

For Immediate Release



November 27, 2023

【OSHI NO KO】 and “TOMICA”/“LICCA Doll” Collaboration!**Is That “LICCA Doll” Dressed up as “Ai”!?
“【OSHI NO KO】 × LICCA Doll” to be launched in 2024
Start date of pre-orders now decided**

“Dream TOMICA SP 【OSHI NO KO】 Concert Truck.” with wrappings depicting characters, will also be launched.

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will start taking pre-orders for “ **【OSHI NO KO】 × LICCA Doll**” (SRP: JPY 6,600/tax included), which is a collaboration with the popular TV animation **【OSHI NO KO】**, as a new product in the LICCA dress-up doll series, on Friday, March 29, 2024, 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/), etc.

In addition, “**Dream TOMICA SP 【OSHI NO KO】 Concert Truck**” (available in 2 designs: SRP: JPY 880 each), which has a wrapping depicting characters of the TV animation **【OSHI NO KO】**, will be launched as part of the “Tomica” die-cast miniature car series at the specialty stores for TOMICA product “TOMICA Shop” and “Takara Tomy Mall” in 2024. We plan to begin taking pre-orders at “Takara Tomy Mall” from Monday, December 4, 2023.

In 2024, when season 2 of the TV animation **【OSHI NO KO】** is scheduled to air, we will launch products from both “LICCA doll” and “Tomica” with which you can enjoy the world of **【OSHI NO KO】** to your heart’s content.

Right: “ **【OSHI NO KO】 × LICCA Doll**”Left: “**Dream TOMICA SP 【OSHI NO KO】 Concert Truck**” (2 designs)

About the 【OSHI NO KO】 products

■ “【OSHI NO KO】 × LICCA Doll”

<Product Features>

- LICCA doll is dressed up as “Ai,” the center of the idol group “B-KOMACHI” in the story. This product features a special design that is unique to collaborations. LICCA is given not only the hairstyle, idol attire, and bunny hair-ribbon, but also the stars in her eyes, which are impressive in the story.
- To better approximate the special color of Ai’s hair, two colors have been used to enhance the effect. Effort has also been put into accurately reproducing the splendor of Ai’s attire that appears in the TV animation by creating the sense of volume for the skirt and carefully selecting a different fabric for each layer.
- As much as possible, LICCA has been given the color and design of the hairstyle and attire so that fans of 【OSHI NO KO】 can appreciate it while falling into the world view of LICCA doll.



Scheduled to launch in Japan: 2024 (Pre-orders scheduled to commence on Friday, March 29, 2024)

SRP: JPY 6,600 (tax included)

Package Contents: Doll (wearing dress, earrings, accessories, underwear) (1), gloves (1), shoes (1)

Recommended Age: 3 years and up

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/), etc.

Copyright: © TOMY, 【©Aka Akasaka × Mengo Yokoyari / Shueisha Inc., “OSHI NO KO” Partners】

■ “Dream TOMICA SP 【OSHI NO KO】 Concert Truck B-KOMACHI ver.” (left photo)

“Dream TOMICA SP 【OSHI NO KO】 Concert Truck Aqua & Ruby ver.” (right photo)



Right view



Right view



Left view



Left view



Ichigo Production mark



Image of the opened up state
B-KOMACHI ver. (top photo)
Aqua & Ruby ver. (bottom photo)

<Product Features>

- There are two versions: the concert truck of the idol group “B-KOMACHI” featured in the story, and the concert truck of Aqua & Ruby, the main characters in the TV animation. For both versions, the container portion of the truck opens out into a live stage, the logo is displayed on the roof of the container and mark of Ichigo Production, the production company featured in the story, is displayed on the rear of the container.
- The features of the “B-KOMACHI” concert truck include the placement of legendary idol “Ai” and the visuals of “B-KOMACHI.” Also, when the container is opened up into

a live stage, an image of Ai becomes visible.

- The features of the “Aqua & Ruby” concert truck include the placement of Aqua & Ruby and the teaser visuals for season 2 of the TV animation. Also, when the container is opened up into a live stage, a visual of an image showing the iconic dazzling eyes of Aqua and Ruby becomes visible.

Scheduled to launch in Japan: 2024 (Pre-orders scheduled to commence on Monday, December 4, 2023)

SRP: JPY 880 each (tax included)

Dimensions: W 25 × H 34 × D 77 mm

Recommended Age: 3 years and up

Sales Channels: The specialty stores for TOMICA products “TOMICA shops” and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com/)

Copyright: © TOMY

【©Aka Akasaka × Mengo Yokoyari/ Shueisha Inc., “OSHI NO KO” Partners】

【OSHI NO KO】 product website: www.takaratomy.co.jp/products/oshinoko/

■ About the 【OSHI NO KO】 TV animation

“In this entertainment industry, lies are a weapon!”

This impactful TV animation series was born from a splendid collaboration between Aka Akasaka and Mengo Yokoyari who depict the “entertainment industry” from a ground-breaking new perspective. The animation first launched in April 2023, and there is now confirmation that season 2 is production!

The official website of the TV animation 【OSHI NO KO】 : ichigoproduction.com/

■ 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 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 sisters 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

[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

■ About “Tomica”

“Tomica” was released in 1970 as Japan’s first palm-sized domestic die-cast miniature car series. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with more familiar Japanese miniature cars. It is now loved by parents and children across three generations. Up to now, we have sold more than 1,140 different types of cars, a total of more than 725 million cars (As of April 2023).

The “Dream TOMICA” series was launched in 2012, with “Tomica collaborations that you dreamed of!” as its concept. It incorporates popular content that appeals to a wide range of target demographics. It celebrated its tenth anniversary in 2022.

Tomica Official Website: www.takaratomy.co.jp/products/tomica/

Dream TOMICA Official Website: www.takaratomy.co.jp/products/tomica/lineup/dream/index.htm

For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

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