

Features a movable jointed body for the enjoyment of easy posing, photographing, and displaying

**“Licca Stylish Doll Collections” (LICCA doll series for adults)
“Stylish Licca Photogenic Gothic Noir Style”**

Pre-orders start on Thursday, November 30, 2023, for release in mid-January 2024

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will start accepting pre-orders from Thursday, November 30, 2023 for the “**Stylish Licca Photogenic Gothic Noir Style**” doll (SRP: JPY 13,200 each/tax included), which features a movable jointed body, from the “Licca Stylish Doll Collections” series of LICCA dress-up dolls for adults, and the new product will go on sale in mid-January 2024.

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).



“Stylish Licca Photogenic Gothic Noir Style”

“**Stylish Licca Photogenic Gothic Noir Style**” features a movable body with movable joints. This product has a gothic and glamorous style fashioned in black, and can be enjoyed by putting her in any pose you like, such as sitting on a chair or crossing her legs.

The “neo LICCA body,” a movable body with movable joints, was developed with the desire to create products that can be further enjoyed by adults as well. The term “LICCA Katsu (LICCA activities)” has been coined in recent years, and there is a growing trend in ways for adults to have fun such as making LICCA doll outfits and taking pictures of them. This product, which allows for expressive posing, has been carefully designed paying close attention to details so that even more people can enjoy it.

The official LICCA website introduces recommended LICCA dolls and ways for adults to enjoy them.

(licca.takaratomy.co.jp/otona_licca/)

In addition, to commemorate the release of this product, a photo posting campaign is planned on X (formerly Twitter) and Instagram. Please check the official website for details.

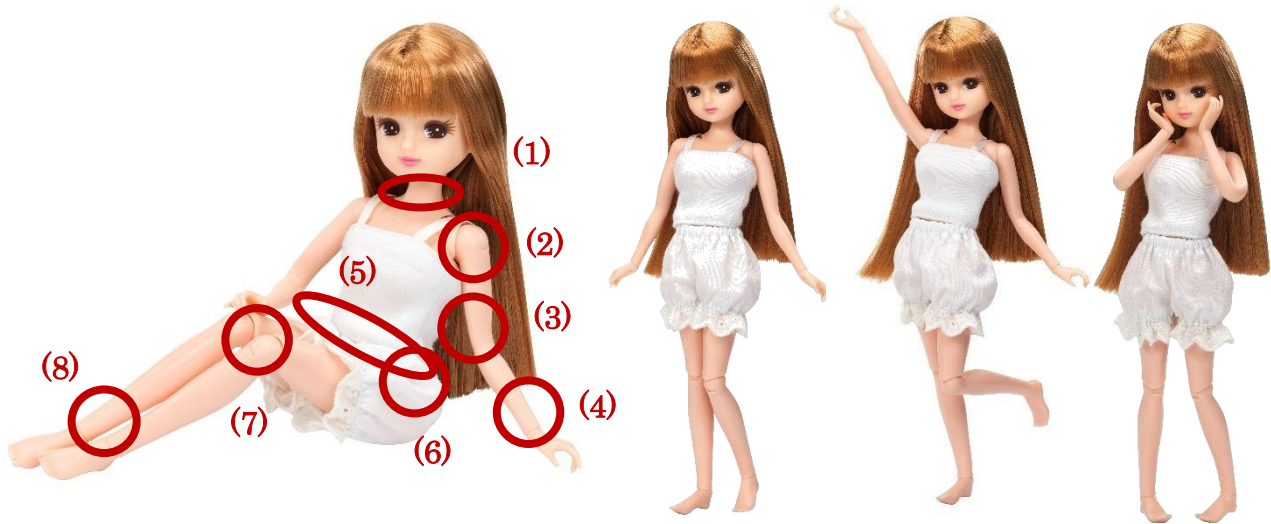
(licca.takaratomy.co.jp/event/stylish202311/)



In addition, T-ARTS Company, Ltd, a member of the TOMY Group, will release the “**Licca Stylish Doll Collections Miniature Package Collection**” GACHA capsule toys (five types in all, JPY 300 per package), a miniature package collection of mascots made directly from LICCA packaging, in capsule vending machines nationwide starting in late December 2023. “Stylish Licca Photogenic Gothic Noir Style” will be among the five types in the lineup. (right-hand photo)

◆◆◆◆◆◆◆◆◆◆ Newly developed movable body “neo LICCA body” ◆◆◆◆◆◆◆◆◆◆

By attaching joints to the shoulders, wrists, ankles, hips, and knees, poses can be made as desired. The figure can now be posed in more natural, human-like movements, such as shrugging her shoulders and folding her legs inward, sitting on a chair, and crossing her legs, which were difficult to do with the previous body^(*1). This allows a total of eight points of articulation. In order to make the poses more expressive and beautiful, the hands are also different from the existing ones designed with movable fingertips.



Posing examples: expressive movements are possible.

- (1) **Neck:** It can be tilted, allowing you to tilt the head sideways or look up.
- (2) **Shoulders:** In addition to moving the arms back and forth, the shoulders can be shrugged or posed with the chest held out.
- (3) **Elbows:** The bend is the same as the existing body. To ensure that the body looks beautiful even when wearing short sleeves or a sleeveless top, elbows are intentionally designed without joints. The lower part of the elbow does not bend in unnatural directions, allowing for human-like movement.
- (4) **Wrists:** The hands can be tilted in various directions. Changing the angle of the wrist gives a more expressive appearance.
- (5) **Waist:** Can be rotated from side to side to create different angles for poses.
- (6) **Hip joints:** Can be turned inward or outward. This allows for more detailed posing.
- (7) **Knees:** 120° range of motion allows the figure to sit on a chair, cross her legs, and perform other poses that were previously difficult to achieve.
- (8) **Ankle:** The legs can be tilted in various directions. This allows the figure to look more elegant and beautiful.

