

For Immediate Release

September 16, 2021



The latest creation in the “handicraft toy” series, which has run
for over 40 years since its inception in 1976

New “LCD screen and voice guidance” functions for clear instructions and ease of use!

A weaving machine that creates “personalized” knitted items combining
around 300 types of pictures and letters

“Orina Stylish + (Plus)”

To be launched on Saturday, October 23, 2021

With cartridges sold separately, you can make scarves, mask cases etc. with illustrations including items from
“Demon Slayer: Kimetsu no Yaiba,” “Sanrio characters,” and “Sumikkogurashi”!

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announced that “Orina Stylish + (Plus)” (SRP: JPY 13,200/tax included), a weaving machine with LCD screen and voice guidance that enable users to create original knitted items, is to be launched on Saturday, October 23, 2021 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“Orina Stylish + (Plus)” is the fourth model in the “Orina” series of weaving machines that enable letters and patterns to be woven, initially launched in 2015. The range of letters and pictures that can be woven by the new model has been significantly expanded from about existing 30 types to around 300 types, including the new addition of Japanese letters (*Hiragana* and *Katakana*) to alphabet, symbols, etc. The addition of an LCD screen and voice guidance for the first time to a TOMY Company weaving machine makes it easier to create a rich variety of original knitted items.

TOMY Company’s “handicraft toys”^(*1) have been loved by two generations of parents and children for over 40 years since their initial launch in 1976. Our first knitting machine was unveiled in the 1970s, and we continued to make the series easier to play with and enhance its functions through the late 1980s and 1990s. The “handicraft toys” series has evolved in various ways to enable easy enjoyment of real handicrafts, such as the launch in the 2000s of a sewing machine that can sew without thread and a weaving machine that can weave letters. This time, the previous punch card^(*2) system has been replaced with a new LCD screen. Users select a desired letter or picture from the display on the LCD screen, then follow the voice guidance to weave them with ease.

Furthermore, there is growing interest in handicrafts that can be enjoyed by parents and children together due to an increase in opportunities to spend time at home. For example, last year, the “Felt sewing machine Sumikkogurashi” a sewing machine that sews without using thread, was selected as the first ranked toy in the “Hobbies for girls (arts & crafts)” category of the “2020 Christmas toys selected by toy stores^(*3).” We hope that people will enjoy making original knitted items themselves for autumn and winter, such as scarves, knitted bags, and mask cases.

(*1) Handicraft toys: Toys that use thread or yarn, such as knitting machines, weaving machines, and sewing machines

(*2) Punch cards (used with the “MOCOMOJI ORINA” (launched in 2015)): The cards are inserted into the machine, enabling it to automatically select a needle and weave various patterns. The cards can be changed to weave different letters or symbols.

(*3) “2020 Christmas toys selected by toy stores”: A ranking of toys selected by toy retailers and wholesalers nationwide based on which “toys that they think will sell” and which “toys that they want to sell well” in the year’s Christmas shopping season. The sellers voted on 166 new products and top priority products for the Christmas shopping season self-recommended by 33 leading toy makers in Japan.

Features of the Product

★ Three-step system! Easy operation by LCD screen and voice guidance!

(1) Set the warp (vertical yarn) up on the weaving machine, then wind the weft (horizontal yarn) onto the shuttle.

(2) View the LCD screen to decide on the picture or letter you want to weave

(3) Follow the LCD screen and voice guidance to weave the horizontal thread and create the item



★ Guidance with LCD screen and voice!

An LCD screen and voice guidance are included as new functions to replace the previous punch card system. Users select their preferred letter or picture on the LCD screen, then weave it with ease following voice guidance. There are functions for redoing an item, or saving it, so that users can enjoy playing without worrying about time.

Users can select their preferred letter or picture from the LCD screen!



★ The product newly offers the ability to weave Japanese letters (*Hiragana* and *Katakana*), increasing the number of available patterns dramatically to around 300 types!

Users can now weave letters of the alphabet and symbols, as well as Japanese letters (*Hiragana* and *Katakana*), and motifs including pictures of candy, animals, and foods, enabling them to create more original knitted items. Commercially available yarn ^(*4) can be used, so that users can enjoy various arrangements combining yarns of their preferred color and different materials. In addition to scarves featuring illustrations and letters, the accessory needle can be used to sew together woven fabric, enabling users to enjoy creating various freely imagined original knitted products, such as pouches, bags, mask cases, knitted hats, and hair accessories. Furthermore, the accessory yarn can be used to create a unicorn patterned coaster right away.

(*4) Fingering weight yarn, sport weight yarn, and worsted weight yarn can be used. (The thickness of the yarn should allow the vertical yarn to fit in the grooves of the heddle)

<Example creations>

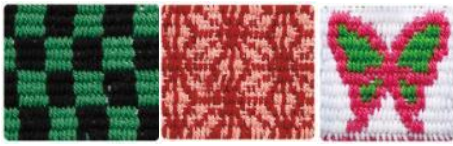


★ Launch of special cartridges sold separately to create an even wider range of play!

