



**WEGO and #Licca, the 17-year-old LICCA, collaborate for the first time!**

**“#Licca #WEGO”**

**To be launched in the middle of October 2022!**

**The WEGO Harajuku Takeshita-Dori Store  
will set up a photo spot and display collaboration products!**

TOMY Company, Ltd.

WEGO Co., Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “#Licca #WEGO (Hashtag Licca Hashtag WEGO)” (SRP: JPY 5,720/tax included), a collaboration between “#Licca (Hashtag Licca),” LICCA dress-up doll who has grown up and is now a 17-year-old second year high school student, and WEGO Co., Ltd. (Representative Director and President: Kyosuke Sonoda, headquarters: Shibuya-ku, Tokyo) from the middle of October 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” ([takaratomy.com](http://takaratomy.com)), etc.



In addition, an #Licca photo spot will be set up at the WEGO Harajuku Takeshita-Dori Store from Saturday, August 27 to Saturday, September 3. You can take a photo as #Licca inside a giant life-sized #Licca package (height: approx. 206 cm), as well as being able to view “#Licca #WEGO” on display at the store prior to its release during the period from Saturday, August 27 to Monday, October 31.

“#Licca #WEGO” is a doll set designed and produced by apparel shop WEGO, which is extremely popular among teens. The set incorporates trendy teen fashions such as the recent boom in “blue” hair color, oversized tops and tight bottoms, thick-soled sandals, bucket hats, and aurora-colored bags.

In addition, a YouTube video depicting #Licca and #Licca’s best friend Yui Yui visiting the WEGO Harajuku Takeshita-Dori Store will be released on the YouTube channel “[LICCA Official Channel](https://www.youtube.com/channel/UC...)” on Thursday, August 25. You can see #Licca introducing the store and having the store staff coordinate their outfits.



#Licca develops products based on the concept of embodying the aspirations of trend-conscious fashion and lifestyle, while WEGO’s corporate vision is “to go beyond selling clothes to becoming a company that sells ‘how to have fun,’ including culture and lifestyle,” and this collaboration was born out of a mutual understanding that the two brands are not limited to fashion, but also offer and disseminate lifestyle ideas.

WEGO Harajuku Takeshita-Dori Store Interior image

## ■#Licca #WEGO Product Details and Overview



This #Licca is designed and produced by WEGO, an apparel store that is very popular among teens. The hairstyle is a catchy twin ponytails with a mix of blue and purple colors. The layered style sweatshirt with original print is coordinated with zebra print mini skirt, belt, socks, and sports sandals. A bucket hat and aurora-colored bag are also included in the set for trendy teen coordination. Three miniature shopping bags with WEGO logo in LICCA size are included.

Product Name: #Licca #WEGO

Launch Date in Japan: In the middle of October 2022

SRP: JPY 5,720 (tax included)

Recommended Age: 3 years and up

Package Contents: Doll (wearing dress, earrings, ring, and underwear) (1), stand (1), background sheet (1), hat (1), bag (1), shopping bags (3), socks (1) and shoes (1)

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](http://takaratomy.com)), etc.

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Product Website: [licca.takaratomy.co.jp/products/doll/licca\\_17](http://licca.takaratomy.co.jp/products/doll/licca_17)

Official Instagram: [www.instagram.com/seventeen\\_licca](https://www.instagram.com/seventeen_licca)

YouTube LICCA Official Channel: [www.youtube.com/channel/UClaz9wnSX0DFN97FyeC7O9g](https://www.youtube.com/channel/UClaz9wnSX0DFN97FyeC7O9g)

### About "LICCA doll" [licca.takaratomy.co.jp](http://licca.takaratomy.co.jp)

LICCA doll has been loved since her birth in 1967, and this year marks the 55th anniversary of the release of 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 August 2022: approximately 230 thousand in total)

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

### [About "#Licca (Hashtag Licca)"]



"#Licca," a series born in 2020, is the 17-year-old second year high school student "LICCA doll" and embodies fashion and lifestyle that is even more trend-conscious than the classic "LICCA doll" (11 years old) series. The body, hairstyle, makeup, accessories and packaging are more highly stylized, and the doll's height has been extended from 22 cm to 27 cm so that you can dress her more stylishly. The legs are set at an angle that looks beautiful, so anyone can easily enjoy making beautiful poses.

• #Licca Official Website: [licca.takaratomy.co.jp/products/doll/licca\\_17](http://licca.takaratomy.co.jp/products/doll/licca_17)

• #Licca Official Instagram: [www.instagram.com/seventeen\\_licca](https://www.instagram.com/seventeen_licca)

About WEGO [www.wego.co.jp](http://www.wego.co.jp)

[WEGO], a Lifestyle Culture Store, operates approximately 160 stores nationwide. WEGO's ability to curate street culture, including product development and in-store events that cover a wide range of fashion, culture, and lifestyle, has gained tremendous support from young people. In addition to [WEGO], the company has also developed a number of brands that feature artists from various perspectives as producers and directors. The company has music label [Manhattan Records] and entertainment production company Lexington Co., Ltd., which has been discovering hot artists in recent years, as subsidiaries.

## [Reference] #Licca series new products from October 2022 onward

### ■#Licca #Chill Café Time Wear



[Package Contents] One-piece dress (1), belt (1), cape (1), Tuncalon (heart) (1), Tuncalon (round) (1), tea saucers (2), tea cup (1), teapot (with lid) (1), bag (1), boots (1)

\*Doll sold separately

This clothing set for #Licca is inspired by stylish café time where you can enjoy popular sweets and tea.

### ■#Licca #Reception Party Deluxe Set



Coordination example

[Package Contents] Doll (wearing one-piece dress, overskirt, jewel earrings, ring, underwear) (1), stand (1), background sheet (1), cut and sewn (1), blouse (1), shawl (1), headband (doubles as a belt) (1), aurora skirt (1), enameled skirt (1), hat (1), tiara (1), rose earrings (1), jewel necklace (1), flower necklace (1), bangle (1), bead-like bracelet (1), comb (1), handbag (1), clutch bag (1), sunglasses (1), boots (1), sandals (1)

A gift set that can be coordinated in over 40 different ways! A set of an #Licca doll, dresses and accessories in gorgeous fashion inspired by a reception party.

Launch Date in Japan: “#Licca #Chill Café Time Wear” in the middle of October 2022

“#Licca #Reception Party Deluxe Set” in early November 2022

SRP: “#Licca #Chill Café Time Wear” JPY 4,400 (tax included)

“#Licca #Reception Party Deluxe Set” JPY 8,470 (tax included)

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](http://takaratomy.com)), etc.

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#### 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)