

For Immediate Release



August 21, 2025

A sustainable modern house with an awareness of inclusive society and eco-friendliness featuring auto-lock, delivery box, and a built-in dishwasher

Licca House “Talking Auto-lock, Two-story Grande Maison”
To be launched on Saturday, October 18, 2025

**★Winner of the Grand Prize in the Accessible Design Toys category
at the 2025 Japan Toy Awards★**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & CEO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will release the Licca House “Talking Auto-lock, Two-story Grande Maison,” where the family moves into a new home, as a new product in the LICCA dress-up doll series (SRP: JPY 9,900/tax included) on Saturday, October 18, 2025, 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/) and others. Pre-orders are scheduled to begin on Thursday, August 28, 2025, at “Takara Tomy Mall.”

The Licca House “Talking Auto-lock, Two-story Grande Maison” is a large house (58 cm tall × 72 cm wide) with furniture that includes features such as an elevator and a front door with auto-lock and sound. The front door lights up and features buttons for the doorbell and intercom, allowing for lively house play with various sounds such as from visitors, food delivery, and cooking. Additionally, the house’s facilities and appliances have been updated to reflect modern lifestyles. The front door is equipped not only with an auto-lock but also with an intercom monitor and a delivery box, while the kitchen features a built-in dishwasher.

This product is also certified as an “Eco-Friendly toy” (*1). The packaging and product are designed to encourage awareness of caring for the environment during play. The sounds at the front door not only include visitor and cooking sounds but also feature advice and phrases for environmental consideration, such as “Separate your trash before disposal!” and “Please leave it in the delivery box!” Additionally, the paper used for the packaging and product is forest-certified paper, made from wood and other materials sourced from responsibly managed, certified forests. Furthermore, this product has been ingeniously designed as a toy that can be enjoyed by visually impaired individuals as well. It received the Grand Prize in the Accessible Design Toys category (*2) at the 2025 Japan Toy Awards, organized by the Japan Toy Association.



From the development stage, we had visually impaired children play with the product and incorporated their feedback, adding features to the texture and sound to make it more enjoyable.

For example, to prevent small items from easily toppling over or shifting when touched, indentations have been added to the dining table and bathtub. Various engravings and embossing have been applied throughout to make it enjoyable to touch. Additionally, different sounds play when the front sliding door is opened or closed, and a “ding♪”



*Dolls and some accessories are sold separately.

sound is made when the elevator arrives at each floor.

And this time, a collaboration with Yamato Transport Co., Ltd. has been decided. The limited first edition includes Yamato Transport's original packaging materials in LICCA doll size, such as the "EV Walk-through BOX," "Attempted Delivery Notice," and "Kuroneko (black cat) (pet)." Yamato Transport's approach, such as providing the "Okihai" unattended delivery service to enhance the convenience of receiving packages for customers and making a considerate effort by adding "cat ear" notches to the Attempted Delivery Notices so that visually impaired individuals can recognize that Yamato Transport has made a delivery, resonated with us, leading to the realization of this project.

Product Highlights of the Licca House "Talking Auto-lock, Two-story Grande Maison"

■ Promote eco-awareness while playing! Forest-certified paper used for the product and packaging!

The sounds at the front door not only include visitor and cooking sounds but also feature sounds that promote eco-awareness, fostering a sense of environmental care through play. Additionally, the paper used for the packaging and product is forest-certified paper, made from wood and other materials sourced from responsibly managed, certified forests. Choosing certified paper contributes to environmental conservation, such as the protection of forest resources and the effective use of paper resources. TOMY Company is promoting eco-design for packaging and products as part of our efforts aligned with our sustainability framework.

<Examples of included sounds>

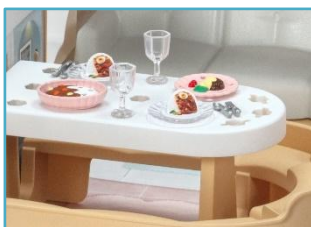
"Separate your trash before disposal!" "Don't leave the water running!" "Let's take turns in the bath!"
"Please leave it in the delivery box!" "Let's use the leftover vegetables and make curry together!"

(*1) "Eco-Friendly toys" are toys designed to be environmentally friendly in terms of production and play. The logo is displayed on the package of Eco-Friendly toy certified products that clear one of ten Eco-Friendly toys standards set by the TOMY Company.

