also gravitate here, since those genres often use 90s anime visuals. Overall, this niche is fueled by a shared nostalgia and the timeless cool of classic anime aesthetics.

6. Chibi Characters Fan Art (Fan-Art Inspired)

- Theme/Concept: "Chibi" refers to the super-deformed, small and cute drawing style commonly seen in anime extras and fan art. This niche involves taking popular anime characters (or sometimes western characters reimagined) and drawing them in chibi form. It's a fan-art category because it often features known characters, but portrayed in a uniquely adorable style that fans find irresistible on merchandise.
- **Key Visual Characteristics:** Extremely cute, baby-like versions of characters large heads, tiny bodies, big sparkling eyes. The art is colorful and cartoonish, emphasizing each character's iconic features in miniature (e.g., a chibi Naruto with his spiky hair and headband, but in a toddler-like body). Outlines are clean and colors bright. Often these designs have the character in a cute pose or doing a humorous activity (like chibi Totoro eating a cupcake). Sometimes they're set against simple pastel backgrounds or with little hearts/stars to enhance the cute factor.
- Popularity/Performance: Chibi fan art trends worldwide and is very popular with teens 10. You'll find countless chibi stickers, keychains, and t-shirt designs on Etsy, TeePublic, and Redbubble. Many independent artists focus their shops entirely on chibi versions of characters because they sell reliably fans love collecting them. For example, a chibi version of a *My Hero Academia* character or a Marvel hero in anime chibi style can attract multiple fandoms. The style's popularity is also boosted by its shareability (chibi art often goes viral for being "so cute"). On

- Amazon, products explicitly highlight that *"these cute characters are trending worldwide"* 10 . All this makes chibi fan art a high-performing niche in the POD world.
- Audience Appeal: Appeals to a broad range of anime and pop culture fans, especially younger audiences and those who enjoy kawaii culture. It's particularly popular among female anime fans and kids, but even older fans might buy chibi merch of their favorite character as a lighthearted alternative to serious art. Chibi designs also attract casual consumers who might not watch the series but can't resist the cuteness (e.g., someone might buy a chibi "Baby Yoda" anime-style sticker just because it's adorable). In essence, this niche takes well-known characters and makes them accessible to almost everyone through sheer cuteness.

7. Anime Mashups & Crossover Parodies (Fan-Art Inspired)

- **Theme/Concept:** This niche is all about creative fan-art **mashups** combining characters or elements from different franchises, or inserting anime characters into unexpected contexts. Artists might blend two anime series together, or mix anime with Western pop culture, to create humorous or intriguing designs. Examples include crossover parodies like Naruto wielding a lightsaber (mixing *Naruto* with *Star Wars*) or Sailor Moon drawn in the style of a Disney princess. These designs play on fandom overlap and often have a tongue-in-cheek humor.
- **Key Visual Characteristics:** Highly variable, since the style depends on the franchises being mashed up. Often the art will mimic one style while featuring characters from another (e.g., an Avengers character drawn in a classic anime style). Visual cues from both sources are present costumes, iconic symbols or quotes, etc., all in one image. For instance, a mashup might show a group of famous anime protagonists hanging out together, or a popular meme redone with anime characters. The quality ranges from simple cartoon-y sketches for humor to very detailed art that could pass as official (just with crossover content).
- Popularity/Performance: Mashup designs are a staple of print-on-demand fan art. They tend to perform well because they attract multiple fanbases at once a single design can appeal to two or more fandom communities. Many trending tags on Redbubble relate to mashups or parodies. In fact, artists selling on these platforms often note that clever crossovers get shared widely. (One Quora user observed how common it is to see things like "Naruto holding a lightsaber" as fan-made merch 11 .) These designs can go viral on social media, driving traffic to POD stores. Additionally, mashups face slightly less direct IP competition since they're parodylike; some stay under the radar of content filters by being transformative. Overall, when done right, crossover art captures attention and sales.
- Audience Appeal: Multi-fandom geeks love these people who are equally into, say, Marvel and anime, or who enjoy seeing their favorite worlds collide. They're big with convention-goers and internet meme enthusiasts. A mashup design also appeals to the novelty-seeker: even someone not deep into both fandoms might buy it because it's funny or unique. For example, a T-shirt that mixes Pokémon with a popular sports team logo might draw in fans of either or both. In short, this niche targets the **crossover audience** that exists in today's pop culture (and that's a lot of people, given how mainstream anime has become alongside Hollywood and gaming).

8. Fan Art of Modern Hit Anime Series (Fan-Art)

• Theme/Concept: Artwork celebrating the currently popular anime series and characters (late 2010s to 2020s). This niche isn't a single style but rather encompasses all the trending seriesinspired fan designs. It includes creative art based on hits like Demon Slayer, Jujutsu Kaisen, My Hero Academia, Attack on Titan, Chainsaw Man, One Piece (still hugely popular globally), and others dominating the recent anime scene. Artists often put a stylized spin on these familiar characters or scenes – e.g., minimalist silhouettes, alternate outfits, or dynamic poster compositions – to offer something fresh beyond just screenshots.

