

Pooneh is the CEO/Co-Founder of Tokidoki. Since debuting in 2005, Tokidoki has amassed a cult-like following for its larger-than-life characters and emerged as a sought-after global lifestyle brand. This innovative Company is known not only for its eye-popping aesthetic and criminally cute characters but also its megawatt partnerships with evergreen brands such as Hello Kitty, Karl Lagerfeld, Kartell, LeSportsac, Barbie, Sephora, Marvel and others.