

LICCA's Maternal Grandfather Debuts in the LICCA Doll Family  
The Family Moves to a Trendy New Home!

**LICCA's "Beloved Grandpa"**  
**To be launched on Saturday, September 30**

**Simultaneous release with new home**  
**"La Maison With Swing and Slide"**

Updated for the Times With Home Delivery Box, Video Phone, and Pet Goods

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release LICCA Family doll "**Beloved Grandpa**" (SRP: JPY 3,850/tax included) and the new home where LICCA doll family will be moving, "**La Maison With Swing and Slide**" (SRP: JPY 8,800/tax included), as new products in the LICCA dress-up doll series on Saturday, September 30, 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](http://takaratomymall.jp)) and others.

In conjunction with this, the "**Beloved Grandma**" (SRP: JPY 3,630/tax included) doll will be **revamped and re-released** (the first revamping in 11 years since its debut in 2012). She will be wearing a lovely dress with a royal pattern that sets off the beautiful blue, befitting the owner of a florist shop.



Hiroshi Kayama (Beloved Grandpa), LICCA, Yoko Kayama (Beloved Grandma)



LICCA Doll Family

LICCA's "**Beloved Grandpa**" is named Hiroshi Kayama (age 61) and comes with stylish salt-and-pepper hair, a striped top, glen plaid slacks, and glasses. A school principal who enjoys golf and the outdoors, he was created as a youthful, active grandfather.

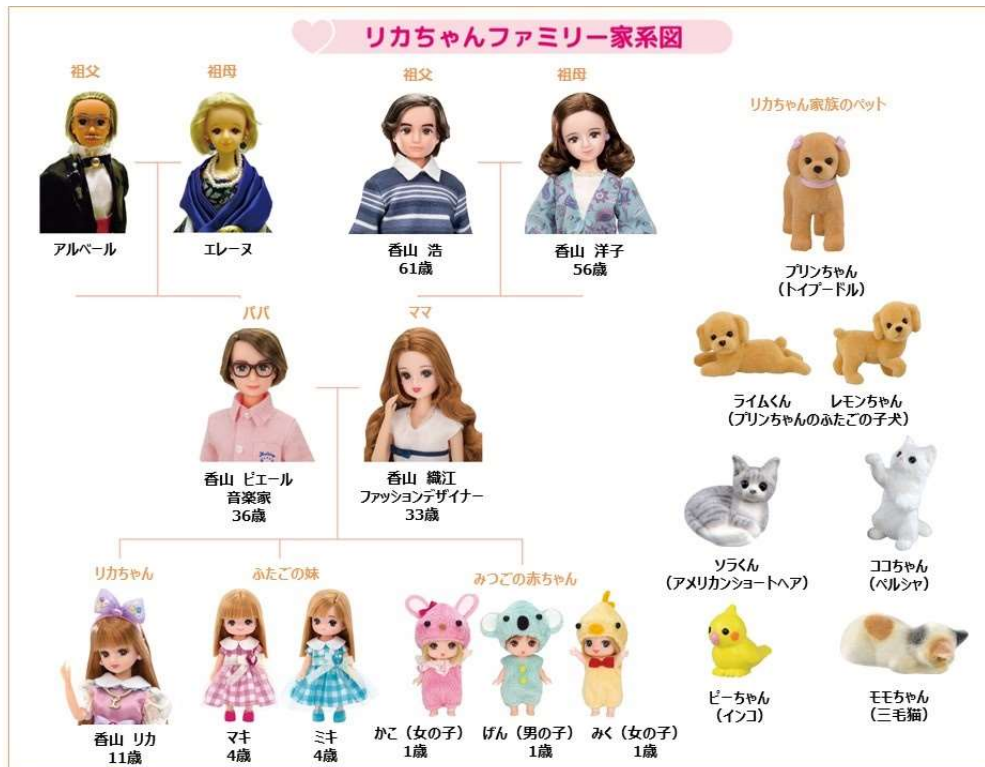
He is the father of LICCA's mother, Orié, making him LICCA's maternal grandfather, and while his existence was announced in 2017 during the 50th anniversary of LICCA, this marks his debut as a product (\*1).

The LICCA series has released products that give shape to children's fantasies and dreams while reflecting the times and trends since its debut in 1967. Their fashion, professions, and even the family itself represent the times.

(\*1) LICCA's paternal grandfather Albert was released in 1996 exclusively for LICCA's Castle ([liccacastle.co.jp](http://liccacastle.co.jp/)).

The context behind the release of “Grandpa” includes shifts in the parenting landscape and LICCA users that now span three generations. Nowadays, it is common for grandparents to help raise grandchildren in dual-income households. This increased time spent together has forged deeper bonds with grandparents for children, making them integral figures in the play world of LICCA. For more than 55 years since its debut in 1967, the LICCA doll series has evolved into an enduring source of enjoyment across three generations, including grandparents.

With the heightened focus on family bonds and human connection during the COVID-19 pandemic, this product will be released as a way for grandfathers to play with their grandchildren and spend quality time together playing make-believe with LICCA dolls.



Note: “Elaine” (released in 1992) is currently discontinued.

