

## LICCA tries “Overnight Camping” in a COLEMAN tent this year

Tent, sleeping bag, hammock, and mess tin!  
The camping gear you’ve always wanted in a set!  
**“LICCA Exciting Overnight Camping”**  
To be launched on Friday, April 29, 2022

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release new products of the LICCA dress-up doll series: camping gear set including a tent etc. **“LICCA Exciting Overnight Camping” (SRP: JPY 5,280/tax included)**, and dress-up clothes **“LW-11 Exciting Outdoor Outfit” (SRP: JPY 2,640/tax included)**, in collaboration with outdoor brand “COLEMAN” developed by Newell Brands Japan, G.K. (CEO, COLEMAN Division: Yutaka Nakazato, headquarters: Minato-ku, Tokyo), from Friday, April 29, 2022 at 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.



\*Dolls sold separately

The “Exciting Overnight Camping” set includes a tent, sleeping bag, hammock, and mess tin, all designed by COLEMAN in the style of LICCA, a set that lets you enjoy a series of overnight camping activities. The sleeping bag can be shaped into two types, one for one person and the other for a family, and the hammock is a 2-way design that can also be used as a swing. The dress-up clothes “LW-11 Exciting Outdoor Outfit” recreate the trendy, active outdoor style, and include popular “COLEMAN” goods, such as T-shirts and sacoché (shoulder bag) etc., with the “COLEMAN” brand logo, sized for LICCA dolls.

This is the second collaboration between “COLEMAN” and LICCA. As round one released in 2021, “LICCA with smoke and sizzle, lively barbecue” has been very well received for its feature of steam billowing out like smoke when water is added and for the fact that it comes with a miniature outdoor wagon etc. sized for LICCA dolls. The previous product offers barbecue play, and the new product, “Exciting Overnight Camping,” offers staying overnight play, and our goal was to create a product that allows not only children but also “COLEMAN” fans to experience at their fingertips the fun of the outdoors and camping, which have become even more popular in recent years, through LICCA.



“LICCA with smoke and sizzle, lively barbecue”  
\*Dolls and bag sold separately

## Features of the Product

### ► Experience the overnight camping you've always dreamed of through LICCA!

With the outdoors becoming a popular leisure activity, this set includes a tent, sleeping bag, hammock, and mess tin as a way for children to recreate the overnight camping they have always dreamed of.



Tent size image



“Sunshine Catcher” pictured on the entrance of the tent



“Sunshine Catcher” popular as an accessory

The tent measures approximately 30cm x 30cm and is large enough to fit not only LICCA but also her family. The entrance to the tent pictures the “Sunshine Catcher,” a well-known character among COLEMAN fans, as one of the points of interest. Since its release by COLEMAN in March 2021, the “Sunshine Catcher” has been popular as an accessory to pray for protection from rain and as a practical product that can be used as a marker for your tent. LICCA’s family is also a fan of COLEMAN, and has immediately incorporated it into their family’s tent.

The hammock has a two-way design that can also be used as a swing, and is designed to be enjoyed while imagining various games and stories to be told at the campsite.

The sleeping bag, sacoché (shoulder bag), and clothing are modeled after COLEMAN products and miniaturized to the size of LICCA. The sleeping bag has a mosaic pattern design with alternating large and small patterns, and like the actual COLEMAN products, the top and bottom can be separated to make two sets of sleeping bags for one person each. The mosaic pattern design used for the sleeping bag is also incorporated into the jacket and leggings.

Under COLEMAN’s supervision, we have focused on recreating the realistic design of actual COLEMAN products and arranging them into LICCA designs to enhance the imagination of the camping experience.



<Sleeping bag>	<Sacoche and clothing> LW-11 Exciting Outdoor Outfit	
		<p style="text-align: center;">Full body outfit example</p>

**These products are “Accessible Design Toys” that enable vision-impaired people to also have fun playing with them.**

The two food plates of the mess tin that can be used for cooking play have different cuts on the edges so that each plate can be identified by touching the front and back of each plate.