Information on Eco-Friendly toys: www.takaratomy.co.jp/eco/introduction/ecotoy.html

■ So that as many children as possible can enjoy playing! Incorporating the voices of visually impaired children into the product

Designed as an inclusive toy that can be enjoyed by both visually impaired and sighted individuals, it won the Grand Prize in the Accessible Design Toys category (*2) at the 2025 Japan Toy Awards.



Indentations are added to the top of the table to prevent small items from easily toppling over



Expressed with embossing so that different textures like tiles and carpets can be enjoyed by touch



By adding reliefs to the floor tiles and doors, they can also be enjoyed through touch



The arrival of the elevator at each floor and the opening and closing of the front door can be identified by sound



Two types of coatings are used on paper accessories to alter their texture



A rim is added to the second-floor area to prevent small items from easily falling off



Similar to real-life products, grooves are added to the side of the shampoo accessory to distinguish it from the conditioner



The “cat ear” notches are featured on the Attempted Delivery Notice (*included only in the limited first edition)

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

About accessible design toys: www.takaratomy.co.jp/products/kyouyu

■ Updated for modern living with features like auto-lock, delivery box, and built-in dishwasher



Intercom monitor



Delivery box



Built-in dishwasher

Reflecting modern lifestyles, the house’s facilities and appliances have been updated, featuring not only an auto-lock but also an intercom monitor and a delivery box at the front door, as well as a built-in dishwasher in the kitchen.

◆◆◆Product Outline◆◆◆

Product Name: **Licca House “Talking Auto-lock, Two-story Grande Maison”**

Launch Date in Japan: Saturday, October 18, 2025

Pre-order Opening Day: Thursday, August 28, 2025

SRP: JPY 9,900 (tax included)

Recommended Age: 3 years and up

Dimensions: H 580 × W 720 × D 605 mm

Batteries Required: 2 × AAA alkaline *Batteries are sold separately.

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The “Kuroneko Mark” and Yamato Transport’s logo are registered trademarks of YAMATO HOLDINGS CO., LTD. (*Limited to the first edition only)

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/) and others

Official Website: licca.takaratomy.co.jp/products/house/grandmaizon/

Product Video: youtu.be/C5E8H51MCuA

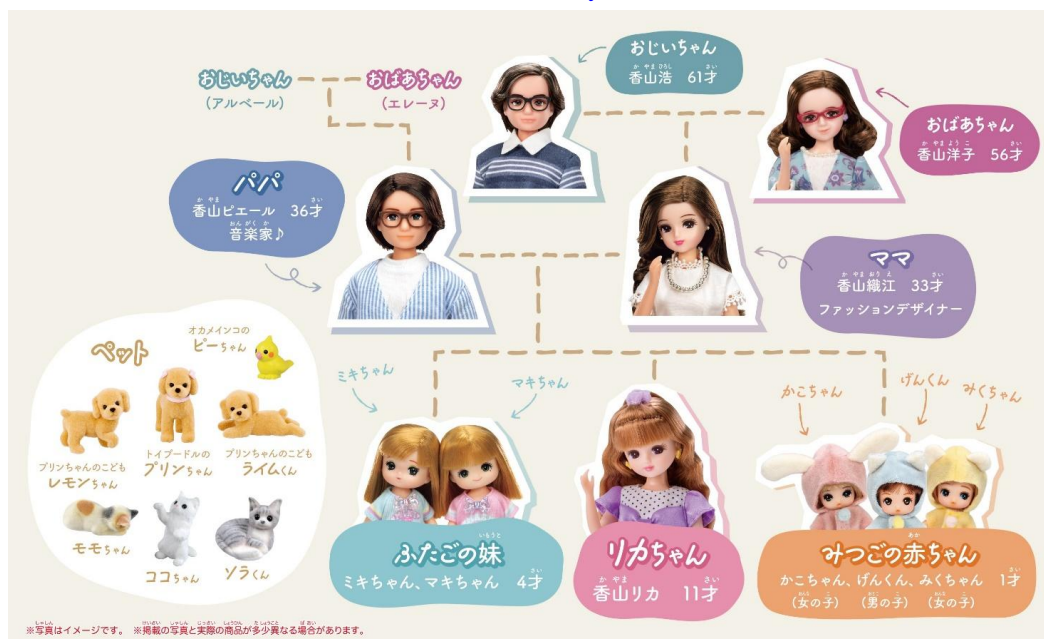
◆◆◆About LICCA doll◆◆◆

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. LICCA has been widening her field of activity as a celebrity talent, and her own social media accounts are also big topics.

[Official Website] licca.takaratomy.co.jp

[LICCA doll 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



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For product inquiries from consumers, please contact:

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