



**Debut of a new “LICCA doll” series for the online age:**  
**“Enjoy Taking Pictures”!**

**17-year old female second year high school student trendsetter!**

**“#Licca (Hashtag Licca)” to be launched Saturday, October 24, 2020!**

#ピープス女子 (Peepsgirls)    #コスメ (cosme)    #虹 (rainbow)    #cat

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) is releasing a new “LICCA doll” series “#Licca (hashtag Licca)” from Saturday, October 24, 2020. As the first products, the Company will release four doll sets of a doll plus accessories: “#Licca Peeps Sweets”, “#Licca Cosme Lover”, “#Licca Rainbow Unicorn”, and “#Licca Emotional Cat” (SRP: JPY 4,980/tax not included), to go on sale at 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](http://takaratomymall.jp)), etc.

In advance of the release, today the official Instagram site for #Licca ([@seventeen\\_licca](https://www.instagram.com/seventeen_licca)) was opened. We plan to hold events and photo contests using SNS in the future, and we will utilize them as an opportunity to interact with LICCA doll fans.



#Licca Instagram



“#Licca” is a “LICCA doll” who has grown up and is now 17 years old (second year high school student) and embodies fashion and lifestyle that is even more trend-conscious than the classic “LICCA doll” (11 years old) series, and 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, and the legs are set at an angle that looks beautiful, so anyone can easily enjoy making beautiful poses (standing, sitting on the edge of a chair, legs spread apart, etc.). Also, the dolls come with colorful and highly designed hairstyles such as cat ears hair, see-through bangs, and highlight colors, and makeup using eye colors and lipsticks selected to suit each style. You can also put dresses from the traditional “LICCA doll” series on the doll. (\*Certain slacks etc. are not compatible, and the silhouette when dressed is different)



Includes background sheets to easily take stylish photos

## New “LICCA doll” for the online age

After fashionably coordinating the doll, parents and children can take pictures of the dolls together, post the pictures on SNS, show them off online with their friends, etc. The “#Licca” series enables you to enjoy new ways of playing in the online era.

### Introducing #Licca lineup



#### #Licca Peeps Sweets



[Package Contents] Doll (wearing dress, earrings, ring, and underwear), stand, background sheet, shoes, socks, clear backpack, magazine (small paper item), tapioca milk tea, Korean shaved ice, Korean “fatcaron” (heart-shaped), Korean “fatcaron” (round) x 2

#Licca Peeps Sweets in “PEEPS” style looks like an adult, with a cut and sewn shirt with a cherry motif, purple hooded mountain parka, and block checkered skirt. Her makeup is an edgy look with red matte lip color, red eye shadow and side ponytail with a purple mesh. Put a copy of ‘Sweets’ magazine in the clear backpack, let’s check out trendy sweets shops!



#### #Licca Cosme Lover

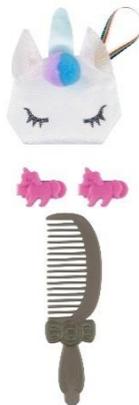


[Package Contents] Doll (wearing dress, earrings, ring, and underwear), stand, background sheet, shoes, socks, trunk-shaped shoulder bag, lipstick set (in a paper box), eye shadow, foundation, lip gloss case, lip gloss, manicure, makeup sponge applicator, makeup brush, hand cream, perfume bottle (large), perfume bottle (small), mascara, heart-shaped case

“#Licca” with “olchang” cute Korean style makeup and fashion items. A cool, relaxed look combining side ribbon skirt with open shoulder sweater with logo and sports sandals. Pink inner color and see-through bangs on black hair casually stand out. Makeup using spicy pink color matches the hair color! Let's go out with your favorite cosmetics!



#### #Licca Rainbow Unicorn



[Package Contents] Doll (wearing dress, earrings, ring, and underwear), stand, background sheet, shoes, socks, unicorn bag, comb, hair clips x 2

Rainbow & unicorn-themed “#Licca”. With a unicorn motif and a rainbow-colored hairstyle, this Licca gives off a colorful and pop-style image. Mesh style skirt with logo tape, nylon belt, and over-sized sneakers are the trendy street style! A comb and hair clips add hair play elements.



#### #Licca Emotional Cat



[Package Contents] Doll (wearing dress, earrings, ring, and underwear), stand, background sheet, shoes, socks, cat backpack carrier, cat, canned cat food, cat food, dish for cat food, sunglasses, fur jacket

“#cat”-themed “#Licca” sweeping SNS. A sense of ennui with silver cat-ear hair, emerald green eyes and pale pink makeup. Pink leopard-skin pattern asymmetry slit skirt, black fur coat and mesh + photo patterned top make a sweet and spicy outfit. A cat looks out from the window of a cat backpack carrier.

## ■ Product Outline

Launch Date in Japan: Saturday, October 24, 2020

SRP: JPY 4,980 each (tax not included)

Recommended Age: 3 years and up

Dimensions: Approximately 27 cm

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" ([takaratomy.com](http://takaratomy.com)) and others



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Product website: [licca.takaratomy.co.jp/products/doll/licca\\_17](http://licca.takaratomy.co.jp/products/doll/licca_17)

Concept movie: [youtu.be/ObepNEmahO0](https://youtu.be/ObepNEmahO0)

Official Instagram: [www.instagram.com/seventeen Licca](http://www.instagram.com/seventeen Licca)

## ■ About "LICCA doll"

LICCA doll (Manufacturer: TOMY Company, Ltd.) 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 August 2020: about 220,000 in total)

• LICCA doll Official Website: [licca.takaratomy.co.jp](http://licca.takaratomy.co.jp)

• LICCA doll Official SNS [[@bonjour Licca](https://twitter.com/bonjour Licca)]

Twitter: [twitter.com/bonjour Licca](https://twitter.com/bonjour Licca)

Instagram: [www.instagram.com/bonjour Licca](http://www.instagram.com/bonjour Licca)

## ■ Introducing "LICCA doll" series

### Standard Series



"I love Licca-chan"

On sale JPY 4,980 (tax not included)

\* I love Licca-chan gift set

### #Licca

NEW



"#Licca #peeps sweets"

To be launched Saturday, October 24, 2020

JPY 4,980 (tax not included)

### Licca Stylish Doll Collections



"Parfait snow style"

To be launched Saturday, October 17, 2020

JPY 12,000 (tax not included)

### • Standard Series

Developing emotions, feelings and communication skills through make-believe games and dress-up games using dresses and doll houses. While continually incorporating the trends of the times, we are developing products that fulfill children's dreams and aspirations.

(Height 22 cm/Recommended Age: 3 years and up) [licca.takaratomy.co.jp](http://licca.takaratomy.co.jp)

### • Licca (Hashtag Licca)

The 17-year-old second year high school student "LICCA doll" embodies fashion and lifestyle that is even more trend-conscious than the classic "LICCA doll" (11-years old) series.

(Height 27 cm/Recommended Age: 3 years and up/To be launched in 2020)

[licca.takaratomy.co.jp/products/doll/licca\\_17](http://licca.takaratomy.co.jp/products/doll/licca_17)

• **LicCA Stylish Doll Collections**

Adopting a “stylish body” that achieves a beautiful body line, this doll series for adults pays particular attention to details. It features subtle details on dresses and accessories, because it targets mainly at adults.

(Height 22 cm/Recommended Age: 15 years and up/Launched in 2015) [licca.takaratomy.co.jp/official](http://licca.takaratomy.co.jp/official)

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

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