- **Key Visual Characteristics:** Varies by series but often high-quality digital art or stylized portraits of famous characters. Common approaches include: minimalist vector art of iconic moments (like an outline of Tanjiro's water dragon move from Demon Slayer), stylized "wanted poster" designs for One Piece, or vibrant action poses of heroes and villains. Some designs incorporate Japanese calligraphy or comic panel layouts. Color schemes might lean on the series' branding (e.g., Jujutsu Kaisen's dark blues/black, Demon Slayer's green checker pattern from Tanjiro's cloak). These fan arts usually aim to look bold on apparel or wall art instantly recognizable to fellow fans, but artistic enough to display.
- Popularity/Performance: Simply put, what's hot in anime drives huge search traffic on POD sites. Redbubble's own category highlights show titles like *One Piece, Demon Slayer, Jujutsu Kaisen, Naruto, Attack on Titan* prominently, reflecting their demand ⁹. When a new season or movie drops, fan art sales for that series spike. For instance, the "Mugen Train" arc of Demon Slayer saw an explosion of related merch online. Artists who tap into these trends (while avoiding direct copyright infringement) often find a ready market. High search volumes for character names and series tags prove the performance: terms like "Gojo Satoru poster" or "Nezuko t-shirt" are frequently trending in fan merch. Many top-selling stickers and prints on marketplaces are essentially fan art of current hit anime.
- Audience Appeal: This is aimed squarely at active anime fandoms, especially teens and young adults. The customers are those who just binged the latest episode and want to wear or display something about their new obsession. They are often very passionate (think of the Attack on Titan or Demon Slayer fan communities) and love to show off their fandom with merch. Even casual viewers who only watch the big mainstream hits might buy a shirt of, say, Spy x Family because they find Anya's face hilarious. In summary, this niche grabs the hype of the moment it's how anime lovers take their favorite new characters from the screen to their T-shirts and bedroom walls.

9. Fan Art of Classic & Nostalgic Anime (Fan-Art)

- Theme/Concept: This niche revolves around beloved classic anime franchises and characters from the 20th-century up to early 2000s essentially, the "old but gold" titles that have enduring fanbases. It includes creative fan art for series like *Dragon Ball Z, Sailor Moon, Naruto* (started in the early 2000s, now a classic), *Neon Genesis Evangelion, Studio Ghibli* films, *Cowboy Bebop*, etc. Many artists put a modern or stylized twist on these familiar icons for example, drawing them in new art styles, or simply polishing up an iconic scene as a high-res print. Nostalgic fan art is about re-celebrating these timeless characters outside of official merchandise.
- **Key Visual Characteristics:** Often, the art retains some of the original style (to evoke nostalgia) but with a fresh execution. You'll see things like: **vintage-style posters** featuring old anime (e.g., a faux retro movie poster for *Princess Mononoke*), silhouette tributes (like the outline of Goku with a sunset background and the Dragon Balls), or collage designs of multiple characters from a long-running series. Colors and typography might mimic the era (such as 90s neon text or 80s airbrush art). Some fan artists do elegant illustrations of Ghibli scenes with watercolor aesthetics, appealing to art-print collectors. Because these series are well-known, even a minimalist symbol (like the Sailor Moon crescent moon wand or the *One Piece* Jolly Roger) can serve as a design recognizable to fans instantly.
- Popularity/Performance: Classic anime fan art remains consistently strong on POD platforms. For example, *Dragon Ball Z* and *Avatar: The Last Airbender* (not Japanese anime but anime-influenced) are listed among popular tags on Redbubble 12, indicating high search traffic. Redbubble also groups "Naruto" and "DBZ" with current hits in its anime sections 9 they are evergreen sellers. Nostalgia is powerful; when Naruto's 20th anniversary came, fan creators saw a surge in interest. Similarly, Studio Ghibli art prints are perennial bestsellers on sites like Society6 and Etsy due to the films' iconic status. The performance of this niche is also buoyed by

- parents who were fans and now buy art or shirts to introduce their kids to these classics. In short, these designs may not always trend *as virally* as the newest anime, but they have a deep, reliable market and often steady sales over time.
- Audience Appeal: Appeals to longtime anime fans who want to celebrate the series that got them into anime. Many in their late 20s, 30s, or 40s who have disposable income love to purchase high-quality art of their childhood favorites (for example, a classy print of *Totoro* or a stylish DBZ shirt). It also attracts younger fans who, thanks to streaming, are discovering older hits and developing a retro taste. There's a cross-generational charm here: the art speaks both to those who feel nostalgia and those who appreciate the "anime classics" as important pieces of pop culture. Additionally, classic anime fan art often has a more universal appeal even nonanime folks might recognize Pikachu or Totoro and enjoy a cool piece of art featuring them.

