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TOMY Company, Ltd.
COLEMAN JAPAN CO., LTD.



With support from “COLEMAN,” LICCA makes her full-scale outdoor debut☆

Realistic steam makes you feel the atmosphere of full-blown barbecue♪

Collaboration product with “COLEMAN”

“LICCA with smoke and sizzle, lively barbecue”

To be launched on Thursday, April 29, 2021

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release new products of the LICCA dress-up doll series: **“LICCA with smoke and sizzle, lively barbecue” (SRP: JPY 6,578/tax included)**, born through collaboration with “COLEMAN,” an outdoor brand developed by COLEMAN JAPAN CO., LTD. (President and Representative Director: Yutaka Nakazato, headquarters: Minato-ku, Tokyo), with which you can enjoy pretend play of full-fledged barbecue with realistic steam, and **“LW-10 Girly Picnic” dress for dress-up play (SRP: JPY 2,420/tax included)** from Thursday, April 29, 2021 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), etc.



▶ Original accessories in collaboration with COLEMAN are included! You can enjoy pretend play of full-fledged barbecue with a gimmick of realistic smoke♪

These days, home camping, family barbecue, glamping, etc. have been attracting attention as accessible leisure in the new normal, and outdoor activities have been growing further in popularity. So a barbecue is also a dream, extraordinary experience to children. **“LICCA with smoke and sizzle, lively barbecue”** allows you to easily enjoy realistic pretend play of barbecue at home, with light of charcoal fire, sizzling sound of grilling ingredients and the gimmick of steam billowing out like smoke when you put water. In addition, for accessories such as tableware, outdoor wagon and table, the design unique to “LICCA doll” series which seeks a realistic feeling was elaborated in collaboration with popular outdoor brand COLEMAN.

► COLEMAN supports the outdoor debut of LICCA’s family! Valuable information is offered on SNS

Moreover, stepping out of the pretend play world, we will deliver ideas to enhance real outdoor activities through the official SNS of “COLEMAN,” a well-established outdoor brand that marked its 100th anniversary, ([@colemant_japan](#)) and LICCA Official SNS ([@bonjour_licca](#)) on which trend-conscious, unpretentious LICCA tells her daily life.

Features of the Product



► It is easy to care for and not hot! When you put water, realistic smoke comes out!

When you put water into the feed-water inlet of the barbecue stove table, realistic steam like white smoke will be generated by ultrasound. Because the smoke gimmick is steam, it is not hot and is safe even if you touch it. You can enjoy the gimmick with a small amount of water. In addition, the feed tank and drain tank of the table are easy to disassemble, so they can be stored hygienically.

► Popular products of COLEMAN have been reproduced to LICCA’s size




Popular “COLEMAN” products, such as natural-mosaic-patterned barbecue table, outdoor wagon and logo tote, have been reproduced as miniature of LICCA’s size. Tableware with the logo of “COLEMAN” and LICCA’s bandana-patterned dress are in LICCA’s original design supervised by “COLEMAN.” We aimed at creating products that not only children but adults who are fans of “COLEMAN” can enjoy by expressing the world view of “COLEMAN” in various items.

* The tote bag and LICCA’s dress are accessories included in “LW-10 Girly Picnic.”

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

For “LICCA with smoke and sizzle, lively barbecue,” the product development incorporated creativity to enable vision-impaired people to also experience realistic pretend play of BBQ by making a realistic sound of grilling foodstuffs, explaining the situation with LICCA’s voice, giving variety to shapes of accessories so that they can be identified by touch, and other means.



Guide Dog Mark

Product Outline

Product Name: **LICCA with smoke and sizzle, lively barbecue**

SRP: JPY 6,578 (tax included)



Package Contents:

Barbecue stove table, barbecue stove table leg × 4, grid, coal, drain tank, feed tank, bench chair × 2, outdoor wagon (including a pole), water server, dropper, skillet, tongs, tray, pot, plate × 5, cup × 5, large plate, barbecue stick × 5, foodstuffs for sticks (meat × 3, shrimp × 3, onion × 2, green pepper × 2, corn × 2, marshmallow × 3), steak meat, sausage × 2, food part × 2, barbecue sauce, salt, pepper, special sticker, plastic sheet, user manual

Power Source Used: 3 X AA alkaline batteries (not included)

Product Name: **LW-10 Girly Picnic**

SRP: JPY 2,420 (tax included)

Package Contents: Dress, socks, shoes, bag, headband

*Doll is not included



Launch Date in Japan: Thursday, April 29, 2021

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" (takaratomy.com), etc.

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Product Website: licca.takaratomy.co.jp/products/house/nigiyaka_bbg

Product Video: "LICCA, What did they see at the camping site at night?!" youtu.be/8byTW384Q2k&t=1s

For press inquiries, please contact:

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

COLEMAN JAPAN's PR Representative Kyodo PR TEL: 03-3571-5257

Email: coleman.press-pr@kyodo-pr.co.jp

For product inquiries from consumers, please contact:

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

[LICCA's new normal] Product offering

“LICCA doll” series enables parents and their children to have a simulation experience of habitual practices necessary for living from now and the new normal while playing together at home, including delivery services and outdoor activities, which are becoming more and more accessible, as well as electronic payment and social distance.



■Cashless payments

“Licca Shopping Park” SRP: JPY 7,678 (tax included) now on sale

“Licca Shopping Park,” which comes with 100 realistic small accessories, is a shopping mall toy with which you can enjoy shopping pretend play by pretending to be a shopkeeper and displaying merchandise, putting goods in a basket, checking out at the cash register, and so on. A self-checkout register was adopted, and a payment is made with “LICCA Pay” cashless-like payment instrument.

■Food delivery

“Delivery scooter Licca’s eats” SRP: JPY 5,830 (tax included) now on sale

“Delivery scooter Licca’s eats” is a product which offer a simulation experience of “delivery” services that are becoming more and more accessible to children, via a LICCA doll. You place an order using the attached Order Pad. In “Delivery Mode,” a delivery is automatically made toward the pad.

■Outdoor activities **NEW**

“LICCA with smoke and sizzle, lively barbecue” SRP: JPY 6,578 (tax included) to be launched on Thursday, April 29, 2021

You can enjoy realistic pretend play of barbecue, with light of charcoal fire, sizzling sound of grilling ingredients and the gimmick of steam billowing out like smoke when you put water. Realistic accessories in collaboration of popular outdoor brand “COLEMAN” are included.

About “LICCA doll” 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 2021: approximately 220 thousand in total)

LICCA doll Official SNS [@bonjour_licca] : twitter.com/bonjour_licca

www.instagram.com/bonjour_licca

About “COLEMAN” www.coleman.co.jp

COLEMAN, which celebrates its 120th anniversary this 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.