

For Immediate Release



April 3, 2023

**Light causes color change! “LICCA doll” with mysterious mint green hair has arrived**  
**“Gelato LICCA Doll” series** with changeable hair color  
**To be launched on Saturday, April 22**

**Launch of collaboration campaign: CHOKKIN’S, LOVST, COTE D’AZUR, Kappa Sushi, etc.**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika ku, Tokyo) will release two dolls, the “**Sparkling Color Change: Gelato LICCA Doll**” and her new friend, “**Sparkling Color Change: Gelato MOE Doll**” (SRP: JPY 5,940 each/ tax included), as part of the “Gelato LICCA Doll” series, LICCA dress-up dolls with changeable hair color, on Saturday, April 22, 2023, 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](http://takaratomymall.jp)) and others.

The “Gelato LICCA Doll” series lets users enjoy changing the color of dolls’ hair and accessory parts (“Toppin’ Jewels”). When the included “Color Change Light” is applied, the LICCA doll’s hair changes from mint green to purple and the MOE doll’s hair changes from purple to pink. The “Toppin’ Jewels” change from transparent blue and yellow to pink and purple.

The first LICCA doll with changing hair color appeared in 1999. Each time, we adopt the popular hair colors and trendy colors of the moment, and dolls’ hair materials and tools for changing hair color are also evolving. The LICCA doll’s first mint hair color was also chosen in response to the recent popularity of “gelato color.” Furthermore, accessories can now be color-changed for fun even after you do the styling, the first for a color-changing gimmick.

In connection with the launch, a collaboration campaign is planned, and projects will be sequentially implemented with CHOKKIN’S (a hair salon for children), LOVST (a photo studio), COTE D’AZUR (a karaoke establishment), and Kappa Sushi (a conveyor-belt sushi restaurant).



“Sparkling Color Change: Gelato MOE Doll”

“Sparkling Color Change: Gelato LICCA Doll”

## ■Collaboration Campaign Information

### Hair salon for children CHOKKIN'S

You can try matching your hairstyle with a Gelato LICCA doll or Gelato MOE doll. There are in store LICCA and MOE dolls with the matching hair, so you can take pictures with them after the styling is complete.

Priced at JPY 1,100 (tax included) for all types of hairstyles. You can choose from a total of four different hairstyles: two hairstyles matching with the LICCA doll and two hairstyles matching with the MOE doll.

Campaign Period: From Saturday, April 22, 2023

URL: [www.chokkins.com/gelaticca/](http://www.chokkins.com/gelaticca/)



### Photo studio LOVST

You can wear a dress matching with the Gelato LICCA doll and have your photo taken as LICCA. Visitors can experience the world of Gelato LICCA with Gelato Town's background and photo props. Calendars and other Gelato LICCA design options are also available.

The photo session plan is priced at JPY 12,800 (tax included) and will tour 12 permanent stores nationwide in a rotating format, and photo sessions will also be held at department store event venues. Stores and schedule will be posted on the website.

Campaign Period: From Saturday, April 22, 2023

URL: [lovstmade.com/default-news/news/20533/](http://lovstmade.com/default-news/news/20533/)



### Karaoke establishment COTE D'AZUR

Two collaboration rooms will open for you to enjoy the world of Gelato LICCA. The collaboration room features a photo spot with a human-sized LICCA doll product package. In addition, free loan samples are available for the whole family to enjoy. Gelato LICCA collaboration sweets and drinks will be available at 12 stores.

The 2-hour pack for the Gelato LICCA collaboration room comes with an original clear file folder! Each order of the collaboration menu includes a scratch-off to win a great item from the "Gelato LICCA Doll" series!

Campaign Period: From Saturday, April 22, 2023

URL: [www.cotedazur.jp/](http://www.cotedazur.jp/)



\*Image

### Joint hashtag campaign by the three companies

Follow the official LICCA Twitter or official LICCA Instagram and use the special campaign tags "#withlicca" and "#StoreName" to post a photo with LICCA at CHOKKIN'S, LOVST, or COTE D'AZUR, and some of you will be selected to win a magnificent present.

URL: [licca.takaratomy.co.jp/event/gelato\\_sns/](http://licca.takaratomy.co.jp/event/gelato_sns/)

### Conveyor-belt sushi restaurant Kappa Sushi

Kappa Sushi's official app members will receive an original pocket mirror featuring the Gelato LICCA and other characters for every JPY 2,000 spent on food and beverages (tax included) starting Thursday, April 27. (\*There are 5 types in total. You cannot choose the design. Applies to in-store eating/drinking and take-out. Does not apply to delivery service.)

