



The Cat's Out of the Bag: Dashery Is Freeing a Generation of Creators to Simply Create

More than 1,200 influencers, podcasters, pet accounts and viral comedians have launched storefronts on Dashery in its first year - including one creator who has already reached more than \$100,000 in sales

Melbourne, Australia - 13 May, 2026: It turns out the internet's appetite for content around cats and chickens isn't just good for likes - it's good for business. Across Instagram, TikTok and YouTube, a new generation of creators is discovering that their audiences don't just want to watch; they want to buy.

That's the opportunity Dashery was built to unlock. Merch has always been every creator's favourite last priority - not because they don't want it, but because the overhead, logistics and ongoing effort have historically been too cumbersome. Dashery, Articore Group's creator merchandise platform facilitates all of that - from custom-branded storefronts to global print-on-demand fulfilment - so creators can stay focused on what they do best: making content. And judging by the results, it's working.

Take Drennon Davis - a comedian with credits on NBC, Conan and Comedy Central who, by his own admission, accidentally made his cats famous. His talking Business Cats series, featuring Doug and the rest of the crew, has built a devoted following of 390,000 on Instagram and millions of views across social media.

Davis had sold merch before. But after moving his operations to Dashery in June 2025 he hit \$100,000 in sales just nine months later - turning cat content into a six-figure merchandise business faster than most startups turn a profit, and well ahead of what his previous setup had delivered.

His storefront offers everything from band tees for Doug and the Business to limited-edition designs from what the cats have described as "Bizneyland," with proceeds from select designs donated to causes close to his heart.

Davis is far from alone. The range of creators now on Dashery spans content categories, platforms and species:

Merv the Pet — With 1.8 million Instagram followers, Merv has turned a loyal fanbase into a fully fledged merchandise brand at mervthepet.dashery.com, offering apparel, accessories and homewares to fans who clearly can't get enough.

Rigby Cat — Rigby brings 2.1 million Instagram followers and one of Dashery's largest audience footprints to the platform. Find the merch at rigbycat.dashery.com.

ItsAmbasLife — TikTok lifestyle creator ItsAmbasLife brings 1.9 million TikTok followers and a storefront at itsambaslife.dashery.com, showing that Dashery's appeal extends well beyond cats to chickens.

Launched 12 months ago by Artcore - the company behind global online marketplaces Redbubble and TeePublic - Dashery gives creators the ability to personalise their custom-branded storefronts and select their own domains, as well as immediate access to Artcore's global network of third-party print-on-demand fulfillers, who manufacture the products and ship them to customers worldwide. The platform is built around the creator's brand rather than the platform's, giving influencers, podcasters and digital artists a direct line to their most loyal fans.

In its first year, Dashery has attracted more than 1,200 selling accounts globally - over 60% of them new to Artcore's ecosystem entirely. Over 55,000 orders have transacted through the platform worldwide, with accelerating month-over-month growth throughout the year. In the first half of FY26, Dashery generated A\$1.3 million in revenue with a 35.5% gross profit after paid acquisition margin, signalling that the creator economy opportunity is very much open for business.

Looking ahead, Artcore plans to expand Dashery's capabilities with advanced analytics tools and a full Shopify integration, giving creators even more flexibility in how they reach their audiences. With the Group's financial turnaround firmly on track and a growing roster of creators pursuing their merchandise ambitions, Dashery's first year looks very much like the beginning of something considerably bigger.

Quote attributable to Vivek Kumar, CEO and Managing Director of Artcore Group: "In Dashery's first year, we have seen more than 1,200 creators sign up with strong engagement, including a creator achieving \$100,000 in sales, building a real business from their audience without the logistical complexity that normally gets in the way. Dashery gives creators something that didn't exist before: a real path from audience to income. This is just the beginning."

Quote attributable to Drennon Davis: "I've done Conan, Comedy Central and Last Comic Standing. None of it prepared me for the business acumen of my cats. Dashery gave us the platform to turn that into something real. The cats are insufferably smug about it."

About Artcore Group

Founded as Redbubble in 2006, ASX-listed Artcore (Artcore or the Group) owns and operates the leading global online marketplaces Redbubble, TeePublic, Frankly Wearing and an emerging storefront platform, Dashery.

Powered by more than three million independent creators, Artcore's community of passionate creatives sell uncommon designs on high-quality, everyday products such as apparel, stationery, housewares, bags, wall art and more. Through Redbubble, TeePublic, Frankly Wearing and Dashery, independent artists are able to profit from their creativity and connect with customers looking for original and meaningful ways to express themselves.