

For Immediate Release



September 1, 2021

17-year-old LICCA marks the first anniversary of her debut as a regular model for “Popteen” magazine!

**“#Licca #Popteen” collaboration doll with Popteen
To be launched on Saturday, October 30, 2021**

**The first collaboration café for #Licca opens on
Wednesday, September 15 in Umeda, Osaka!**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “#Licca #Popteen (Hashtag Licca Hashtag Popteen)” (SRP: JPY 5,500/tax included), a collaboration between “#Licca (Hashtag Licca),” LICCA doll who has grown up and is now a 17-year-old second year high school student, and teens’ No. 1 popular fashion magazine “Popteen,” on Saturday, October 30, 2021 at 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), etc.



Dedicated to the first anniversary of her debut as a regular model for “Popteen,” “#Licca #Popteen” is a doll set under the theme of “7+ME Link (Naname Link),” a music project in which models for “Popteen” have participated actively. The outfit is mainly in purple with a bustier with the logo of “7+ME Link,” and a microphone and a headset are also included in the set, expressing the world view of “7+ME Link.”

From now, #Licca will carry out various projects as an official cheering ambassador for “7+ME LinK,” including the release of a Youtube video in which she sneaks into the filming location of “MAGICOUR,” the first girl group from the “7+ME Link Project” and her being featured in “Popteen” magazine.

★Comment from the editor in chief of “Popteen”★

#Licca, congratulations on your first anniversary as a regular Popteen model and the release of the collaborative doll with POP! You never cease to amaze me with your distinct personality and high professionalism as a model! Keep it up to become an exclusive model!

And I’m also looking forward to your activities as an official cheering ambassador for “7+ME Link”♪

In addition, one type of doll set “#Licca #Puppy Puppy Walk” (SRP: JPY 5,500/tax included) and two types of wear sets “#Licca #Meow Meow Galaxy” and “#Licca #Spicy Lip” (SRP: JPY 4,400/tax included) will also go on sale as new products of #Licca series simultaneously. As well as the outfit of “#Licca #Popteen,” 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)



Furthermore, “#Licca CAFE,” the first collaboration café for “#Licca,” opens for an only limited time from Wednesday, September 15 to Sunday, October 17 at FRUITS PARLOR+BAKERY Season&Co. in Umeda, Osaka. The café serves original sweets and drinks inspired by “#Licca,” and gives customers an original coaster as a special offer for visitors to the collaboration café. We also plan to display a new collection to be released in October, set up a photo spot, and sell goods to make you enjoy the “#Licca” world.

#Licca products to be released on Saturday, October 30

■ Product Outline

• Launch Date in Japan

Saturday, October 30, 2021

• SRP

Doll set JPY 5,500 each (tax included)

Wear sets JPY 4,400 each (tax 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” (takaratomymall.jp) and others

• Copyright

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• Product Website

licca.takaratomy.co.jp/products/doll/licca_17

• Concept Movie

youtu.be/kJuQGyooz5E

• Official Instagram

www.instagram.com/seventeen_licca

■ Doll set

#Licca #Puppy Puppy Walk



[Package Contents] Doll (wearing dress, earrings, ring, and underwear), stand, background sheet, shoes, socks, dog, lead, choker, glasses, tote bag, arm cover

“#Licca” under the theme of a stylish walk with a dog! She looks more mature in a glen check jumper in a chic color with deep red lips. Braids tied up high with red streaks and a bright yellow innerwear also add a fashionable mood unique to “#Licca”!



■Wear set
#Licca #Meow Meow Galaxy



[Package Contents] Cut and sewn, skirt, vest, fur jacket, socks, shoes, cat, cat backpack carrier



■Wear set
#Licca #Spicy Lip



[Package Contents] Cut and sewn, skirt, blouson, socks, shoes, lipstick set (in a paper box), lip gloss case, lip gloss x 2, sling trunk, vanity case

Wear set under the theme of “#cat” sweeping SNS. The galaxy-patterned top and skirt with many cats printed have a strong appeal to cat lovers! The cat completely fits inside the cat-shaped pocket of the vest! With the cat backpack carrier with a paw pad mark, she can enjoy going out with the cat.

Wear set under the theme of mix and match outfits. The black leather x mesh blouson and chain belt make a spicy outfit! The denim pleated skirt and rainbow-colored innerwear also give a pop look. This is a versatile outfit set. The cosmetics set and sling trunk upgrade outfits.

■ About Popteen



“Popteen” has constantly evolved with the times and will celebrate the 41st anniversary of its launch this October. Currently, we offer comprehensive entertainment contents, focusing on a fashion magazine “Popteen,” which ranks No. 1 in teens’ popularity and actual sales. Models who are influential on the SNS generation line up, and as always, we have kept making magazines from the same viewpoint as readers with no change. We will continue to seek to make magazines realistically together with NEW-generation readers.

■ Outline of “#Licca” collaboration café

A original collaboration menu inspired by #Licca is offered. In addition, a drink menu and a take-out-only menu are also available.

Period: Wednesday, September 15 to Sunday, October 17, 2021

Time: 9:30 to 20:00 (last order 19:00)

(Opening hours may change due to the declaration of a state of emergency, etc.)

Place: FRUITS PARLOR+BAKERY Season&Co.

530-0011 Links Umeda 1F 1-1 Ofukacho, Kita ward, Osaka.

TEL: 06-6743-4312

Special website for #Licca within Season&Co.

Official website: season-co.shop/news-topics/licca



<Menu example>



#Cosme Lover chocolat fraise macaroon
JPY 1,265 (tax included)
Take-out: JPY 1,080 (tax included)
* Chocolat bonbon is not served for take-out.



#Neon Butterfly Oreo berry cheese parfait
JPY 1,650 (tax included)



#Latte Retro pistachio cake
JPY 1,210 (tax included)
Take-out: JPY 1,080 (tax included)



#Puppy Puppy Walk sweet potato parfait
JPY 1,650 (tax included)

■ “#Licca #Popteen” Product Outline

Launch Date in Japan: Saturday, October 30, 2021

SRP: JPY 5,500 (tax included)

Recommended Age: 3 years and up

Dimensions: Approximately 27 cm

Package Contents: Doll (wearing dress, earrings, ring, and underwear), stand, background sheet, shoes, socks, hat, scrunchie, headset, handheld microphone, magazine (paper item)

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/licca_17

Concept movie: youtu.be/kJuQGYooz5E

Official Instagram: www.instagram.com/seventeen_licca

Sales Target: 100,000 units (series sum)

■ 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 2021: about 220,000 in total)

■ About “#Licca (Hashtag Licca)”



“#Licca,” a new series born in 2020, is the 17-year-old second year high school student “LICCA doll” and embodies fashion and lifestyle that is even more trend-conscious than the classic “LICCA doll” (11 years old) series. 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. The legs are set at an angle that looks beautiful, so anyone can easily enjoy making beautiful poses.

• #Licca Official Website: licca.takaratomy.co.jp/products/doll/licca_17

• #Licca Official Instagram: www.instagram.com/seventeen_licca

■ Introducing “LICCA doll” series

Standard Series



“I love Licca-chan”
On sale JPY 5,478 (tax included)
* I love Licca-chan gift set

#Licca



“#Licca Cosme Lover”
On sale JPY 5,478 (tax included)

Licca Stylish Doll Collections



“Lady Violet Style”
On sale JPY 12,000 (tax 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

• 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/Launched in 2020) 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

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

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