

For Immediate Release



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## Japan's Iconic Doll Licca-chan Officially Debuts in North America

**Following a Sensational Preview at the New York Toy Fair®, TOMY Brings the Beloved Cultural Icon to U.S. Fans and Collectors This March**

TOMY Company, Ltd.



TOMY Company, Ltd. (President & CEO: Akio Tomiyama) is proud to announce the official North American launch of Licca-chan, Japan's most famous and beloved fashion doll, which started in March 2026. This landmark expansion began with a curated collection of 10 dolls, including exclusive and Japanese-inspired styles.

Accompanying the launch, TOMY has debuted an official global website ([licca-doll.com/](http://licca-doll.com/)) and official social media channels (Instagram : @licca\_chan\_official [www.instagram.com/licca\\_chan\\_official/](http://www.instagram.com/licca_chan_official/)) to engage with a new generation of fans and the growing global community of doll collectors.

Since her debut in 1967, Licca-chan has sold approximately 69 million units (Estimated through March 2026), evolving from a beloved children's toy into a sophisticated cultural icon. In recent years, she has fueled the "Kidult" trend, with adult fans sharing meticulously styled photos of their dolls under the social media movement known as Licca-katsu (Licca-activity).

"Licca-chan has transcended being a mere product to become a piece of living culture in Japan," said Akio Tomiyama, President and CEO of TOMY. "After the incredible reception we received at the New York Toy Fair® this past February, we are thrilled to finally bring her to our North American fans. This expansion is a key pillar of our growth strategy. We hope Licca-chan becomes a bridge for fans to experience and fall in love with Japanese KAWAII culture."

The collection debuted in late March 2026 at select Box Lunch, HOT TOPIC, MINISO, animate Los Angeles / animate USA (animate USA Online Shop), and Gacha&Catch (Gacha & Catch: SEGA×TOMY Pop-Up Store) locations nationwide. While availability may vary by store, fans can look forward to a broader rollout throughout the second half of 2026. To cultivate a thriving North American community, TOMY will also headline major fan conventions.

## Launch Lineup & Availability

The initial North American collection features distinct products designed to showcase the brand's unique Japanese DNA and fashion-forward aesthetic:

## Examples of Products

	Product Name	Cost	Copyright
1	Licca LD-30 KIMONO	\$24.99	© T O M Y
2	LD-10 OTONAPPO Licca	\$24.99	© T O M Y
3	Licca LD-28 My Melody™	\$29.99	© 2026 SANRIO CO., LTD. Used Under License. © T O M Y
4	Licca LD-11 Kuromi™	\$29.99	© 2026 SANRIO CO., LTD. Used Under License. © T O M Y
5	Licca Frieren: Beyond Journey's End	\$29.99	©Kanehito Yamada, Tsukasa Abe/Shogakukan/ "Frieren" Project © T O M Y

Note: Products currently available in Japan are also being launched in North America

## About Licca-chan

Introduced in 1967, Licca-chan (Licca Kayama) is Japan's premier fashion doll. Known for her detailed backstory and trendy fashion sense, she has mirrored the evolution of Japanese style for over 50 years. With nearly 835,000 posts on Instagram under her Japanese hashtag, Licca-chan continues to captivate both children and adult enthusiasts who treat her as a muse for photography, fashion design, and social media storytelling.

Her illustrious history includes serving as a French Tourism Goodwill Ambassador and collaborating with global icons such as Ariana Grande in her Japanese music video for 'Focus'.

### Links

English :

Official Website : [licca-doll.com/](http://licca-doll.com/)

Instagram : @licca\_chan\_official [www.instagram.com/licca\\_chan\\_official/](http://www.instagram.com/licca_chan_official/)

Japanese :

Official Website: [licca.takaratomy.co.jp/](http://licca.takaratomy.co.jp/)

Instagram: @bonjour\_licca [instagram.com/bonjour\\_licca](http://instagram.com/bonjour_licca)

X: @bonjour\_licca [x.com/bonjour\\_licca](https://x.com/bonjour_licca)

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

**For press inquiries, please contact:**

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Email: [tpr@takaratomy.co.jp](mailto:tpr@takaratomy.co.jp)

**For product inquiries from consumers, please contact:**

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