

For Immediate Release



June 7, 2022

**Experience with LICCA the No. 1^(*) job
children want to have in the future!**

LICCA “Yumedeco Patisserie”

To be launched on Saturday, July 16, 2022!

Find your own dream with LICCA!

A video introducing the work at a popular pastry shop will also be released!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release LICCA “Yumedeco Patisserie” which allows children to play “patisserie” (SRP: JPY 6,600 / tax included), as a new product in the LICCA dress-up doll series, on Saturday, July 16, 2022 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.



* Doll and some accessories
sold separately

LICCA “Yumedeco Patisserie” is a product based on the theme of the job of “patisserie” and allows children to experience the work of a patisserie, such as baking sponge cakes, decorating, and arranging them in a showcase. We focused on the job of “patisserie” among “pastry shops and bakeries^(*),” which is the No. 1 job children want to have in the future, and planned and developed this product based on the concept of letting children experience and learn about the job through play.

Included are an “oven” and “cream squeezer,” which are essential for baking cakes, as well as 100 parts for whipped cream, cakes, fruit, cookies, and other items for a variety of decorations. The “cream squeezer” can be set with up to 8 whipped cream parts to play with decorating cakes with whipped cream (patent pending). As more and more people enjoy making pastries, the key point is that children can enjoy making a whole cake, which is something they would like to try, and they can simulate making a photogenic original cake like the trendy “deco cake.” The sticky top of the cake keeps the parts from sliding off when children play with it, allowing them to enjoy decorating it over and over.

By combining this set with the patissier-style LICCA doll “LD-13 Aspiring Patissier” (SRP: JPY 3,520 / tax included) and the parts set “Yumedeco Patissier Party Decoration Set” (SRP: JPY 1,430 / tax included), both



released on the same day, children can enjoy decorating Christmas cakes, wedding cakes, and a wide variety of other items to expand their play. A video of LICCA’s work experience at the popular pastry shop “Ryoura” will also be released. LICCA interviews Mr. Ryosuke Sugamata, the owner patissier, and asks him about his work and she is taught how to actually make a cake. The product also includes a cake arrangement book, which includes an interview with Mr. Ryosuke Sugamata about his work and decorating advice, allowing children to learn more about the work of a patissier.

(*1) Source: Kuraray Co., Ltd. 2022 survey, “Future Desired Occupations” of new first-grade elementary school students and “Occupations Parents Want Their Children to Have,” the Overall Ranking of Jobs Children Want to Have in the Future
www.kuraray.co.jp/uploads/624b81c283893/enquete2022_1.pdf

(*2) More than 80% of children answered pastry shop or patissier in the category “pastry shops and bakeries.”

Product Details

■ Yumedeco Patissier



* The cake arrangement book is A6 size.

You can enjoy playing patissier with the 100 included parts. You can decorate with whipped cream using the cream squeezer, and with fruit and cookies to create your own original LICCA-sized cake. The finished cakes can be displayed in the showcase.

[Package Contents] Oven (main unit, turntable, legs) (1), showcase (countertops × 2, legs × 4, drawers × 2) (1), 1 each cake mold, cake peel and part tongs (3), 1 each cake (white, pink, light blue, brown) (4), two-tier cake (1), 1 each mini cake (unicorn, rabbit, doll, cherry) (4), cream squeezer (1), 10 each cream (white, pink, light blue, purple) (40), strawberries (16), 4 each melon and pineapple (8), 2 each yellow peach and white peach (4), 1 each unicorn, bear and large ribbon (3), 1 each heart macaroon and macaroon (2), 2 each rose (white) and rose (pink) (4), daisy (4), rainbow cookies (1), 1 each star cookie (light blue, yellow) (2), 1 each heart cookie (pink, light blue) (2), 1 each shell cookie (light blue, purple) (2), 1 each ribbon small (light blue, pink, purple) (3), adhesive sheet for cake (1), background board (1), 1 each small paper goods sheet and exclusive sticker sheet (2), cake arrangement book (1).

■LD-13 Aspiring Patissier



[Package Contents] Doll (dress, socks, earrings, underwear for dressing up) (1), shoes (1), hat (1), bowl (1), spatula (1), whisk (1)

This patissier-style LICCA is dressed in a print dress with cakes, macarons, and other pastry prints. A bowl, whisk, and other implements are also included.

■Yumedeco Patissier Party Decoration Set



[Package Contents] Cake (1), whipped cream (10), wedding cake (1), cat (1), Santa Claus (1), birthday plate (1), Valentine plate (1), number cookies (0-9) (10)

This parts set allows you to make Christmas cakes, wedding cakes, and other event-specific cakes. By playing with the main unit, you can enjoy making a variety of cakes.

Product Outline

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|----------------------------|---|--------------------------|
| Launch Date in Japan: | Saturday, July 16, 2022 | |
| SRP: | Yumedeco Patissier | JPY 6,600 (tax included) |
| | LD-13 Aspiring Patissier | JPY 3,520 (tax included) |
| | Yumedeco Patissier Party Decoration Set | JPY 1,430 (tax included) |
| Recommended Age: | 3 years and up | |
| 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. | |
| Copyright: | © TOMY | |
| Product Website: | licca.takaratomy.co.jp/products/house/yumedeco_patissier | |
| Concept video URL: | www.youtube.com/watch?v=LI7pWPE9l6I | |
| Work experience video URL: | youtu.be/DP2tziykPvQ | |
| TV commercial URL: | www.youtube.com/watch?v=VAV8dPotHtM | |

■“Ryoura,” Mr. Ryosuke Sugamata



Born in Niigata Prefecture in 1976. After graduating from high school, he entered the world of pastries and went to France at the age of 26, where he trained for 3 years in various places. After returning to Japan, he worked as a sous-chef at Pierre Hermé Salon de Thé, where

he learned not only the techniques of Mr. Hermé, but also the depth of his artistry, creativity, and sensitivity.

He served as pâtissier from the opening of “D’eux Pâtisserie-Cafe” in December 2007, and for the second shop “D’eux Pâtisserie a Tokyo” opened in the spring of 2010. In October 2015, he opened his own pastry shop “Ryoura” (www.ryoura.com) in Yoga, where he is the owner pâtissier. Fresh pastries such as “Réverie” and “Soyeux” and baked pastries such as various cookies and “macaroons” always receive high acclaim, and visitors from all over the country come to seek Ryoura’s pastries. Ryoura is also actively featured in magazines, TV, and presented in workshops.

■About “LICCA doll”

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 2022: approximately 230 thousand in total)

[Official Website] licca.takaratomy.co.jp

[Official Twitter & Instagram @bonjour_licca]

twitter.com/bonjour_licca

https://www.instagram.com/bonjour_licca

[Official YouTube channel] “LICCA Official Channel”

www.youtube.com/channel/UClaz9wnSX0DFN97FyeC7O9g

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