

For Immediate Release

**LICCA Doll to Collaborate with Hatsuko Endo, which is celebrating its
120th anniversary**

“Photogenic LicCA - Hatsuko Endo Wedding Style”

Pre-orders start on Friday, January 31, 2025, for release in late March

The “Magnolia” dream wedding dress is reproduced in LICCA doll-size

TOMY Company, Ltd.

Hatsuko Endo Weddings CO., LTD.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) is accepting pre-orders beginning on Friday, January 31, 2025 for the **“Photogenic LicCA - Hatsuko Endo Wedding Style”** (SRP: JPY 16,500/tax included) doll set created in collaboration with Hatsuko Endo Weddings CO., LTD. (President and Chief Executive Officer: Akira Endo; headquarters: Chuo-ku, Tokyo). It is part of the “Photogenic LicCA” series of dolls that enable natural poses thanks to the movable jointed body of that LICCA dress-up doll. The set will go on sale in late March 2025.



Pre-orders will be accepted at TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com/jp/shop/) and approximately 100 Photogenic LicCA shops across Japan (including the online shop, not available at some stores). For more information about the stores, please check LICCA official website (licca.takaratomy.co.jp/photogeniclicca/).

In addition, a hair-arranging video for this product (youtu.be/OMY_BNtdXxM) by Hatsuko Endo producer Akiko Endo has been uploaded to the LICCA Doll official YouTube channel.

“Photogenic LicCA - Hatsuko Endo Wedding Style” is a LICCA doll wearing a dress based on the “Magnolia” wedding dress (magnolia/A by Hatsuko Endo) popular at Hatsuko Endo. The design and texture of the actual “Magnolia” have been reproduced under the supervision of Hatsuko Endo. In addition to the abundant use of the delicate lace that is a feature of the dress, attention was paid to the finest details including the dress silhouette and hair and makeup. The “neo LICCA body,” a movable body with movable joints, was employed to enable beautiful and natural poses.

This collaboration was made to commemorate Hatsuko Endo's 120th anniversary in 2025. In recent years, LICCA doll has developed not only as a toy for children, but also as a brand loved by adults who grew up with LICCA doll over the years. This product is based on a motif of "Magnolia," and expresses the yearning that makes even adults' hearts flutter. It is a product that can be enjoyed in a variety of ways, including "LICCA Katsu (LICCA activities)" such as taking and sharing photos and making outfits for LICCA, displaying as a welcome doll, keeping as a wedding memory, or giving it to parents as a gift.

"Photogenic Licca - Hatsuko Endo Wedding Style" Product Points

■ Point 1: The much sought after "Magnolia" dress, recreated in LICCA doll size

The iconic "Magnolia" wedding dress in the Hatsuko Endo original dress brand A by Hatsuko Endo has been recreated in LICCA doll size. In order to make it as close to the real "Magnolia" as possible, the dress is lavishly embroidered to express delicate lace, and a distinctive silhouette with a slightly low waist and long voluminous train (skirt hem) is created by layering multiple layers of fabric.



Left: A by Hatsuko Endo "Magnolia" Right: "Photogenic Licca - Hatsuko Endo Wedding Style"

■ Point 2: Hair styles and accessories that can be arranged in a variety of ways

The hair is made to be let down, and the hair color is a mix of brown and dark brown to create a feel of having volume. Hair elastics and ribbon hair accessory, as well as a tiara with veil are included, so a variety of hairstyles can be enjoyed. The makeup is a chic style in beige pink, and the accessories are pearl-like earrings and a bracelet to add a touch of glamour. In addition, to match the wedding theme, LICCA is wearing a ring on the left hand for the first time in the "Photogenic Licca" series.



■ Point 3: Beautiful, natural posing with the "neo LICCA body" movable body featuring movable joints

The "neo LICCA body" movable body with movable joints is employed to enable beautiful and natural posing. That mechanism, specifications with posting on SNS in mind, and more for the "neo LICCA body" that makes use of TOMY's doll technology earned it the "The 2024 Japan Toy Awards" grand prize in the Kidult category. It is also ideal for "LICCA Katsu (LICCA activities)" such as taking and sharing photos and making clothes that suit LICCA.

