

For Immediate Release



March 3, 2026

*(English translation of the Japanese press release)***LICCA Doll and Super Mario Collaboration****“Licca Super Mario, Mario Style”**
“Licca Super Mario, Princess Peach Style”
To be launched in Japan on Saturday, April 18, 2026

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo will release “**Licca Super Mario, Mario Style**” and “**Licca Super Mario, Princess Peach Style**” (SRP: JPY 5,500 each/tax included) in Japan, two types of dolls in collaboration with Super Mario as new products in the LICCA dress-up doll series on Saturday, April 18, 2026, at toy stores, toy sections of department stores and mass retailers in Japan, online shops, and TOMY Company’s official online store “TOMY MALL” (takaratomymall.jp), etc.

“**Licca Super Mario, Mario Style**” is a LICCA doll wearing a “Mario” costume, with his signature red hat and blue overalls. It comes with a “Super Star” bag and a “mustache photo prop,” and can be enjoyed on display, as well as for taking photos.

“**Licca Super Mario, Princess Peach Style**” is a LICCA doll wearing a “Princess Peach” costume. The distinctive hairstyle, blue eyes, and other features express Princess Peach’s characteristics. The dress has darts sewn on the sleeves and tulle layered into the skirt, giving it a voluminous silhouette. It comes with a crown headband and the pink parasol that “Princess Peach” carries.

These dolls combine the appeal of “LICCA doll” and “Super Mario series,” two franchises which have been loved by many people for a long time, and are designed to be products that allow people to enjoy both worlds.

**“Licca Super Mario, Mario Style”****“Licca Super Mario, Princess Peach Style”**

* This is the second collaboration between “LICCA doll” and “Super Mario,” following the “LICCA Doll I love Super Mario” (released in 2023).

Product Outline

■ “Licca Super Mario, Mario Style”

Package Contents: Doll (LICCA), dress, underwear, hat, bag, mustache photo prop, earrings, shoes * The bag does not open or close.

■ “Licca Super Mario, Princess Peach Style”

Package Contents: Doll (LICCA), dress, underwear, gloves, crown headband, parasol, earrings, shoes * The parasol does not open.



Left: “Licca Super Mario, Mario Style”

Right: “Licca Super Mario, Princess Peach Style”

<Common Information>

Launch Date in Japan: Saturday, April 18, 2026

SRP: JPY 5,500 each (tax included)

Recommended Age: 3 years and up

Copyright: © TOMY © Nintendo

Sales Channels:

Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “TOMY MALL” (takaratomy.com), etc.

Product Website:

licca.takaratomy.co.jp/products/lineup/item.html?i=084808 (Licca Super Mario, Mario Style)

licca.takaratomy.co.jp/products/lineup/item.html?i=093268 (Licca Super Mario, Princess Peach Style)

■■■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

■■■About Super Mario■■■

Please check Nintendo’s website for information on “Super Mario.”

www.nintendo.com/jp/character/mario/index.html



For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 E-mail: tpr@takaratomy.co.jp

For product inquiries from consumers, please contact:

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