

For Immediate Release



December 3, 2020

**Dress-up doll LICCA collaborates with TV animation  
“Demon Slayer: Kimetsu no Yaiba”  
“Demon Slayer: Kimetsu no Yaiba Nezuko Kamado × LICCA doll”  
“Demon Slayer: Kimetsu no Yaiba Tanjiro Kamado × Haruto-kun”  
To be launched in May 2021**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release two types of collaborative dolls from the TV animation “Demon Slayer: Kimetsu no Yaiba” and LICCA dress-up doll series: Demon Slayer: Kimetsu no Yaiba Nezuko Kamado × LICCA doll, and Demon Slayer: Kimetsu no Yaiba Tanjiro Kamado × Haruto-kun (SRP: JPY 9,000 each, tax not included) from May 2021 in nationwide toy specialty stores, toy sections of department stores and mass retailers, online shops, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.

TV animation “Demon Slayer: Kimetsu no Yaiba” has received tremendous support from a wide range of people, including a movie currently being shown in theaters that has already topped box office revenue of JPY 20 billion in less than a month since release. A collaboration between said “Demon Slayer: Kimetsu no Yaiba” and LICCA dress-up doll series, which has been adored by parents and children nationwide for over 50 years across 3 generations, has been decided.

Aiming to become dolls also loved by fans of “Demon Slayer: Kimetsu no Yaiba” for their costumes and hairstyles etc., this product has been designed and developed to be able to offer dress-up play and the feel of the costume materials that are characteristic of the ‘LICCA doll’ series. As a result, you can enjoy dress-up play in the image of various situations that appear in the animation work, and finely detailed costumes are designed to be easily changed, with haori (short traditional overcoat), kimono, belt and Demon Slayer Corps uniform etc. divided into tops and bottoms. In addition, we paid particular attention to material textures, with the haori made using material with warmth, and the kimono made using material that is pleasing to touch. The portion that becomes the base for costume colors and design has been faithfully reproduced to that of the animation work, and the silhouette view sizes have been adjusted to look well-balanced when worn by LICCA and Haruto. For the characteristic hairstyles of Tanjiro and Nezuko, LICCA’s expresses the gradation color of Nezuko with two-tone colors of black and orange in strands of different lengths, and Haruto’s expresses Tanjiro’s hair shades with a black and brown mesh.



Details of accessories and textures of the materials for each piece of clothing have been designed paying attention to the finest detail, and the products will be released targeting children 15 and up.

■■■■■ Features of the Product ■■■■■



**“Demon Slayer: Kimetsu no Yaiba Nezuko**

**Kamado × LICCA doll”**

Inspired by the “Demon Slayer: Kimetsu no Yaiba” heroine Nezuko Kamado, LICCA has elegant make-up with black-based two-tone loose curly hair and faintly colored cheeks for the cold season. Pink eyes, Nezuko’s trademark bamboo tube and hair ornaments have been reproduced to LICCA’s size. Haori, kimono, belts, leg covers, socks and zori (traditional sandals) are each separate, so you can enjoy dress-up play in a variety of combinations.



**“Demon Slayer: Kimetsu no Yaiba Tanjiro**

**Kamado × Haruto-kun”**

Inspired by the “Demon Slayer: Kimetsu no Yaiba” protagonist Tanjiro Kamado, Haruto (LICCA’s boyfriend) reproduces the world view of the animation work with Tanjiro’s characteristic forehead scars and earring etc. Joint parts are included for using the “Nichirin Sword” and you can have fun positioning the sword held in his hand. The haori can be put on and taken off, and the character for ‘slayer’ is embossed on the back of the Demon Slayer Corps uniform. We paid attention to both the silhouette view as well as ease of play in making clothing bottoms such as Demon Slayer Corps uniform pants, expressed as leggings and zori made into one boot-like shoe.





## ■Product Outline

Product Name: Demon Slayer: Kimetsu no Yaiba Nezuko Kamado × LICCA doll”

Package Contents: doll main unit (haori, kimono, belt, hair ornaments and underwear for dressing), leg covers, socks, zori, bamboo tube and stand

Product Name: Demon Slayer: Kimetsu no Yaiba Tanjiro Kamado × Haruto-kun

Package Contents: doll main unit (haori, Demon Slayer Corps uniform top and bottom and underwear for dressing), earring, shoes Nichirin Sword and, stand

SRP: JPY 9,000 each (tax not included)

Launch Date in Japan: scheduled in May 2021

Recommended Age: 15 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and

TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)) and others

\*Since the photos shown are still under development, there may be slight differences with the actual product.

## ■About TV animation Demon Slayer (Kimetsu no Yaiba)

The TV animation was created based on the comic series written and illustrated by Koyoharu Gotōge that is published in SHUEISHA’s Jump Comics. The sorrowful story of humans and demons, and bloodcurdling clash of arms, at times comical, played by the characters gained popularity, and cumulative circulation of the original individual books, volumes 1 - 23 (to be released on December 4), has topped over 120 million copies. This work is still conspicuous in attracting attention today. It continues to build its own world view, and it has a presence as a new monumental work to boys’ comics.

“Demon Slayer - Kimetsu no Yaiba - The Movie: Mugen Train” is playing in theaters now since October 16, 2020.

Official Website: [kimetsu.com](http://kimetsu.com)

## ■About LICCA doll

LICCA doll (Manufacturer: TOMY Company, Ltd.) has been loved for more than 50 years since her birth in 1967. We have released various LICCA doll products that give shape to children’s fantasies and dreams always reflecting the times and trends. In recent years, it has been expanding into a brand loved by adults who have grown up with LICCA doll. LICCA has been widening her field of activity as a celebrity talent, and her own Twitter and Instagram accounts are also big topics. (\*Number of followers as of December 2020: about 220,000 in total) LICCA doll Official Website: [licca.takaratomy.co.jp](http://licca.takaratomy.co.jp)

LICCA doll Official SNS [[@bonjour\\_licca](https://twitter.com/bonjour_licca)]

Twitter: [twitter.com/bonjour\\_licca](https://twitter.com/bonjour_licca) Instagram: [https://www.instagram.com/bonjour\\_licca](https://www.instagram.com/bonjour_licca)

### **For press inquiries, please contact:**

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### **For product inquiries from consumers, please contact:**

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)