

Two sweet and spicy style LICCA dolls based on the motifs of “My Melody” and “Kuromi” are now available at the same time!

LicCA Stylish Doll Collections (doll series for adults)

My Melody Sweet Pink Style
Kuromi Spicy Black Style

Pre-orders start on Wednesday, August 31, 2022, for release on Tuesday, October 18, 2022!

TOMY Company, Ltd.
Sanrio Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) and Sanrio Company, Ltd. (President and CEO: Tomokuni Tsuji, headquarters: Shinagawa-ku, Tokyo) announce pre-orders from Wednesday, August 31, 2022 for the LicCA Stylish Doll Collection’s **My Melody Sweet Pink Style** and **Kuromi Spicy Black Style** dolls (SRP: JPY 13,750 each/tax included), a collaboration between LICCA doll and popular Sanrio characters, and the new products go on sale on Tuesday, October 18, 2022.

Stores taking pre-orders are Toy Store Yoshida (Asahikawa, Hokkaido), HAKUHINKAN TOY PARK Ginza Shop (Ginza, Tokyo), KIDDY LAND Harajuku (Harajuku, Tokyo), KIDDY LAND Osaka Umeda (Umeda, Osaka), and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp).

My Melody Sweet Pink Style is a pink-toned outfit inspired by My Melody, with a My Melody design printed on the dress.

Kuromi Spicy Black Style is a collaboration doll with Kuromi, the third-place winner of the “2022 Sanrio Character Ranking” announced on Sunday, June 12, 2022. This is the first collaboration with Kuromi for the LICCA doll series. It is a black-toned outfit inspired by Kuromi, and Kuromi is printed on this dress as well.

Both have hair and makeup inspired by their respective characters, and their hair is specially designed with lamé yarn as one point of interest, while the Kuromi Spicy Black Style lip color is exclusive to this product. The backside tail and fluffy balls on the shoes, as well as a message from LICCA on the ribbon for My Melody and on the hairband for Kuromi, expressing her love for My Melody and Kuromi, make the back view and fine details of the dolls more enjoyable.



My Melody Sweet Pink Style



Kuromi Spicy Black Style

Sanrio employees were also surveyed for the product design, which was jointly developed by both TOMY Company and Sanrio, leading to the simultaneous release of the two figures with My Melody and her self-proclaimed rival, Kuromi, as a counterpart to My Melody.

All customers who pre-order or purchase both My Melody Sweet Pink Style and Kuromi Spicy Black Style at the same time from Wednesday, August 31 at stores handling the products will receive a My Melody & Kuromi special sleeve case to store the two packages as a set.



My Melody & Kuromi special sleeve case
stored image

In addition, as a collaboration project between Sanrio characters and LICCA, “Sanrio Characters × LicCA (tentative name),” we have decided to license out the collaboration artwork from Sanrio. This is a new initiative aimed at adult Sanrio character fans, and the first phase of the project is “My Melody & Kuromi × LicCA” which will be developed sequentially, with commercialization scheduled for 2023.

[Product Details]

■My Melody Sweet Pink



[Package Contents] Doll (wearing dress, headdress, earrings, and underwear) (1), armband (1), socks (1), pumps (1), stand (1), stand instructions (1)

This Licca is based on the image of My Melody, a straightforward and cheerful female character wearing a hood. This sweet collaboration doll set includes a dress with a My Melody design, a fluffy pink rabbit ears hairband, shoes with white balls, and a tail.

■Kuromi Spicy Black Style



[Package Contents] Doll (wearing dress, headdress, earrings, and underwear) (1), armband (1), socks (1), pumps (1), stand (1), stand instructions (1)

This Licca is inspired by Kuromi, a female character with a black hood and a pink skull as her charming points. This spicy collaboration doll set includes a dress with a Kuromi design, a cool black bunny ears hairband, shoes with purple balls, and a tail.

Pre-order Opening Day: Wednesday, August 31, 2022

Launch Date in Japan: Tuesday, October 18, 2022

SRP: JPY 13,750 each (tax included)

Recommended Age: 15 years and up

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" (takaratomymall.jp)

▼ Stores scheduled to begin sales on Tuesday, October 18, 2022

Selected Sanrio stores

Sanrio ONLINE SHOP

Main store shop.sanrio.co.jp

Rakuten Ichiba store www.rakuten.co.jp/sanrio

PayPay Mall store paypaymall.yahoo.co.jp/store/sanrio/top

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Licca Official Website: licca.takaratomy.co.jp/stylishlicca/index.html



About "Sanrio Characters × Licca (tentative name)"

This is a collaboration project between Sanrio characters and LICCA. Collaboration artwork of both contents will be licensed out from Sanrio sequentially starting in 2022. The project aims to commercialize products, mainly sundry goods, apparel, and fashion goods for adult Sanrio character fans, and the first phase will be "My Melody & Kuromi × Licca."

—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 adults 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, makeup to match her hair and fashion, and accessories such as bags and heels where detail is all-important.

—About “LICCA doll”—



“Licca”

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 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 sisters and baby triplets. 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/stylishlicca/index.html

Official Twitter & Instagram @bonjour_licca

twitter.com/bonjour_licca

www.instagram.com/bonjour_licca

Official YouTube channel] “LICCA Official Channel” www.youtube.com/channel/UClaz9wnSX0DFN97FyeC7O9g



—About “My Melody”—

This character debuted in 1975 from Sanrio, and her trademark is the hood.

▼ Profile

She is a sweet and cheerful girl. Her treasure is a cute hood that her grandmother made for her.

Birthday: January 18

[Official Website] www.sanrio.co.jp/character/mymelody/

[Official Twitter] twitter.com/melody_mariland



—About “Kuromi”—

This character was born from the TV animation “Onegai (Please) My Melody” broadcast in 2005, and she has a black hood and a pink skull as her charming points.

▼ Profile

A self-proclaimed rival of My Melody. She looks like rowdy, but in fact she is a very feminine girl!?

She loves good-looking guys.

Birthday: October 31

[Official Website] www.sanrio.co.jp/character/kuromi/

[Official Twitter] mobile.twitter.com/kuromi_project

For press inquiries, please contact:

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

Public Relations, Office to the President, Sanrio Company, Ltd. (Japanese only)

Tel: 03-3779-8110 E-mail: sanriopr@sanrio.co.jp

For product inquiries from consumers, please contact:

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