

# The Final Fluffs

Illustrating the Fluffs brought a whole new life to the characters. They all got bodies for starters. Legs and arms too – even some sort of hands. You can't hold snowballs with stumps! Each Fluff also got a colorful head piece to help them stick out against the white backgrounds. Wardrobe aside, the characters came alive by one thing—it's all in the facial expressions.



## Lil' Fluff

He was cute in the sketches and he just kept getting cuter. The oversized lucky red baseball hat was all about making the youngest of the Fluff clan look as adorable as possible. The same innocent face still morphs into a sinister glare when a snowball gets launched at your face. Lil' Fluff may be cute but you don't want to mess with him. He'll be scarier when he gets older.



## Big Fluff

Illustrating really brought out the badass in Big Fluff. From the second he pops up, greeting you with an evil smirk with multiple snowballs in hand, to the half-cocked crazy look in his eyes when he wails them at you, big brother Fluff means business.



## Demo Fluff

When you see yellow, think danger. Demo Fluff went from slow and dumb to psycho and tweaked when he got digitized into Illustrator. The hard hat was meant to protect him, but also as a clear warning sign to you that there's a crazy Fluff out there and he's throwing bombs. Demo's eyes did get a lot more tweaked for his final concept. Again, you'd got to be crazy to use live bombs as your weapon of choice.



## Daddy Fluff

As the leader of the Fluff gang, Daddy Fluff doesn't answer to anyone. He packs a power packed punch to knock your snowballs right out of the air and he doesn't play fair by slinging gravel snowballs at you. He went from a big giant head to a big giant belly when illustrated. The belly jiggles like crazy and has a slight red glow around the belly button to show it's his tender spot. You gotta aim low to

put this tough guy down. He may look tough but inside he's just a big softy.