

For Immediate Release



June 18, 2021

For the first time in the history of LICCA dolls!**A magical LICCA doll whose hair grows with a “Magic Hair Iron”!****“Magic Longhair Licca”****To be launched on Saturday, June 19, 2021**

After changing hair colors and makeup, now a gimmick of growing hair arrives!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“Magic Longhair Licca”** whose hair may be changed to a preferred length (SRP: JPY 4,950/tax included), as a new product in the LICCA dress-up doll series, on Saturday, June 19 toy stores, toy sections of department stores and mass retailers in Japan, online shops, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp) and others.



“Magic Longhair Licca”

With “Magic Longhair Licca,” you can grow her hair up to approximately 30 cm just by holding and pulling her hair with the included “Magic Hair Iron.” This is the first time a gimmick of “growing hair” is introduced in the 54-year history of LICCA doll series (* excluding dolls to which extensions or wigs are attached to represent “growth”). The grown hair can easily be put back to the original length by using the included “Magic Stick.” Both moves are simple and designed for repeated playing, so children can enjoy playing with various hair arrangements in their preferred length. (* Because “Magic Longhair Licca” uses an exclusive body, it cannot wear regular LICCA dresses)

On many occasions, we have heard stories about memories with LICCA dolls such as “I accidentally cut LICCA’s hair when I was a child!” and “It was sad to find out that her hair I cut doesn’t grow back.” To fulfill this long-cherished wish, “Magic Longhair Licca” was born from an idea that, if children can shorten “LICCA’s hair that doesn’t grow back once cut” without cutting it and turn it back to the original length again, they could enjoy a variety of hair styles.

The LICCA doll series includes other products for children to enjoy a variety of “dress-up plays,” such as “Yumeiro Makeup Himari-chan - Chill and Super-cute” released in April 2021, with which children can enjoy makeup using temperature changes. Furthermore, “LICCA Yumeiro Colorful Change” (released in 2020), with which children can enjoy changing the hair color into three different colors, has been popular with a shipment volume of more than 100,000 units in the first year.

Features of the Product

► Magical! A gimmick of “growing hair” for the first time in the history of LICCA dolls!



In the LICCA doll series, which has proposed a variety of “dress-up plays” and “hair plays,” a gimmick of “growing hair” is introduced for the first time since the series was born in 1967. When you hold and pull LICCA’s hair with the included “Magic Hair Iron,” her hair grows to approximately 30 cm at the longest, making her hair super long, even longer than LICCA’s height.

The grown hair can be turned back to the original length by inserting the included “Magic Stick” into her back and turning it, so you can play with it repeatedly.



“Magic Hair Iron”
for growing her hair

“Magic Stick”
for rewinding the
grown hair

► With your preferred length, try out a variety of hair arrangements as you wish!



The hair grown with the “Magic Hair Iron” can be adjusted to your preferred length, so you can enjoy a lot of freedom in hair arrangements. The product includes a hairbrush, a hair clip and rubber bands for adding more fun to playing.

(Left photo) Three examples of hair arrangements using included items

<Reference> Popular LICCA doll series for enjoying “dress-up plays”



“LICCA Yumeiro Colorful Change”
On sale from April 25, 2020 SRP: JPY 4,950 (tax included)

The color of this LICCA’s hair can be easily changed to three “Yumeiro (dreamy)” colors. Her hair is usually purple, and it turns into light blue when heated with hands, and into pink when chilled with the Diamond Cool Stick (uses ice water).



“Yumeiro Makeup Himari-chan – Chill and Super-cute”
On sale from April 29, 2021 SRP: JPY 5,170 (tax included)

You can put Yumeiro (dreamy colored) makeup on LICCA’s friend with a chilled applicator. When chilled with the Crystal Makeup Applicator (uses ice water), super-cute makeup appears on various parts of her face, including eyelashes, eyeshadows, lips, and face paints!

Product Outline



Product Name: Magic Longhair Licca
SRP: JPY 4,950 (tax included)
Launch Date in Japan: Saturday, June 19, 2021
Recommended Age: 3 years and up
Package Contents: Magic Longhair Licca (wearing a skirt, a tiara headband, and earrings), Magic Hair Iron, Magic Stick, scissors, hairbrush, candy-shaped hair clip, heart-shaped rubber band × 2, shoes, playing manual
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” (takaratomymall.jp) and others
Copyright: © TOMY
Product Website: licca.takaratomy.co.jp/products/doll/magiclong
Product Video: “Magic Longhair Licca★ with Magically Growing Hair”
www.youtube.com/watch?v=cqou_Jmizjk

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 June 2021: approximately 220 thousand in total)

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

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