Campaign Period: From Thursday, April 27, 2023 (Offer valid as long as promotional items are available)

URL: [www.kappasushi.jp/cp/2023/licca](http://www.kappasushi.jp/cp/2023/licca)



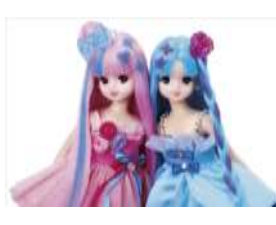



For more information about the campaign, please contact the following.

[Kappa Sushi Customer Service] 0120-993-160

\*Business hours: 9:00 a.m.–6:00 p.m. (except Saturdays, Sundays, and holidays)

■History of LICCA dolls' hair color change

1999		2000		2010	
					
Hair Color Change LICCA Doll	Candy Color Change LICCA Doll	Strawberry Color Change LICCA Doll	Hair Color Change LICCA Doll		
JPY 2,980 (tax included)	JPY 2,200 (tax included)	JPY 2,980 (tax included)	JPY 3,360 (tax included)		
The first LICCA doll with hair color change. A special hot brush is used for color changing.	Simultaneous release of three friends and LICCA doll, all with different hair colors. Warm it up with your hands to do the color change.	Using a special hot brush, you can enjoy the color change and sweet fragrance.	After you warm it up with your hands and do the color change, the hair can be restored to its original color by clipping it with a cool brush filled with ice water.		
2013		2017		2020	
					
Triple Color Change LICCA Doll	Sparkle Change LICCA Doll	YUMEIRO LICCA Colorful Change			
JPY 3,675 (tax included)	JPY 5,478 (tax included)	JPY 4,950 (tax included)			
The first three-color Color Change is released. Use your hands to warm it and a cool brush with ice water to do color changes.	The first color change using visible light. Use a special light to do point color changes.	Released the popular three-color YUMEIRO Color Change. A tool for cooling is also designed in a cosmetic style!			

Product Details

■Sparkling Color Change: Gelato LICCA Doll



The Gelato LICCA doll can change her hair color and jewel color with the Color Change Light. Mint green hair turns purple when Color Change Light is used. Jewels on accessories and dresses also change color, so you can enjoy a full-body, stunning “gelato

■Sparkling Color Change: Gelato MOE Doll



The Gelato MOE doll has arrived, the new friend of the Gelato LICCA doll that can change her hair color and jewel color with the Color Change Light. Purple hair turns pink when Color Change Light is used. The included fashion book is a great reference for hairstyles

\* Both the LICCA doll and MOE doll usually come with 5 Toppin' Jewels. \*The limited first edition comes with an additional 5 pieces, for a total of 10 pieces.

## Product Outline

Launch Date in Japan:	Saturday, April 22, 2023
SRP:	“Sparkling Color Change: Gelato LICCA Doll” and “Sparkling Color Change: Gelato MOE Doll” JPY 5,940 each (tax included)
Recommended Age:	3 years and up
Package Contents:	Doll (wearing dress, earrings, headband, underwear) (1), Color Change Light (1), light cap (4), butterfly extensions (1), Gelato Pony (2), Toppin’ Jewel (5), shoes (1), fashion book (1), heart brush (1)
Batteries Required:	3 × AAA alkaline (not included)
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” ( <a href="http://takaratomy.com">takaratomy.com</a> ) and others
Copyright:	© TOMY
Product Website:	<a href="http://licca.takaratomy.co.jp/products/doll/gelato_licca/">licca.takaratomy.co.jp/products/doll/gelato_licca/</a>
Concept Video:	<a href="http://www.youtube.com/watch?v=DtNeqQsWXtU">www.youtube.com/watch?v=DtNeqQsWXtU</a>

**\*The “Gelato LICCA Doll” series will release two dolls and three other products, including dress sets and an accessory set.**

“Gelato Town Story” featuring LICCA and MOE is now available on the official LICCA channel. There will be a total of five episodes in the story, in which LICCA solves the problems of Gelato Town’s Princess MOE in “Gelato Town,” where she is lost.

Episode 1: “Nice to meet you, Gelato LICCA!” New friend “MOE” appears ✨

URL: [www.youtube.com/watch?v=nivoMxxGHD0](http://www.youtube.com/watch?v=nivoMxxGHD0)



### ■ About “LICCA doll”

LICCA doll 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 March 2023: approximately 230 thousand in total)

[Official Website] [licca.takaratomy.co.jp](http://licca.takaratomy.co.jp)

[Official Twitter & Instagram] @bonjour\_licca

[twitter.com/bonjour\\_licca](https://twitter.com/bonjour_licca)

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

[Official YouTube channel] “LICCA Official Channel”

[www.youtube.com/@Licca-chan\\_official](http://www.youtube.com/@Licca-chan_official)

#### For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

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

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