

For Immediate Release

Global Brand Anna Sui and Japan Icon *Licca* are teamed for this Limited Edition SetOnly 900 Units
Will Be Sold!***Anna Sui* × *Licca-chan Collaboration Box***Launches
November 23rd

Doll & Accessory Set in Two Models, Available at Isetan Affiliated Stores and eCommerce Sites

Tokyo, Japan, November 1, 2010: TOMY Company, Ltd. (President, Kantaro Tomiyama), announces the release of limited edition *Licca* brand gift sets in collaboration with Anna Sui, of New York. Anna Sui is a fashion designer globally renowned for her unique designs using flower and butterfly motifs. The *Anna Sui × Licca Collaboration Box* will be sold in two models, a *Collaboration Box with Necklace* (SRP JPY 16,800, incl. tax¹) and the *Collaboration Box with Handbag* in Purple or Gold (SRP JPY 19,950, incl. tax). The products will launch on November 23, 2010 and will be available at *Isetan* and its affiliated department stores and online shopping sites nationwide. The total quantity sold will be limited to 900 sets.



Anna Sui × Licca

On Sale November 23, 2010

Collaboration Box with Necklace, SRP JPY 16,800 (incl. tax)*Collaboration Box with Handbag* (purple or gold) SRP JPY 19,950 (incl. tax)

The *Anna Sui × Licca Collaboration Box* includes a *Licca* doll wearing the main dress from the Anna Sui Fall 2010 collection and includes either a butterfly motif necklace, made from metal and pink glass, or a handbag made from goatskin with a metallic coating embossed with a butterfly design, accented with a rose charm. The accessories, which are full-sized not doll-sized, were specially designed by Anna Sui while the *Licca* doll has been styled after the famous designer, Anna Sui herself, with straight, long black hair and red colored lips. The dress is magenta colored with large flowers printed on both sides, whose vivid yellow petals accent of the colors of the dress. *Licca* also sports black Bordeaux tights and this year's trend, fur-topped brown boots. The theme of this season's Anna Sui collection is "American Arts and Crafts" movement of the late nineteenth century which has its roots in English handmade and natural artisan style. This collection is wonderfully showcased in the miniature world of *Licca* and by *Licca's* Asian and *kawaii* (cute) features. This is an attractive set not only for Anna Sui fans but also for women of "The *Licca* Generation," who grew up playing with *Licca* dolls.

¹ All prices include Japan's 5% Consumption tax

About Licca

Introduced in 1967 by then Takara Co., the *Licca* line of dress up dolls is the best selling doll brand in Japan. Loved by three generations of Japanese, *Licca* has changed along with the fashions and trends of the times and in the process has accumulated sales of nearly 53 million units. Today, *Licca* (*Licca-chan* in Japanese) transcends the children's toy market and is an entertainment property and powerful brand that is licensed for use by a many corporate, social and governmental publicity campaigns. In the current *Licca* story line, *Licca* is intent on becoming a fashion model and "girls" of all ages enjoy following the *Licca* blog on the Official Licca website: <http://licca.takaratomy.co.jp>

About Anna Sui

Anna Sui is an American designer born in 1964 in Detroit, Michigan. She attended Parsons The New School for Design in New York and launched her first runway show in 1991. Following on this acclaim, in 1992 Sui opened her first retail location in New York City's Soho District. The first Anna Sui retail shop in Asia opened in Tokyo in 1997 and she added a cosmetic line to her credits in 1998. She has quickly built a strong fan base in Japan and throughout Asia with her vintage style and uniquely creative mix of cultural influences which is loved by a wide age range of women.

Set Details

Product Names: *Anna Sui x Licca Collaboration Box with Necklace*, SRP JPY 16,800 (incl. tax)
Anna Sui x Licca Collaboration Box with Handbag (Purple, Gold), SRP JPY 19,950 (incl. tax)

Sales Launch: November 23, 2010

Recommended Age: 15+ years of age

Sales Channels: Isetan Department Stores, including Shinjuku Store, Tachikawa Store, Matsudo Store, Urawa Store, Sagamiyama Store, Fuchu Store, JR Kyoto Store, Iwataya Honten Store, Meitetsu Honten Store. Also at the e-commerce sites as follows:

I-Online: www.isetan.co.jp/women/annasui

Isetan Mobile: isetan.mobi/pages/annasui01

Limited Edition Quantities: *Anna Sui x Licca Collaboration Box with Necklace*: 500 sets
Anna Sui x Licca Collaboration Box with Handbag: Purple, 240 sets, Gold, 160 sets



Anna Sui × Licca

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Collaboration Box with Handbag (purple or gold) SRP JPY 19,950 (incl. tax)

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