10. Traditional Art Style Reimaginations (Fan-Art Inspired)

- Theme/Concept: A niche where artists take anime characters or motifs and reimagine them in the style of traditional art genres. This includes things like Ukiyo-e woodblock print style (Edoperiod Japanese art) versions of anime scenes, Art Nouveau posters of anime characters, or famous paintings redone with anime characters. It's fan-art in essence (because it uses known characters or references) but presented as a mashup with classic art. These designs are both an homage to anime and to the art style being imitated, resulting in truly unique, crossover artwork
- **Key Visual Characteristics:** They strictly adopt the target traditional style's techniques and aesthetics. For example, an Ukiyo-e inspired piece will have the distinctive line work, block printing colors, and composition of 18th-century Japanese prints, but feature, say, Pokémon or *Demon Slayer* characters in a historic setting. (One might see Doraemon cavorting through an Edo-period town in Hokusai's style.) ¹³ ¹⁴ If it's Art Nouveau, expect decorative frames, flowing lines, and floral motifs surrounding an anime heroine. If it's a classical oil painting style, the piece might mimic brushstrokes and lighting of the original. These works often impress with their detail and the clever juxtaposition of anime subject with fine art form.
- **Popularity/Performance:** This niche has shown **clear growth** as East-meets-West art projects gain attention. In fact, official collaborations have proven the concept's popularity: for example, a series of Ukiyo-e prints featuring characters like Doraemon and even Star Wars sold out quickly in Japan and abroad ¹⁵, demonstrating high demand. Similarly, fan-made prints like "Ukiyo-e Naruto" or "Sailor Moon in Art Nouveau" do well on Etsy as premium art posters. The viral nature of these pieces (they frequently get written about in anime and art blogs) drives shoppers to look for them. Because they cater to both anime fans and art enthusiasts, these designs tap into multiple markets. Many POD sellers have found success with small runs of such crossover art, sometimes at higher price points due to the art's perceived sophistication.
- Audience Appeal: Appeals to art lovers who are also anime fans people who might have a Van Gogh print and a Ghibli poster on the same wall. It's especially attractive to those who want fandom art that feels more mature or decor-worthy. For instance, a fan of traditional Japanese culture and anime would love a woodblock-style print of their favorite anime scene. Likewise, these reimaginations catch the eye of folks who enjoy creative twists on pop culture (e.g., seeing Attack on Titan characters in a Renaissance painting style is intriguing even if you're not a hardcore fan). In essence, this niche captivates the intersection of fine art and anime fandom, providing conversation pieces and collectible-worthy items.

Emerging Anime Art Niches to Watch

• Y2K and Webcore Anime Aesthetic: A rising trend building on late-90s/early-2000s nostalgia. It mixes anime artwork with early internet visuals – think pixelated graphics, old Windows UI

elements, and 2000s pop culture references blended with anime characters. This style has been gaining traction on social media (*the Y2K/anime aesthetic is noted as "the popular thing now" among digital art circles* ¹⁶). As Y2K fashion and web nostalgia grow, expect more anime art and merch featuring retro websites, flip phones, and dial-up motifs in an anime style. This niche has clear cross-generational appeal and is just starting to heat up.

- AI-Generated Anime Style Mashups: With advances in AI art generators, we're seeing new hybrid anime styles emerge rapidly. One example is the viral "Ghibli-style AI art" trend, where people transform photos into Studio Ghibli-like anime images 17. Millions have embraced these AI filters, and this signals a broader interest in novel anime aesthetics (e.g., anime crossed with realism, or anime in the style of specific artists). Going forward, artists (human or AI-assisted) are creating never-before-seen anime art niches such as anime steampunk, baroque painting-style anime, or mixes of anime with other animation styles. The market potential is growing as these unique AI-driven looks catch fandom interest.
- Classical Fine Art Fusion: Beyond the Ukiyo-e mashups, anime is being blended with Western classical art, and it's an emerging niche with high growth potential. Recent events like the Pokémon x Van Gogh Museum collaboration (where Pokémon were drawn in Van Gogh's painting style) sold out instantly due to **overwhelming demand** 18. This indicates fans' appetite for seeing anime icons in fine-art styles. We might see more projects and fan designs putting anime characters into famous paintings (imagine One Piece's Luffy in a Picasso style, or Naruto in a medieval tapestry). As these mashups go viral and prove popular, print-on-demand products featuring anime in classical art styles could become a significant trend, bridging high art and pop culture in a way that captivates collectors and casual buyers alike.

Each of these emerging niches shows clear signals of **rising interest**. Staying tuned to social media trends and new tech (like AI) will be key in catching these early and riding the wave as they potentially become the next big global trend in anime-themed merch. 4 17

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