

For Immediate Release



August 31, 2023

17-year-old LICCA stylishly dressed in ASICS
Wearing sneakers with the popular “GEL-PTG MT” motif
#Licca #ASICS SportStyle
To be launched on Saturday, October 21

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “#Licca #ASICS SportStyle” (SRP: JPY 5,500/tax included), a collaboration between “#Licca (Hashtag Licca),” the “LICCA doll” who has grown up and is now a 17-year-old second-year high school student, and the sports brand “ASICS.” It will be on sale from Saturday, October 21, 2023 at toy stores, toy sections of department stores and mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), and others.

To commemorate the release, an exhibition has been scheduled at the ASICS Harajuku Flagship Store, the brand’s largest flagship shop in Japan.

“#Licca #ASICS SportStyle” is a #Licca series doll set with LICCA wearing sneakers featuring the motif of “GEL-PTG MT,” ASICS’ shoe model in a lifestyle look. This collaboration was conceived to commemorate this year’s 40th anniversary of the PTG series. This will be the first time that LICCA wears shoes based on the motif of a real brand’s shoes.

Her sporty style combines a pink-beige ponytail, orange point makeup, a top made of a mix of different materials, and a denim skirt. The style is inspired by the image of a scene where LICCA is on the way home from her basketball club, wearing sneakers with the “GEL-PTG MT” motif stylishly. A bag with the “asics” logo that links to the sneaker design and a drink are included.



#Licca #ASICS SportStyle



In-store display image

The #Licca series concept embodies an even more trend-conscious fashion and lifestyle than the classic “LICCA doll” (11 years old) series. We have collaborated with brands in the past in order to enable customers to enjoy a wide variety of fashion through the #Licca series. With the sneaker boom and basketball fever rising in recent years, we aimed to create a product that allows customers to enjoy the appeal of both “#Licca” and “GEL-PTG MT.”

★ What is “GEL-PTG MT”?

ASICS’ GEL-PTG MT are court-type shoes modeled on the “FABREPOINTGETTER-S” basketball shoes released in 1983 and have been reborn as lifestyle shoes while retaining the classic original design. The shoes can be worn with a variety of styles, from business-like to casual.



GEL-PTG MT

This is the second collaboration between “ASICS” and the “LICCA doll” since 2020’s “Supporter LICCA*.”

* “JOC Official Licensed Product: Supporter LICCA” (SRP: JPY 4,950/tax included) was released in May 2020 as a Japanese Olympic Committee (JOC) officially licensed product. It featured a dress-up LICCA doll designed to coordinate with the “TEAM RED COLLECTION,” the official supporter goods for Japan’s athletes in the Tokyo 2020 Olympic Games.

★ Product Outline

Product Name: #Licca #ASICS SportStyle

Launch Date in Japan: Saturday, October 21, 2023

SRP: JPY 5,500 (tax included)

Recommended Age: 3 years and up

Package Contents: Doll (wearing shorts and clothes) (1), earrings (1 set), ring (1), stand (1), print sticker (1), shoes (1 pair), bag (1), choker (1), drink (1)

Sales Channels: Toy stores, toy sections of department stores /mass retailers in Japan and online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com) and others

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Product Website: licca.takaratomy.co.jp/products/lineup/item.html?i=902966



The logo of “TEAM #17,” the basketball team that LICCA is a member of, is displayed on the top. *The design and shape of the included sneakers are different from the actual “GEL-PTG MT.”

■ 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. 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

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