Being released simultaneously is “La Maison With Swing and Slide,” a large house with furniture that comes with a swing and slide, popular items in a survey conducted on children. This house is designed so that the entire family can spread out and relax when grandma and grandpa come to visit.



Note: Dolls, certain furniture, and accessories are sold separately.

La Maison means “home” in French. Furniture and appliances have been updated to reflect the new name. For example, there is a home delivery box at the entrance, a video call on the TV in the living room, and more to reflect the times. It also comes with a toy poodle, Pudding, as well as a cage, dog bowl, dog food, and litter box so that the family can spend time with this pet. This box-shaped home can be made compact for storage and spread out and paired with other sets during play, and can be combined with floor sheets for even more spacious play. It features more than ten layouts, allowing for hours of play. Hidden sounds add excitement, such as the “ding-dong”

of the doorbell when the switch at the entrance is pressed.

This product has also been designed with grooves on the table to make it harder for accessories to come off and accessories in various shapes to make them easier to identify through touch so that visually impaired users can rely on touch to select accessories on their own to make playing make-believe even more enjoyable. This product is certified with the Guide Dog Mark for inclusive toys for children with visual impairments (\*2).

In addition, “LICCA’s Sounds Kitchen” (SRP: JPY 6,380/tax included, sold separately) not only fills the air with the sounds of cooking and household appliances, but the cockatiel Pi-chan offers eco-friendly advice such as “Separate your trash!” or “Use the whole vegetable!” With a design that teaches the importance of caring for the environment through play, this product is Eco-Friendly toy certified (\*3).

Plans are also underway for a collaborative campaign with Suumo Counter, a free consultation service for buying a home operated by Recruit Co., Ltd. There are plans to release collaborative videos depicting the construction of LICCA doll family home and to distribute novelties and panels at approximately 200 Suumo Counter locations nationwide for the campaign (\*4).

(\*2) “Accessible-design toys” are toys made and sold for the general market that children with and without visual disabilities can enjoy playing with.

This product is designed so that accessories can be distinguished by touch, with grooves in the dining table that make it harder for glasses, plates, and other accessories to come off when touched, a smooth-textured front and matte-textured back to the floor sheets (flooring and garden), and jagged grooves on the shampoo accessory, just like a real shampoo bottle, so it can be distinguished from the conditioner accessory.

Information on Accessible-design toys: [www.takaratomy.co.jp/products/kyouyu/](http://www.takaratomy.co.jp/products/kyouyu/)



Guide Dog Mark

(\*3) “Eco-Friendly toys” are toys designed to be environmentally friendly in terms of production and play. This mark is displayed on the package of Eco-Friendly toy certified products that clear one of nine Eco-Friendly toys standards set by the TOMY Company.

Information on Eco-Friendly toys: [www.takaratomy.co.jp/eco/introduction/ecotoy.html](http://www.takaratomy.co.jp/eco/introduction/ecotoy.html)



(\*4) The Suumo Counter service is only provided in Japan. Accordingly, this campaign is limited to Japan only.

## Product Outline

**“Beloved Grandpa”** JPY 3,850 (tax included)

Package Contents: Doll (dress, underwear) (1), glasses (1), shoes (1)

Name: Hiroshi Kayama

Birthday: December 12

Blood Type: AB

Age: 61

Hobbies: Golf and outdoor activities

Occupation: School principal

— On his days off, he takes LICCA doll family camping.



**“Beloved Grandma”** JPY 3,630 (tax included)

Package Contents: Doll (dress, earrings, underwear) (1), glasses (1), shoes (1)

Name: Yoko Kayama

Birthday: October 10

Blood Type: A

Age: 56

Hobbies: Home gardening

Occupation: Owner of a florist shop

— The veggies Grandma grows in her garden are super fresh. LICCA even likes the tomatoes, which she normally dislikes.



**“La Maison With Swing and Slide”** JPY 8,800 (tax included)

Package Contents: House playset, lid (1), floor sheet (1), entrance (playset and lower part) (1), entrance door (1), bed (1), ladder (1), slide (1), swing set and swings (1), sofa (1), dining table (1), high chair for triplets (1), bathing area, door (1), toilet (1), TV stand (1), Pudding (1), runner part (white) (1), runner part (purple) (1), paper accessory sheet (4), sticker sheet (1)

Product Website: [licca.takaratomy.co.jp/products/house/lamaizon/index.html](https://licca.takaratomy.co.jp/products/house/lamaizon/index.html)

Launch Date in Japan: Saturday, September 30, 2023

Recommended Age: 3 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan and online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](https://takaratomymall.jp)) and others

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**Note: In addition to two dolls, a total of five products, including furniture and pet sets, will be created as peripherals to enhance make-believe play using “La Maison With Swing and Slide.”**



## ■ 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/](http://licca.takaratomy.co.jp/)

Official Twitter & Instagram [[@bonjour\\_licca](https://twitter.com/bonjour_licca)]

[twitter.com/bonjour\\_licca](https://twitter.com/bonjour_licca) [www.instagram.com/bonjour\\_licca](https://www.instagram.com/bonjour_licca)

[Official YouTube Channel] “LICCA Official Channel” [www.youtube.com/@Licca-chan\\_official](http://www.youtube.com/@Licca-chan_official)

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