

Licca celebrates the 20th anniversary of Cinnamoroll in “matching style”!
Licca Stylish Doll Collection’s Cinnamoroll Anniversary Style
Pre-orders start Monday, January 31, for release on Sunday, March 6, 2022, Cinnamon’s birthday!

- A LICCA doll, full of feels for Cinnamoroll, appears head-to-toe in Cinnamoroll’s signature blue, the theme for the 20th anniversary.

TOMY Company, Ltd.
 Sanrio Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) and Sanrio Company, Ltd. (President and CEO: Tomokuni Tsuji, headquarters: Shinagawa-ku, Tokyo) announce pre-orders from Monday, January 31, 2022 for the Licca Stylish Doll Collection’s **Cinnamoroll Anniversary Style doll (SRP: JPY 15,400/tax included)**, a collaboration between LICCA doll and popular character Cinnamoroll (nickname: Cinnamon) who is celebrating the 20th anniversary of his debut in 2022. The Cinnamoroll Anniversary Style doll goes on sale on Sunday, March 6, Cinnamoroll’s birthday.

Stores taking pre-orders include four toy stores nationwide, Toy Store Yoshida (Asahikawa, Hokkaido), HAKUHINKAN TOY PARK Ginza Shop (Ginza, Tokyo), KIDDY LAND Harajuku (Harajuku, Tokyo), KIDDY LAND Osaka Umeda (Umeda, Osaka), as well as TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), Sanrio ONLINE SHOP (*1) (shop.sanrio.co.jp) and selected Sanrio stores (*2).

*1 Sanrio ONLINE SHOP starts to take pre-orders on Friday, February 4.

*2 At the Sanrio stores, buyers are selected by lottery in advance. The lottery method will be announced on Sanrio’s website on Wednesday, February 9.

Licca Stylish Doll Collection’s Cinnamoroll Anniversary Style
SRP: JPY 15,400 (tax included)



The doll comes as a set with a Cinnamon plush toy of LICCA doll size plus accessories, such as a bag and a celebratory card, to celebrate the 20th anniversary.



LICCA doll hugging the Cinnamon stuffed toy, an accessory

LICCA doll wears a dress made in Cinnamoroll’s signature blue, the theme for the 20th anniversary, and even her hair is Cinnamoroll blue!



Cinnamoroll Anniversary Style is a collaboration doll which has been realized to celebrate the 20th anniversary of the debut of Cinnamoroll. The LICCA doll (in LICCA doll size) wearing a tiara in the shape of white huge ears enjoys twinning with Cinnamon, while holding a Cinnamon plush toy also wearing a tiara is included. The balloon skirt dress with the Cinnamon & Cinnamon Friends print studded with stars and beads has been inspired by Cinnamoroll’s signature blue. The translucent fabric, the silhouette, and color embody the fluffy, cloud-filled sky in which Cinnamon flies with his huge ears. Licca’s hair is long and a mix of light blue and white. Not only the dress but also her entire style expresses the worldview of Cinnamon. The design was determined based on a questionnaire targeting approximately 60 employees in Sanrio who have a discerning interest in Cinnamon and LICCA dolls.

[Product Outline]



Macaroon earrings

Print of the balloon skirt



Cinnamon plush toy



Package

——Image——



Product Name: **LicCA Stylish Doll Collection's "Cinnamoroll Anniversary Style"**

Pre-order Opening Day: Monday, January 31, 2022

Launch Date in Japan: Sunday, March 6, 2022

SRP: JPY 15,400 (tax included)

Recommended Age: 15 years and up

Package Contents: Doll main unit (wearing tiara, dress, underwear, earrings, tights), plush toy (1), bag (1), shoes (1), shoe box (1), shoe box paper (1), paper shopping bag for the shoe box (1), card (1), stand (1), stand instructions (1)

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Sales Channels: Toy Store Yoshida (Asahikawa, Hokkaido), HAKUHINKAN TOY PARK Ginza Shop (Ginza, Tokyo), KIDDY LAND Harajuku (Harajuku, Tokyo), KIDDY LAND Osaka Umeda (Umeda, Osaka), as well as TOMY Company's official online store "Takara Tomy Mall" (takaratomymall.jp), Sanrio ONLINE SHOP (shop.sanrio.co.jp) and selected Sanrio stores

LicCA Official Website: licca.takaratomy.co.jp/stylishlicca/index.html

— About “Licca Stylish Doll Collections” —

“Licca”, a LICCA doll brand designed for adults, was born in 2015. The Licca Stylish Doll Collections is a doll series designed for adults, which pursues the attention to detail of the “Licca” brand. Starting with real clothes designs that adults long for, we created a stylish figure in pursuit of beautiful style and natural posing, a doll body that wears heels beautifully and dresses in slender clothes. We created a package that you will want to decorate as is, as we have packed every detail in for you, such as a rich variety of hairstyles, makeup to match her hair and fashion, and accessories such as bags and heels where detail is all-important.

— About “LICCA doll” —

LICCA doll, born in 1967, enables one to enjoy “pretend play” and “dress-up play” using items such as dresses and houses. Having a defined profile including age, family and friends from her initial release has been one of LICCA doll’s characteristics. LICCA doll has developed constantly incorporating the latest trends, and been loved across several generations of mothers and daughters.

▼ Profile

Born on May 3. Her eight-person family consists of her father, mother, twin sisters and baby triplets. Her interests are fashion, travel and posting on social media. She is a fashion-conscious, gentle and cheerful girl.

[Official Website] licca.takaratomy.co.jp/stylishlicca/index.html
Official Twitter & Instagram @bonjour_licca
twitter.com/bonjour_licca
www.instagram.com/bonjour_licca
Official YouTube channel] “LICCA Official Channel”
www.youtube.com/channel/UClaz9wnSX0DFN97FyeC7O9g



“Licca”

—About “Cinnamoroll”—

Sanrio designed and created Cinnamoroll in 2001 and the first products of the character went on sale the following year, in May 2002. Cinnamoroll is a white, boy puppy. In the Sanrio Character Ranking, Cinnamoroll ranked first for two consecutive years in 2020 and 2021. In order to mark the 20th anniversary, a special website has been launched to reflect on 20 years of memories with his fans and to offer new information.

▼ Profile

(About Cinnamon)

Name: Cinnamon (named because his tail is curled up like a cinnamon roll)

Birthday: March 6

Place of birth: on a cloud in the faraway sky

(Cinnamon’s eyes are the color of the sky)

Special skill: flying through the air with his huge ears

[20th Anniversary Special Website] 47mon20th.sanrio.co.jp
[Official Website] www.sanrio.co.jp/character/cinnamon
[Official Twitter] twitter.com/cinnamon_sanrio



“Cinnamoroll”

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For product inquiries from consumers, please contact:

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