

For Immediate Release



June 6, 2023

LICCA becomes an astronaut!

“Adoring Astronaut LICCA” to be launched in autumn 2023

Wearing a blue suit in the same design as “JAXA” astronauts

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“Adoring Astronaut LICCA”** (SRP: JPY 4,180/ tax included), as a new product in the LICCA dress-up doll series, in autumn 2023 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. Available for pre-order from Monday, July 31, 2023 on the “Takara Tomy Mall.”

The product will be sold as an authorized product of the “JAXA LABEL DESIGN”^(*), a brand for delivering the attractions of aerospace technology to people’s everyday lives on Earth.

LICCA doll has a brand proposition to “Find your own dream to Be Colorful!” and we hope to help children find their dreams through LICCA dolls.

The announcement of JAXA’s third ever female candidate for an astronaut in February this year has attracted attention with expectations that women will play an increasingly greater role. **“Adoring Astronaut LICCA”** embodies an admired profession for children in a LICCA doll.

We developed this doll in the hope that we could help children have an even greater interest in the field of natural sciences and naturally space and the profession of an astronaut.

There has been growing excitement and greater familiarity with the aerospace sector in recent years, such as successive entry by private companies into the aerospace sector, the launch of rockets and participation in missions for civilian crews to stay on the International Space Station (ISS).

Apart from the “LICCA doll,” we also plan the steady development of toys that provide a sense of being close to space such as the development of the “SORA-Q Flagship Model”^(*), which recreates the transforming miniature lunar surface robot “Nickname: SORA-Q”^(*) in a 1/1 scale model and **TRANSFORMERS “Lunar Cruiser Prime,”** a toy robot that completely transforms from the crewed pressurized lunar surface rover “Lunar Cruiser,” which was jointly developed with the Japan Aerospace Exploration Agency (hereinafter “JAXA”) and Toyota, to a “TRANSFORMERS.”

(*) “JAXA LABEL” aerospacebiz.jaxa.jp/jaxalabel/



A system that grants a logo to become a brand on products and licensed products created through the utilization of patents, technologies and copyrighted materials, etc. held by JAXA. “JAXA LABEL DESIGN” was created from the licensing of merchandise utilizing design and copyrighted materials held by JAXA.



“Adoring Astronaut LICCA”
(JAXA licensed merchandise)

(*2) “SORA-Q” www.takaratomy.co.jp/products/sora-q/



Nickname for the transforming miniature lunar surface robot that TOMY Company jointly developed with JAXA, Sony Group Corporation, and Doshisha University. We utilize the knowledge of miniaturization and weight savings from our toy-making toy, as well as technologies related to transforming mechanisms represented by “TRANSFORMERS.” From August 2023, “SORA-Q” will come installed with the Smart Lander for Investigating Moon (SLIM), JAXA’s small lunar landing probe, with plans to launch it towards the moon.

(*3) “SORA-Q Flagship Model” www.takaratomy.co.jp/products/space-toy/flagshipmodel/



1/1 scale model of the “SORA-Q,” a transforming lunar surface robot. To enable simulation of the experience of the lunar surface experience by “SORA-Q” at home, we have recreated this with the same size (about 80mm in diameter), the same deformation, and the same movement (crawling, and like a butterfly) as the robot that will go to the moon. Using a dedicated (free) app, you can enjoy the same movements (transform, and steer it forward, backward, left and right) that the “SORA-Q” will have on the lunar surface. Pre-orders available on Takara Tomy Mall (takaratomymall.jp/shop/g/g4904810226338/).

SRP: JPY 27,500 (tax included)

Launch Date: Saturday, September 2, 2023

Recommended Age: 8 years and up

About “Adoring Astronaut LICCA”

<Product Features>

★The same design as the blue suits worn by astronauts! Including space motif!

The suit worn by LICCA is the same design as the blue suits worn by JAXA astronauts, with LICCA’s full name included on the name tag on the chest, with specifications that give a sense of it being something special. In addition, apart from also wearing star-shaped earrings and sneakers with star markings, accessories are also studded with space motif such as the attachment of a paper-based accessory that depicts the image of being a book about space.



<Product Outline>

Product Name: “Adoring Astronaut LICCA”

SRP: JPY 4,180 (tax included)

Launch Date in Japan: Autumn 2023

Recommended Age: 3 years and up

Package Contents: Doll (wearing dress, earrings, and underwear) (1), shoes (1), paper-based accessories (1)

Package Size: Approximately W 125mm x H 265mm x D 40mm

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), etc.

Copyright: ©TOMY



■ What is “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 2023: approximately 230 thousand in total)

[Official Website] licca.takaratomy.co.jp

[Official Twitter & Instagram @bonjour_licca]

twitter.com/bonjour_licca www.instagram.com/bonjour_licca

[Official YouTube channel] “LICCA Official Channel”

www.youtube.com/@Licca-chan_official

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

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