If children can see which food sticker is on each side of the plate at the beginning, children who cannot see will be able to identify the food by touch and can select foods by themselves, also enjoying cooking play.



Guide dog mark

**Round one of the COLEMAN collaboration, “LICCA with smoke and sizzle, lively barbecue,” won the [Excellence Award, Accessible Design Toys category] of the “2021 Japan Toy Awards” sponsored by the Japan Toy Association.**

Accessible Design Toys category: Toys made with various considerations to enable children with disabilities and children without disabilities to play together

▼ Evaluation Points

Although the parts are small, they are designed so that they can be identified by touch. LICCA’s voice provides operation guidance, and varied sound effects allow children to experience a realistic feeling of grilling with sound. In addition, foodstuffs are securely affixed to skewers so that children can experience the joy of selecting ingredients and cooking them while feeling them with hands. The product was recognized for these features.



“LICCA with smoke and sizzle, lively barbecue”  
\*Dolls and bag sold separately

**COLEMAN × LICCA SNS-linked Campaign!**

The official SNS of COLEMAN and the official SNS of LICCA, where the trend-sensitive, life-size LICCA writes about her daily life, will be conducting a user-participation campaign starting from today.

▼ Period: April 21, 2022 (Wed.) 11:00 - May 8, 2022 (Sun.) 24:00

▼ How to participate

- (1) Follow the official accounts of both COLEMAN and LICCA on Instagram or Twitter.
- (2) Think of a line that fits LICCA’s speech bubble and post it with a dedicated hashtag.

Winners will receive COLEMAN or LICCA merchandise.

For more details, please visit [licca.takaratomy.co.jp/event/wakuwaku\\_camping](https://licca.takaratomy.co.jp/event/wakuwaku_camping).

**Product Outline**



Product name: **Exciting Overnight Camping**

SRP: JPY 5,280 (tax included)

Package contents:

Tent (main unit, bottom board parts x 4, bottom board) (1), hammock (1), sleeping bag (1), mess tin (main unit, lid) (1), food plates (2), cutlery (2), dedicated sticker sheet (1)

Launch Date in Japan: Friday, April 29, 2022

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](https://takaratomymall.jp)), etc.

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Product Website: [licca.takaratomy.co.jp/products/house/wakuwaku\\_camping](https://licca.takaratomy.co.jp/products/house/wakuwaku_camping)

Sales Target: 20,000 units in the first year (Exciting Overnight Camping)



Product name: **LW-11 Exciting Outdoor Outfit**

SRP: JPY 2,640 (tax included)

Package contents:

Jacket (1), T-shirt (1), bottoms (1), leggings (1), sacoché (1), shoes (1) \*Doll sold separately

**About “LICCA doll”** [licca.takaratomy.co.jp](http://licca.takaratomy.co.jp)

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 April 2022: approximately 220 thousand in total)

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 “COLEMAN”** [www.coleman.co.jp](http://www.coleman.co.jp)

COLEMAN, which celebrated its 120th anniversary last year, is a general outdoor equipment brand dealing in general camping gear. In 1901, W.C. Coleman, the founder, started a lamp rental business in Wichita, Kansas, the U.S. Its technological prowess and high production capacity were recognized globally for the invention of gasoline lantern, the development of G.I. pocket stove, and so on. Then, in the late 1960s, it expanded its product line into general camping equipment and established its position as a general outdoor gear maker. Currently, as a company involved in nature, it is proactively engaged in awareness-raising activities about camping deemed as an opportunity for establishing greatness of spending time in nature and importance of connections between people.

Official SNS [@coleman\_japan] : [twitter.com/Coleman\\_Japan](https://twitter.com/Coleman_Japan) [www.instagram.com/coleman\\_japan](https://www.instagram.com/coleman_japan)

**For press inquiries, please contact:**

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

COLEMAN PR Contact, Newell Brands Japan G.K. Tel: 03-6260-4864

Email: [coleman.press-pr@kyodo-pr.co.jp](mailto:coleman.press-pr@kyodo-pr.co.jp)

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

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