■ Point 4: Packaging with an eye to showing off

The package features a larger window than usual to show the attention to details such as the embroidery of the wedding dress. The design for the package is based on the fabric design of Hatsuko Endo's actual color dress (dolly/A by Hatsuko Endo).



<Product Outline>

Product Name:	“Photogenic Licca - Hatsuko Endo Wedding Style”
SRP:	JPY 16,500 (tax included)
Launch Date in Japan:	To be launched in late March 2025
Recommended Age:	8 years and up
Package Contents:	Doll (neo LICCA body) (wearing dress, pannier, ring, and panties) (1), stand (1), veil with tiara (1), hair accessory (1), earrings (1), bracelet (1), hair elastics (3), shoes (1)
Copyright:	© TOMY ©2025 Hatsuko Endo
Sales Channels:	TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com) and approximately 100 Photogenic Licca shops across Japan (including the online shop, not available at some stores). * Please check LICCA official website for stores handling the product.
Official Website:	licca.takaratomy.co.jp/photogeniclicca/wedding.html
Product Video:	youtu.be/OMY_BNtdXxM



“Photogenic Licca - Hatsuko Endo Wedding Style” Launch Commemorative Collaboration

■ Video of LICCA doll hair arrangement by Hatsuko Endo

A hair arrangement video for “Photogenic Licca - Hatsuko Endo Wedding Style” by Hatsuko Endo producer Akiko Endo and hair and makeup artist Yukihiro Okayama will be released on the LICCA Doll official YouTube channel (www.youtube.com/@Licca-chan_official) on Thursday, January 23, 2025. This introduces the “elegant half-up hairstyle” and the “nuanced low ponytail hair style,” which are also popular at actual wedding receptions. This is special content that includes product images taken at “Hatsuko Endo Weddings GINZA” and special comments from Akiko Endo. It also introduces points for enjoy arranging yourself with professional techniques and how to make the hairstyle come out looking great.

Video: Title “[Wedding] Hatsuko Endo x Photogenic Licca ✨Hairstyle and movable body.”

URL: youtu.be/OMY_BNtdXxM



————— About Photogenic Licca —————

“Licca,” a LICCA doll brand designed for adults, was born in 2015, and the Licca Stylish Doll Collections doll series designed for adults was released. “LICCA Katsu (LICCA activities)” was coined as a term for making LICCA doll outfits and posting them on SNS, and playing with dolls by adults is spreading. With that, the “Photogenic Licca” series was born from the desire to make products that adults will enjoy more. The adoption of the patented “neo LICCA body,” a beautiful movable body with movable joints, makes it possible to pose the doll naturally and expressively, and also meets needs in photography. TOMY will continue to release products that are packed with attention to detail in every aspect, such as collaborations with various apparel brands and characters, a wide variety of hairstyles and makeup, accessories such as bags and heels with attention to detail, and stylishly designed packaging.

————— About LICCA doll —————

Dress-up doll LICCA was born in 1967, and since then various products have been released that give shape to children’s fantasies and dreams, always reflecting the times and trends. One can enjoy “pretend play” and “dress-up play” using items such as dresses and houses, and LICCA doll has had a defined profile including age, family and friends from her initial release.

In recent years, it has been expanding into a brand loved by adults who have grown up with LICCA doll. Moreover, LICCA has been widening her field of activity as a celebrity talent, and her own SNS accounts are also big topics.

[Official Website] licca.takaratomy.co.jp/

[Official SNS @bonjour_licca] x.com/bonjour_licca www.instagram.com/bonjour_licca

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

————— About Hatsuko Endo —————

Founded in Ginza in 1905, the company has been involved in everything weddings from bridal hair and makeup to wedding attire for over a century, and it continues to propose sophisticated wedding styles even today. “A by Hatsuko Endo” is an original dress brand that features “timeless” beauty. The wedding dresses, carefully created with a focus on everything from sophisticated design and material selection to sewing and details, are highly regarded by many brides as the dress just for them worn on their most special day.

[Official Website] www.hatsuko-endo.co.jp/

[Official Instagram] www.instagram.com/hatsuko_endo/

www.instagram.com/a_by_hatsukoendo/

[Official Facebook] www.facebook.com/HatsukoEndo

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For product inquiries from consumers, please contact:

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