

A design with ample ribbons and Hello Kitty! A second special edition LICCA doll to celebrate the 45th anniversary of Hello Kitty

***Licca Stylish Doll Collections* “Hello Kitty 45th Anniversary Style”**

**Pre-orders open Monday, September 2,
on sale from Friday, November 1, 2019, Hello Kitty’s birthday**

~ an apple-shaped bag from Hello Kitty to Licca as a gift of friendship ♪ ~

TOMY Company, Ltd.
Sanrio Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) and Sanrio Company, Ltd. (President Chief Executive Officer: Shintaro Tsuji, headquarters: Shinagawa-ku, Tokyo) announce pre-orders from September 2 for the **Licca Stylish Doll Collections “Hello Kitty 45th Anniversary Style” doll (SRP: JPY14,000/tax not included)**, a collaboration between LICCA doll and popular character Hello Kitty who is celebrating her 45th anniversary in 2019. The “Hello Kitty 45th Anniversary Style” doll goes on sale Friday, November 1, Hello Kitty’s birthday.

Stores taking pre-orders include four toy stores nationwide, Toy Store Yoshida (Asahikawa, Hokkaido), HAKUHINKAN TOY PARK Ginza Shop (Ginza, Tokyo), KIDDY LAND Harajuku (Harajuku, Tokyo), KIDDY LAND Osaka Umeda (Umeda, Osaka), as well as TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com) and Sanrio ONLINE SHOP (shop.sanrio.co.jp, etc.). After the launch, the “Hello Kitty 45th Anniversary Style” doll will also be on sale at selected Sanrio stores.

**Licca Stylish Doll Collections
“Hello Kitty 45th Anniversary Style”**

SRP: JPY14,000 (tax not included)



The apple-shaped bag and message card
are a gift of thanks from Hello Kitty to Licca



**This second collaboration features Licca in an adult-cute,
pure white-coordinated look with an all-white, knitted one-piece dress.**

The “Hello Kitty 45th Anniversary Style” is the second outfit following on from the “Hello Kitty Celebration Style” (sales ended) collaboration between Hello Kitty and the sophisticated Licca that went on sale earlier this year in January. With pre-orders for the first outfit having sold out in a few days and with the collaboration between these two long-selling characters attracting a lot of attention, the second outfit was created in response to high demand.

In contrast to the first outfit which was uniformly red, including an all-red dress and bag inspired by Hello Kitty's ribbons, **the second outfit celebrates Hello Kitty's 45th anniversary with a Hello Kitty-inspired, uniformly pure white look.** Hello Kitty ribbons sparkle against the pure white knit one-piece dress, and the print on the inside of the coat is also decorated with ribbons. Everything in the details, from the earrings to the paper accessories and even the all-over foil embossed packaging, is filled with Hello Kitty's world.

Additionally, **the apple-shaped bag and the message card are a gift of thanks from Hello Kitty to Licca for celebrating her 45th anniversary.** This special collaboration doll goes on sale on November 1, Hello Kitty's birthday.

[Product Outline]



Package



Accessories



Print on the inside of the coat



[Reference]
The first collaboration
"Hello Kitty Celebration Style"
(Sales ended)

Image



Product Name: **Licca Stylish Doll Collections “Hello Kitty 45th Anniversary Style”**
Pre-order Opening Day: Monday, September 2, 2019 Launch Date in Japan: Friday, November 1, 2019
SRP: JPY 14,000 (tax not included) Recommended Age: 15 years and up
Package Contents: Doll (dress, earrings, underwear), coat, hat, apple-shaped bag, pumps, boots, shoe box, paper shopping bag for shoes, shoe box paper, bag box, paper shopping bag for her shoulder bag, message card, stand, stand instructions
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Sales Channels: Toy Store Yoshida (Asahikawa, Hokkaido), HAKUHINKAN TOY PARK Ginza Shop (Ginza, Tokyo), KIDDY LAND Harajuku (Harajuku, Tokyo), KIDDY LAND Osaka Umeda (Umeda, Osaka), TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), Sanrio ONLINE SHOP (shop.sanrio.co.jp, etc.), etc.
Licca Official Website: licca.takaratomy.co.jp/official

— 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.

— About “Licca Stylish Doll Collections” —

“Licca”, a LICCA doll brand designed for adults, was born in 2015. The Licca Stylish Doll Collections is a doll series designed for adults, which pursues the attention to detail of the “Licca” brand. Starting with real clothes designs that adult women long for, we created a stylish figure in pursuit of beautiful style and natural posing, a doll body that wears heels beautifully and dresses in slender clothes. We created a package that you will want to decorate as is, as we have packed every detail in for you, such as a rich variety of hairstyles and makeup to match her hair and fashion, and accessories such as bags and heels where detail is all-important.

Profile

Born on May 3. Her eight-person family consists of her father, mother, twin sister and baby triplets. Her blood type is O. Her interests are fashion, travel and posting on social media. She is a fashion-conscious, gentle and cheerful girl.

Official Website

licca.takaratomy.co.jp/official

Official Twitter & Instagram[@bonjour_licca]

twitter.com/bonjour_licca www.instagram.com/bonjour_licca



“Licca”

— About “Hello Kitty” —

SANRIO designed and created Hello Kitty in 1974 and the first Hello Kitty products went on sale the following year in 1975. The character marks her 45th anniversary this year. Annually, approximately 50,000 types of Hello Kitty products are sold in 130 countries and regions around the world. An official YouTube channel “The HELLO KITTY CHANNEL” was launched from August 2018 and has more than 210,000 registered users.

Profile

Born on November 1. Her family consists of her mama, papa and twin sister Mimmy. She weighs about the same as three apples and is about five apples tall. Hello Kitty’s blood type is A and her favorite food is her mama’s homemade apple pie.

Official Website

www.sanrio.co.jp/character/hellokitty



“Hello Kitty”

Official YouTube Channel

www.youtube.com/channel/UCyof-1Ko_jy2sOtivTpc4Q

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-04-1031 (Navi-Dial)