Three separately sold cartridges for weaving character patterns are also being launched at the same time: “Demon Slayer: Kimetsu no Yaiba,” “Sanrio characters,” and “Sumikkogurashi.” The “Demon Slayer: Kimetsu no Yaiba” cartridge includes ten patterns designed to evoke haori (short traditional overcoat) and other accessories wore by the series characters, such as Tanjiro Kamado and Nezuko Kamado, and Japanese letters (*Katakana*) in three colors. The “Sanrio characters” cartridge includes seven characters, such as Hello Kitty, My Melody, and Cinnamoroll, and Japanese letters (*Hiragana*) in three colors. “Sumikkogurashi” cartridge includes seven adorable Sumikkogurashi characters, such as Shirokuma, Tokage, and Ebifurai no shippo, and alphabet letters in three colors. The product will appeal to those who enjoy weaving and handicrafts, as well as fans of characters.

<Examples of woven patterns>

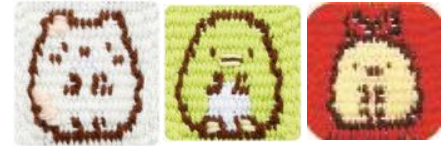
[Demon Slayer: Kimetsu no Yaiba]



[Sanrio characters]



[Sumikkogurashi]



Recommended Age: 6 years and up

Launch Date in Japan: Saturday, October 23, 2021

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.

Website: www.takaratomy.co.jp/products/orinastylish/

Product Outline

<Weaving machine>

Product Name: "Orina Stylish + (Plus)"

SRP: JPY 13,200 (tax included)

Package Contents: Orina Stylish + main unit × 1, comb × 1, shuttles × 3, sewing needle × 1, weaving sticks × 2, woolen yarn: vertical yarn, white × 1, horizontal yarn, cherry pink × 1, fluffy yarn: horizontal yarn, white × 1, brown × 1, instruction manual × 1

Dimensions: W 247 × H 167 × D 414 mm

Batteries Required: 4×AA alkaline (not included)

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[Product Package]

<Special cartridge>



[Demon Slayer: Kimetsu no Yaiba]



[Sanrio characters]



[Sumikkogurashi]

* Separately sold special cartridges do not include yarn

Product Name: "Orina Stylish + (Plus) special cartridge: Demon Slayer: Kimetsu no Yaiba"

SRP: JPY 1,800 (tax included)

Package Contents: Cartridge × 1

Dimensions: W 36 × H 32 × D 15 mm

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Product Name: "Orina Stylish + (Plus) special cartridge: Sanrio characters"

SRP: JPY 1,800 (tax included)

Package Contents: Cartridge × 1

Dimensions: W 36 × H 32 × D 15 mm

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Product Name: "Orina Stylish + (Plus) special cartridge: Sumikkogurashi"

SRP: JPY 1,800 (tax included)

Package Contents: Cartridge × 1

Dimensions: W 36 × H 32 × D 15 mm

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<History of the main handicraft toys by TOMY Company>

■ Late 1970s to mid-1980s: Launch of handicraft toys










From around 1980, TOMY started launching authentic sewing machine and knitting machine toys for children similar to the machines used by adults in a daily life at the time.

■ Late 1980s to 1990s: Improved ease of use and functionality

The handicraft toys that appeared in around 1980 evolved from the late 1980s to the 1990s to offer better ease of use and functionality, making it easier to enjoy a larger range of functions.

■ 2000s: Making real handicrafts easy

Launch of sewing machines that can sew without thread and weaving machines that can weave letters. These handicraft toys have proved popular for enabling children to enjoy real handicrafts easily.

Year of Launch	Product Name	Product Image	Year of Launch	Product Name	Product Image	Year of Launch	Product Name	Product Image
1976	Little Knitter (TOMY) A sewing machine-style knitting machine that can perform chain stitching by setting the yarn and the special net and turning the handle		1982	Knit-knit (TOMY) A knitting machine that enables knitting of patterns with ease		1989	Dream Weaver Story (Takara) A weaving machine that enables weaving of patterns and illustrations using punch cards	
1978	Little Threader (Takara) A knitting machine that knits various yarns together into a single colorful thread by simply turning a handle		1982	Orihime weaving machine (TOMY) A weaving machine that creates various patterns by aligning numbers on a dial		1990	Pompom Knitting Egg (TOMY) An egg-shaped simple knitting machine that can knit continuously with the turn of a handle	
1980	Knitting Machine (Takara) A real knitting machine in miniature size		1983	Knitting Machine Pattern Knitter (Takara) A knitting machine that enables children to knit patterns by following the model provided on a card		2014	Felt sewing machine A magic sewing machine that can sew special felt without using thread, using only the sewing machine needle	
1981	Junior Sewing Machine Home Sewing (Takara) A real sewing machine in miniature size. Including authentic bobbin thread function		1987	Knit-knit Easy Version (TOMY) The carriage can be moved with easy roller, making the knitting process much easier.		2015	MOCOMOJI ORINA A weaving machine that can easily create letters or patterns by inserting a punch card	
1981	Hand Weaving Machine (Takara) A weaving machine that makes it easy to create real woven items		1988	Tina (TOMY) A real sewing machine that will open a new world of handicrafts		2016	Amukawa Amina A real knitting machine that knits yarn quickly by simply sliding the handle from side to side	

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-04-1031 (Navi-Dial)