

For Immediate Release



May 31, 2023

37 years from her birth in 1986—Relaunch of JeNny, an extremely popular doll!

Fashion doll “#Licca #JeNny”
To be launched on Saturday, August 5, 2023

Started broadcasting a series of TV commercials, the first in the #Licca series

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release a fashion doll “#Licca #JeNny (Hashtag Licca Hashtag JeNny)” (SRP: JPY5,500/tax included) on Saturday, August 5, 2023, at 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), etc.

“#JeNny” is a newly-designed relaunch of the fashion doll “JeNny” that was first released in 1986 and became very popular. “#JeNny” is a friend doll in the “#Licca (Hashtag Licca)” series in which the LICCA doll has grown up and is now a 17-year-old second year high school student. While retaining the blonde hair, brown eyes, and other charming points reminiscent of the original JeNny doll, we used inner colors and makeup to update “#JeNny” to a modern design.

“#JeNny” is following “#YUIYUI” as a friend doll being added to the “#Licca” series.



From left to right in the photo: “#YUIYUI,” “#JeNny,” “#Licca”



“#JeNny” is a 17-year-old-girl from Los Angeles who is active throughout the world as a supermodel. “#JeNny” has more modeling experience than “#Licca,” and is looked up to by “#Licca.” “#JeNny” is dressed in gorgeous fashion consisting of a tight houndstooth skirt that is paired with a sheer blouse. Her look is accented by the sparkling jewels on her hairband and the neckline of her blouse.

Together with the product release, we will broadcast the first in a series of TV commercials for the “#Licca” series from late July. These commercials will advertise the appeal of the entire series. Additionally, an original story depicting the encounter between “#Licca” and “#JeNny” will be released on LICCA Official Channel, and a countdown project before the relaunch will be held on Instagram and other social media.

Recently, an increasing number of adults are enjoying making doll clothes and taking photos for social media. Recently, 1980s culture has been attracting attention again, such as the global boom of Japanese city pop music from the 1980s and fashion trends reminiscent of the bubble era.

Under such circumstances, in response to overwhelming requests from adult fans who used to play with JeNny when they were children and wish for a comeback, the JeNny doll from the 1980s has been relaunched for the Reiwa Period as “#Licca #JeNny.”

We are planning a variety of projects to make the relaunch fun for both long-time fans and people seeing “#JeNny” for the first time. For example, we will collaborate with the arcade game “Waccha PriMagi! Studio” by T-ARTS Company, and release a publication using precious photos from the original launch of the JeNny series.

★ Product Outline

Product Name: **#Licca #JeNny**
Launch Date in Japan: Saturday, August 5, 2023
SRP: JPY 5,500 (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” (takaratomymall.jp), etc.
Copyright: © TOMY
Product Website: licca.takaratomy.co.jp/products/lineup/item.html?i=903017



The set includes fashion accessories such as a bag, sunglasses, and headband, as well as a special T-shirt in the same design that “JeNny doll” wore at the time of the original launch. Fans will also enjoy a photo of the original “JeNny doll” featured in the fashion magazine (paper item).

★ Who is “JeNny” ?

“JeNny” is a fashion doll that was released in 1986(*) by TOMY Company (Takara Co., Limited at that time). The figure is 27 centimeters tall and looks good dressed in any type of clothes.

Backstory of “JeNny” is that she is a 17-year-old girl from Los Angeles who works as a model. “JeNny” has many friends (friend dolls) from all over the world. Based on the theme of “fashion,” “JeNny” was proposed as a stylish young woman who is always on the cutting edge of trends and is looked up to by children. The high quality of “JeNny” is loved by everyone from children to adults, and the doll is still popular even today.



JeNny (1986)



JeNny (2010)

In the past, “JeNny” has collaborated with many world-famous designer brands, and a specialty store named “JeNny Shop” was operated in Harajuku (1986–1996). After a recharging period, in 2010, Her expression was renewed to have even more evocative eyes; specifically, we made her eyes bigger and her eyelashes more voluminous. We then relaunched the renewed doll under a new logo and design concept.

(*) Released under a different name in 1982 and then relaunched as “JeNny” in 1986.




★ “JeNny” Topics

■ First TV commercials for the “#Licca” series

Prior to the product launch, we will broadcast the first of a series of TV commercials for the “#Licca” series from late July.

■ Release of original story

LICCA official YouTube channel is now showing an original story featuring “#JeNny.” We plan to show one episode portraying the first meeting between “#Licca” and “#JeNny.”

[High-school-student LICCA ] Story of meeting with her idol JeNny   [TV commercial and story]

URL: youtu.be/un3pZTeqDNI

■ The book “JeNny® Timeless Girl”

Publisher: NIHON VOGUE Corp.

Price: JPY 1,980 (tax included) Published: September 8, 2023

Dimensions: 297×235mm, paperback, 80 pages

Language: Japanese

ISBN: 978-4-529-06321-0

This fanbook commemorates the release of “JeNny®” by summarizing the best moments in history of “JeNny®” It is a collection of “Nice JeNny®,” a newsletter that was distributed from 1986 to 2006 to members of the JeNny Fan Club. This fanbook brings back the excitement of idolizing JeNny® when you were a teenager. We also recommend this fanbook to people seeing JeNny® for the first time. The fanbook comes with pattern papers and instructions on how to make clothes and coats.



Inquiries the book to the contact information listed below.

Editorial Department: 03-3383-0634 (1:00 p.m.–5:00 p.m. on weekdays)

Website: <http://www.tezukuritown.com/>

■ “#JeNny” appears in the arcade game “Waccha PriMagi! Studio”

Period: Scheduled in August 2023

Waccha PriMagi! Website: primagi.jp/

We have decided to collaborate with Studio Chapter 7 of “Waccha PriMagi! Studio,” an arcade game in the “Pretty Series” by T-ARTS Company, Ltd. Outfits worn by “#Jenny” will appear in the game.



■ 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. The doll’s height has been extended from 22 cm to 27 cm so that you can dress her more stylishly, and 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

[#Licca Official Instagram] www.instagram.com/seventeen_licca

[Reference] ★ About the 1980s, the Era When “JeNny” Was Born

In Japan, the 1980s were a prosperous era when the economy entered into a boom called the “bubble economy.” Stock prices skyrocketed, a real estate boom occurred, and life in Japan changed dramatically. The 1980s are also known as the “Golden Age of Idols.” It was a glamorous entertainment era during which many hit songs were born and various fashions became popular. There were also many toys released that added a splash of fun to the era.

[Reference] ★ “#Licca” Series New Product Information

Product Name: **#Licca #myfavcosme**
Launch Date in Japan: Saturday, August 5, 2023
SRP: JPY 5,500 (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” (takaratomymall.jp), etc.
Copyright: © TOMY
Product Website: licca.takaratomy.co.jp/products/lineup/item.html?i=902980



Renewal of the symbol doll of “#Licca”! Special features include the pink color of the inner hair which shines against the dark brown color of her outer hair. Her makeup also matches with tones of brown and pink. Her check pattern lace-up ribbon skirt and off-the-shoulder top create a cool and feminine style. Her trunk-shaped shoulder bag includes cosmetic accessories such as a lip gloss set and foundation. “#Licca” will be released at the same time as “#JeNny.”

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)