



For Immediate Release

February 10, 2022

Collaboration between “LICCA doll” and “Sumikkogurashi”!
 “Shirokuma headband” and “Tapioca earrings”♥ “Strawberry fair at Kissa Sumikko”
 turns into a café♪

Dress set for LICCA dolls

“Welcome to Sumikkogurashi Café! Dress Set”

Doll house (shop) for LICCA dolls

“Welcome to Sumikkogurashi Café!”

To be launched on Saturday, February 26, 2022!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release a dress set (clothes) “Welcome to Sumikkogurashi Café! Dress Set” (SRP: JPY 3,080/tax included *doll sold separately) and a doll house (shop) for LICCA dolls “Welcome to Sumikkogurashi Café!” (SRP: JPY 6,930/tax included), a collaboration between the popular characters from “Sumikkogurashi,” celebrating its 10th anniversary in 2022, and the LICCA dress-up doll series, on Saturday, February 26, 2022 at toy stores, toy sections of department stores and mass retailers in Japan, online shops, and TOMY company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



Sumikkos turned into cakes and donuts!? The café is packed with more than 50 unique Sumikkogurashi-themed sweets and accessories!

(Right) “Welcome to Sumikkogurashi Café! Dress Set” for LICCA dolls

(SRP: JPY 3,080/tax included *doll sold separately)

(Left) “Welcome to Sumikkogurashi Café!” for LICCA dolls (SRP: JPY 6,930/tax included)

<Product Details>

“Welcome to Sumikkogurashi Café! Dress Set” for LICCA dolls

“Welcome to Sumikkogurashi Café! Dress Set” for LICCA dolls (SRP: JPY

3,080/tax included *doll sold separately), a set containing a dress and accessories inspired by café staff, comes with a one-piece dress adorned with artwork from “Strawberry fair at Kissa Sumikko,” a “Shirokuma headband,” and “Tapioca earrings,” as well as cakes and tableware exclusive to this set.



Accessories included in the set



LICCA doll wearing “Shirokuma headband” and “Tapioca earrings”



*Doll sold separately

“Welcome to Sumikkogurashi Café!” for LICCA dolls

“Welcome to Sumikkogurashi Café!” for LICCA dolls (SRP: JPY

6,930/tax included), with which you can enjoy a make-believe café packed with Sumikkogurashi-themed sweets, is a café inspired by Kissa Sumikko frequented by Sumikkogurashi characters. The product incorporates design elements of “Strawberry fair at Kissa Sumikko,” a popular theme with the largest number of votes requesting new products based on a survey (*) targeting LICCA doll users. The interior also features a lot of strawberry-themed designs.

(*Based on a questionnaire for users who purchased “LICCA Doll I Love Sumikkogurashi” launched in 2020)



*Doll sold separately

►The product comes with 11 kinds of unique Sumikko-themed sweets including donuts, cakes, and macarons for a total of 31 pieces (all of them with Sumikko motifs). Counting boxes and other items, over 50 pieces of accessories are included in the set. Some of the sweets are closely modeled after items that appear in the artwork from “Strawberry fair at Kissa Sumikko.” With meticulous care spent on details and textures, these sweets are as lovely and adorable as the Sumikkos themselves, despite the miniature scale of LICCA dolls.



►You can play with the shop merchandise, displaying items on the shelves and packaging them in takeout boxes. There is also a space for dining in, so you can play the roles of both café staff and customers. There is a drawer at the bottom of each shelf for storing small parts such as sweets and boxes, so you can tidy up easily.

►Inside the café is the L-shaped sofa from the Sumikkogurashi world, a familiar feature among Sumikko fans.



(Left)
A lot of storage with two drawers!



<Product Outline>

Launch Date in Japan: Saturday, February 26, 2022

Recommended Age: 3 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" (takaratomy.com), etc.

