

☆Celebration of the 45th anniversary☆

A special LICCA doll in a celebratory-coordinated look chosen
by fans of Little Twin Stars

**“Licca Stylish Doll Collections
Little Twin Stars Anniversary Style”**

Pre-orders open Monday, February 3, 2020, on sale from June 2020

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 Monday, February 3, 2020 for the **“Licca Stylish Doll Collections Little Twin Stars Anniversary Style”** (SRP: JPY 14,000/tax not included), a collaboration between LICCA doll and popular character **“Little Twin Stars” (Kiki and Lala)** at four toy stores nationwide, [Toy Store Yoshida Head Store (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” (takaratomymall.jp) and Sanrio ONLINE SHOP (shop.sanrio.co.jp, etc.). The “Little Twin Stars Anniversary Style” doll goes on sale in June 2020. In addition, the “Little Twin Stars Anniversary Style” doll will also be on sale at selected Sanrio stores in June 2020.



“Licca Stylish Doll Collections Little Twin Stars Anniversary Style”

★☆☆ Twinkle-colored, dreamy-cute (yume kawa) LICCA in an outfit to celebrate the 45th anniversary, which was chosen by fans of Little Twin Stars ★☆☆

“Licca Stylish Doll Collections Little Twin Stars Anniversary Style” is a collaboration doll under the “Licca” brand designed for adults, based on an image of the twinkle-colored world theme of Little Twin Stars 45th anniversary. She has a combination of Kiki’s pure blue and Lala’s gentle pink, the pastel purple dress and earrings are sprinkled with stars, and her fluffy hairstyle conjures up an image of clouds. The dress mainly features an illustration of Kiki and Lala riding on a unicorn. This luxury spec doll to celebrate the 45th anniversary of Kiki and Lala is full of features with attention to detail, including a stick inspired by sweet cotton candy, a shoe box in LICCA doll size printed with the rainbow foil logo of Kiki and Lala and an all gilt-embossed package, as well as the outfit.

For the outfit and hairstyle, the design that won first place in a monitoring survey conducted at a directly managed Sanrio store “Sanrioworld GINZA”^{*} was adopted to give a message that “we would like to celebrate the 45th anniversary with fans of Kiki and Lala.” ^{*}This survey involved 200 customers of a directly managed Sanrio store “Sanrioworld GINZA” in September 2019.

★☆☆ Little Twin Stars X LICCA Past collaborations ☆☆☆

Kiki and Lala, and LICCA have a long-standing relationship dating back to the 1980s.

In the 1980s, a toy gift gate shop in LICCA doll size, which has goods of Kiki and Lala and other Sanrio characters, and dolls and dresses printed with a design of a character such as Kiki and Lala, as “Sanrio Mate” series, were released.

On the occasion of the 40th anniversary of Kiki and Lala in 2015, a commemorative doll “LICCA loves Kiki and Lala” (discontinued) was launched on limited edition of 1,000.

With the collaboration to celebrate the 40th anniversary, they also deepened engagement via social media. Finally in 2020, which marks the 45th anniversary of Kiki and Lala, a collaboration has been realized under “LiccA,” a LICCA doll brand designed for adults. Because both characters are longtime sellers, for this doll to celebrate the 45th anniversary, we aimed to create a design that adult fans of both Kiki and Lala, and LICCA can enjoy.

[1980s]

Collaboration products with Sanrio launched



Upper: LICCA’s Child Shop, Sanrio Gift Gate
Lower: Sanrio Mate LICCA (both discontinued)

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[2015]

Special doll to celebrate the 40th anniversary launched



“LICCA loves Kiki and Lala”
(discontinued)

[2020]

Special doll to celebrate the 45th anniversary launched



“LiccA Stylish Doll Collections Little Twin Stars Anniversary Style”

[Also interacting with each other via social media]



From Kiki & Lala Official Twitter [@kikilala_sanrio](https://twitter.com/kikilala_sanrio), and LICCA Official Twitter [@bonjourLicca](https://twitter.com/bonjourLicca)

☆☆ Product Outline ☆☆



Umbrella printed with Kiki and Lala riding on a unicorn (left). Fancy paper goods and packaging have luxury specifications decorated with rainbow foil (middle and right). From Kiki and Lala to LICCA, a pop-up thank-you card is also included (upper middle).

Product Name: “Licca Stylish Doll Collections Little Twin Stars Anniversary Style”

Pre-order Opening Day: Monday, February 3, 2020

Launch date in Japan: June 2020

SRP: JPY 14,000 (tax not included)

Recommended Age: 15 years and up

Package Contents: Doll (dress, panier, socks, earrings, underwear), umbrella, cotton candy stick, headdress, shoes, shoe box, paper shopping bag for the shoe box, shoe box paper, card, stand, stand instructions

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Sales Channels: Toy Store Yoshida Head Store (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.)

Official Website: licca.takaratomy.co.jp/stylishlicca

► 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.

► 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.

Official Website: licca.takaratomy.co.jp

Official Twitter & Instagram: twitter.com/bonjour_licca www.instagram.com/bonjour_licca

► About “Little Twin Stars”

Sanrio created a design for Little Twin Stars in 1975 and started selling goods in that year. The character marks the 45th anniversary this year.

The background is that Kiki and Lala are two twin stars born on Omoi-yari (kindness) Star in the Yume (dream) Star-Cloud. Lala is the elder sister and Kiki is the younger brother.

The theme for the 45th anniversary is “Twinkle color miracle☆.” Kiki’s pure blue and Lala’s gentle pink.

The concept is “May your heart twinkle by taking on Kiki and Lala colors.”

Official Website: www.sanrio.co.jp/special/kikilala

Official Twitter: twitter.com/kikilala_sanrio

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For inquiries regarding Little Twin Stars, please contact:

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E-mail: sanriopr@sanrio.co.jp

For product inquiries from consumers, please contact:

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