(*1) The four movable parts of the body until now have been the neck, shoulders, hip joints, and waist. The neck can be tilted, the shoulders and hip joints can rotate back and forth on a horizontal axis, and the waist can rotate left and right. The elbows and knees are made of a soft plastic and can be bent. The neck and waist have the same specifications as this new body.

◆◆◆◆◆◆◆◆◆◆ **About Fashion** ◆◆◆◆◆◆◆◆◆◆

While using black as the base color, the fashion is contrasted with different materials such as lace, sheer, and satin to create a gothic and glamorous style. The “fishtail” design is accented by red in the lining of the skirt, the soles of the shoes, and one-point decoration on the bag. Two types of tops are included, black and white, and the corset belt is also removable, so you can change the look depending on the combination. In addition, the eye makeup is tailored to the world of fashion, with special attention paid to every detail, such as a special cat eyeliner raised at the corners of the eyes.



More information about the “neo LICCA body” and fashion can be found on LICCA Official YouTube Channel. (youtu.be/-CC04Lv9HY)

◆◆◆◆◆◆◆◆◆◆ **Product Outline** ◆◆◆◆◆◆◆◆◆◆

- Product Name: “Stylish Licca Photogenic Gothic Noir Style”
- Launch Date in Japan: in the middle of January 2024
- SRP: JPY 13,200 (tax included)
- Recommended Age: 15 years and up
- Package Contents: Doll (wearing white top, skirt, corset belt, earrings, shorts) (1), black top (1), camisole (1), beret (1), handbag (1), strappy shoes (1), tights (1), stand (1), stand instruction manual (1)
- Sales Channels: 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” (takaratomy.com).
- Copyright: © TOMY
- Product Website: licca.takaratomy.co.jp/stylishlicca/gothic-noir.html

- Product name: “Licca Stylish Doll Collections Miniature Package Collection”
- Launch Date in Japan: in late December 2023
- SRP: JPY 300 per capsule (tax included) *Sold at capsule vending machines
- Recommended Age: 3 years and up
- Sales Agent: T-ARTS Company, Ltd.
- Package Contents: Lineup includes 5 types in all: olive peplum style, cappuccino dress style, fleur de style, khaki raffine style, and gothic noir style.
- Copyright: © TOMY
- Product Website: www.takaratomy-arts.co.jp/items/item.html?n=Y076039



— 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, a doll body that wears heels beautifully and dresses in trendy clothes. The adoption of the “neo LICCA body” for the first time allows this product to be posed more naturally. 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 and 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 always 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 sister 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/

[LICCA doll Official SNS @bonjour_licca] twitter.com/bonjour_licca www.instagram.com/bonjour_licca

[Official YouTube Channel] “LICCA Official Channel” www.youtube.com/@Licca-chan_official

— [Reference] Development of Licca products for adults —

More than 55 years have passed since LICCA doll was launched in 1967, and we have continued to develop products for adults so that not only small children but also adults who have grown up with LICCA doll can enjoy them. In addition to the “LiccA Stylish Doll Collections,” the “Licca Bijou Series” (*2), which was planned and developed based on the concept of “a real clothes LICCA doll that not only children but also adults can enjoy” (since 2016), and the “#Licca (hashtag Licca)” series (since 2020), an online era LICCA doll that is “fun to photograph” as a 17-year-old second year high school student, have also been well-received. This summer also saw the relaunch of “JeNny,” an extremely popular doll released in 1986, as a friend doll in the “#Licca (hashtag Licca)” series, which has been the topic of much discussion.

— [Reference] Introducing “LICCA doll” series —

Standard Series



“LICCA the dreamer”
On sale JPY 5,500 (tax included)
*LICCA the dreamer gift set

#Licca



“#Licca #myfavcosme”
On sale JPY 5,500 (tax included)

Licca Stylish Doll Collections



“Stylish Licca Photogenic Gothic Noir Style”
To be launched in the middle of January 2024
JPY 13,200 (tax included)

• **Standard Series**

Developing emotions, feelings and communication skills through make-believe games and dress-up games using dresses and doll houses. While continually incorporating the trends of the times, we are developing products that fulfill children’s dreams and aspirations.

(*2) “Licca Bijou Series” is also a part of the Standard Series lineup.

(Height 22 cm/Recommended Age: 3 years and up) licca.takaratomy.co.jp

• **#Licca (Hashtag Licca)**

The 17-year-old second year high school student “LICCA doll” embodies fashion and lifestyle that is even more trend-conscious than the classic “LICCA doll” (11 years old) series.

(Height 27 cm/Recommended Age: 3 years and up/Launched in 2020) licca.takaratomy.co.jp/products/doll/licca_17

• **Licca Stylish Doll Collections**

Adopting a “stylish body” that achieves a beautiful body line, this doll series for adults pays particular attention to details. The adoption of the “neo LICCA body” for the first time allows this product to be posed more naturally. It features subtle details on dresses and accessories, because it targets mainly at adults.

(Height 22 cm/Recommended Age: 15 years and up/Launched in 2015) licca.takaratomy.co.jp/stylishlicca/

For press inquiries, please contact:

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Public Relations, Business Planning Department, T-ARTS Company, Ltd. Tel: 03-5680-4837 Fax: 03-5680-4918

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)
T-ARTS Customer Service (Japanese only) Tel: 0570-041173 (Navi-Dial)