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Official Website: licca.takaratomy.co.jp/products/house/sumikko_cafe

Video URL: www.youtube.com/watch?v=L_il0DVbOFM

"Welcome to Sumikkogurashi Café!" for LICCA dolls

SRP: JPY 6,930 (tax included)

Package Contents: Sofa (1), table (1), shelf with a drawer (2), cash register (1), whole cake (2), Sumikko cake (5), Sumikko macaron (5), Sumikko donut (5), Tapioca chocolate (4), cookie (3 kinds × 2) (6), Neko pudding (1), Penguin? special parfait (1), strawberry sandwich (1), Furoshiki roll cake (1), basket (1), tea pot (1), sugar pot (1), cup & saucer (2), plate (2), tray & tongs (1), paper stand (1), spoon (for sugar, tea, and parfait) (5), fork (2), main unit wall (1), special paper-based accessory sheet (A4-sized sheet) (3), special sticker sheet (1)

Dimensions: Approx. 420 × H 285 × D 185 mm * When the table and sofa are placed

Sales Target: 16,000 units (first year)

"Welcome to Sumikkogurashi Café! Dress Set" for LICCA dolls

SRP: JPY 3,080 (tax included)

Package Contents: Dress (1), socks (1), shoes (1), Shirokuma headband (1), Tapioca earrings (1), Shirokuma cake (1), plate (1), cup (1), saucer (1), paper-based accessories (Sumikko rusk, marshmallow, Shirokuma latte) (3)

●Follow and tweet on Twitter to win a prize! Promotional campaign info

In this promotional campaign, prizes will be given to winners among those who followed both the LICCA official account and the Sumikkogurashi official account on Twitter, and posted tweets using the special hashtag for this campaign.

- Campaign period: Thursday, February 10 – Saturday, February 26, 2022
- Campaign details:
 - 1) Follow the LICCA official account ([@bonjour_licca](https://twitter.com/bonjour_licca)) and the Sumikkogurashi official account ([@sumikko_335](https://twitter.com/sumikko_335)) on Twitter
 - 2) Come up with a new menu item that would be great for Sumikko café, and tweet its name in text with the special hashtag #IwannavisitSumikkocafewithLICCA
- Prizes: A set of "Welcome to Sumikkogurashi Café!" and "Welcome to Sumikkogurashi Café! Dress Set" for five winners
- Campaign URL: licca.takaratomy.co.jp/event/sumikko_cafe

●About "LICCA doll"

LICCA doll, born in 1967, enables one to enjoy "pretend play" and "dress-up play" using items such as dresses and houses. Having a defined profile including age, family and friends from her initial release has been one of LICCA doll's characteristics. LICCA doll has developed constantly always incorporating the latest trends, and been loved across several generations of mothers and daughters.

[Profile]

Born on May 3. Her eight-person family consists of her father, mother, twin sister and baby triplets.

She is cheerful and kind, albeit a bit hasty.

[Official Website]licca.takaratomy.co.jp

Official Twitter & Instagram [[@bonjour_licca](https://twitter.com/bonjour_licca)]
twitter.com/bonjour_licca www.instagram.com/bonjour_licca

[Official YouTube Channel] "LICCA Official Channel"

www.youtube.com/channel/UClaz9wnSX0DFN97FyeC7O9g



"LICCA doll"

Sumikkogurashi version of the hobby toy series “Oonies” now in stores!

“Oonies Sumikkogurashi”

The popular Sumikkogurashi characters are now available as Oonies, the puffing sticking amazing balloons. Using the included decorative parts, you can create as many as 35 adorable Sumikko balloons. Stickers and decorative parts can be easily removed, so you can use them over and over again. You can stick balloons together and attach them onto different surfaces with display parts.



* The images are for visual representation purposes only.

SRP: JPY 4,620 (tax included)

Package Contents: Main unit (1), special pellet (35), sticker sheet (2), a set of decorative parts, a set of display parts, a set of connecting parts, user manual

Dimensions: Approx. W 180 × H 220 × D 105 mm

Official Website: www.takaratomy.co.jp/products/sumikko/goods/hobby.html

Video URL: www.youtube.com/watch?v=3CtOCdsaV3A

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