



For Immediate Release

July 27, 2021

Finally, “LICCA,” who boasts the total number of views of approximately 190 million times(*) for her videos, opens her “official channel”!

YouTube channel “LICCA Official Channel” Distribution starts on Tuesday, July 27

A wide range of videos such as LICCA’s tales, “LICCA Morning Routine” and “Dance Video” will be distributed!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) is opening “[LICCA Official Channel](#),” a YouTube channel which aggregates video content on “LICCA” dress-up doll series, and starts distributing the content at 13:00 on Tuesday, July 27, 2021. To mark the opening of the channel, “LICCA Summer Counseling Room” project to invite questions and problems from people on social media starts today. In this project, a video in which LICCA herself answers or offers advice on some questions or problems from among those shared on LICCA’s official Twitter account will be distributed at a later date.



LICCA has released 150 or more videos on TOMY Company’s official YouTube channel “[Takara Tomy Channel](#)” so far. The total number of views for these videos amounts to approximately 190 million times (as of July 2021). In response to requests of LICCA doll fans, this time we are launching a separate channel as “LICCA Official Channel.”

While distributing content that are typical of YouTube video creators such as LICCA’s infiltrating hot spots, taking on her new challenges and answering questions from viewers, the channel will also continue to distribute ever-popular genres of videos including picture books and dance. We aim to create a channel that many people from children to adults can enjoy.



▼On the occasion of the start of distribution LICCA’s comment

Bonjour♪ Finally LICCA’s channel opens! I’d be very happy if I could make more friends around the world through this channel♡ I’m going to try various things, like visiting many places on location, collaborating with experienced creators, and dancing! Papa practices camera operation for shooting♪ I feel somewhat nervous because I’m just getting started, but please subscribe to my channel☆ I’ll do my best♡

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,” and “LICCA” has been widening her field of activity as a celebrity talent. Furthermore, in addition to “LICCA Telephone” which continues from 1968 to the present,

LICCA's own Twitter account was started in 2014, and Instagram in 2015 (number of followers as of July 2021: approximately 220 thousand people in total) as opportunities to interact with LICCA doll fans. We will further communicate with her fans through this opening of the YouTube channel.

▼ Overview of the channel

Name of the channel: LICCA Official Channel

URL: www.youtube.com/channel/UCIaz9wnSX0DFN97FyeC7O9g

Date and time of starting distribution: 13:00 on Tuesday, July 27, 2021

▼ Channel concept

The official channel not only offers fun entertainment content but also enables children to discover what they do not know and want to know with LICCA, creates an opportunity for them to find their dream for the future, and can be enjoyed by all the family.

▼ Date and time of distribution, and the content

From 13:00 on Tuesday, July 27, 2021 “[#1 Greetings from LICCA](#)”



LICCA gives greetings on the occasion of launching the official YouTube channel. In addition to describing about herself, LICCA also introduces her family. LICCA has a surprisingly big family!? Besides, a total of six videos will be released, including “LICCA Morning Routine” and “How Can I Become a Veterinarian?,” which were popular on “Takara Tomy Channel.”

From 13:00 on Monday, August 9, 2021 “Introducing Summer LiccA Stylish Doll Collections.”



The package of a little premium LICCA doll series “LiccA Stylish Doll Collections Lady Violet style,” which was released in June 2021, will be opened. Points of attention to details such as design, material and outfit will be introduced!

▼ To be released in the future

“[I Tried to Infiltrate a Curious Work Site!](#)”

In this series, LICCA infiltrates “a little curious places” and makes a report! She will infiltrate work sites of an amateur model for a magazine, hair and makeup artist and so on.

“[LICCA Story](#)”

In this series, LICCA tells a tale. As the first content, five episodes of “Princess Story” are to be distributed in succession every week from late August.

“[LICCA Summer Counseling Room](#)”

LICCA herself answers or offers advice on some questions or problems from viewers invited on social media. For details, please check LICCA's official account on Twitter ([@bonjour licca](#)).

Furthermore, highlights of past popular videos, information on new products, etc. will be released successively.

“LICCA” Official Website licca.takaratomy.co.jp

Official SNS account [[@bonjour licca](#)]: twitter.com/bonjour_licca www.instagram.com/bonjour_licca

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