

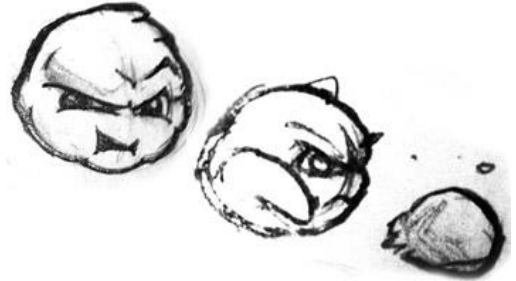
The Making of The Fluffs

It all started with Lil' Fluff. After weeks of sketching out ideas, I still didn't have anything that was a home run Fluff concept. Some were too fluffy, others weren't fluffy enough. Some looked like Casper and others were Ninja Turtles. Then this doodle showed its face. I knew I had it, the Fluffs were born.



Lil' Fluff

Lil' Fluff is the first character of the game and the youngest of the group. He needed to be all cute and innocent – I mean, when you hear the word “fluff” you don't really think “danger” – but his face is meant to fool you. Lure you into a false sense of security. So complete with big ol' Bambi eyes, Lil' Fluff's looks like he couldn't hurt a fly. Then when you least expect it the cuteness turns to evil and he slings a



snowball right at your face. Bet you didn't see that one coming! After illustrating, the idea of him being kid brother got reinforced with an oversized baseball hat. Could he be any cuter??

Big Fluff

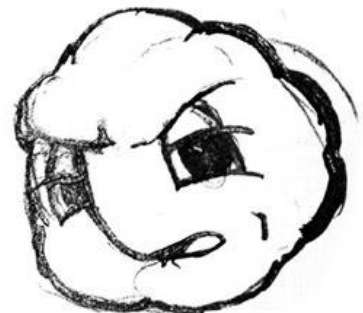
Being the older brother, Big Fluff needed to have some similar features to Lil' Fluff. And like most older brothers (speaking from experience) he's a bit of a tough guy. You have to be so you can look out for younger brothers!



He's a bit bigger in size and he's also got an attitude. In the initial sketches I gave him a little edge—raised eyebrow, spikey 'fluff' hair, a scowl. This all would later turn into a little crazier come the illustration phase. He gets an evil smirk on his face and he means business. His blue headband shows his dedication to hitting the gym. He keeps his reflexes sharp and his arms in shape so he can fling lots of snowballs at you. All at once!

Demo Fluff

Demo needed to be a bit psycho. You'd have to be if you're lugging live bombs around and throwing them at people. Who plays with bombs anyway? Well, Demo does. He's a little slow too, so forgive him. It's because of this the initial drawings had him look a little bit more dimwitted than insane. He's sort of lazy, but what he lacks in speed he makes up for with *throwing bombs*. Did I mention he's psycho? Demo's facial features needed to differ from the rest as well since he's not



officially one of the family. He gets his nose from his dad's side of the family. After illustrating Demo inherited a hard hat. It helps protect him from more brain damage from all of the bomb blasts. I'm not sure it's really helping though. The yellow of the hat is a clear warning sign for you to duck!

Daddy Fluff

The powerhouse of the Fluff clan and a force not to be messed with. Daddy Fluff needed to be big – literally. A mean, fighting machine, but *definitely* not lean. If you survive long enough to get to him, Daddy needed to be larger than life.

The concept in my head while coming up with his character was more "Big Daddy" Fluff. Sort of Kingpin meets King Hippo meets Chief Wiggum meets a big white fluffy blob.

The concept started off with him being more a giant head on a stumpy body. The theory being that he's all fluff muscle. But he needed a weak spot. No one can be ALL powerful, not even Daddy Fluff. So his head shrank and he was the recipient of a nice and round belly—one that jiggles like there's no tomorrow. Don't let the belly fool you though. Daddy Fluff packs a mean punch.

