

For Immediate Release



Collaboration between “JeNny,” who has become a hot topic since her relaunch, and WEGO!

“#Licca #WEGO LICCA” and “#Licca #WEGO JeNny”

To be launched on Saturday, June 15, 2024

The WEGO Harajuku Store and Shinsaibashi Store will also have displays!

TOMY Company, Ltd.

WEGO Co., Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima; headquarters: Katsushika-ku, Tokyo) will release two types of dress-up dolls, “#Licca #WEGO LICCA” and the friend doll “#Licca #WEGO JeNny” (SRP: JPY 5,720 each/tax included), through a collaboration between the “#Licca (Hashtag Licca)” series, featuring the LICCA dress-up doll who has grown up and is now a 17-year-old second year high school student, and WEGO Co., Ltd. (Representative Director and President: Kyosuke Sonoda; headquarters: Shibaura, Minato-ku, Tokyo) from Saturday, June 15, 2024 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc. In addition, to commemorate the launch, displays are also planned at the “WEGO 1.3.5... Harajuku Store” and “WEGO Shinsaibashi Store” during the period from Saturday, June 15, 2024 to Wednesday, July 31, 2024.



“#Licca #WEGO JeNny”



“#Licca #WEGO LICCA”

“#Licca #WEGO LICCA” and “#Licca #WEGO JeNny” are doll sets designed and produced by apparel shop WEGO, which is extremely popular among teens. The sets incorporate trendy teen fashions such as the recent boom in cargo pockets, which are prominently featured on the bottoms, and cropped tops, together with eared caps, thick-soled sneakers, headphones and more.

“#Licca” develops products based on the concept of embodying the aspirations of trend-conscious fashion and lifestyle. WEGO’s corporate vision is “to go beyond selling clothes to becoming a company that provides ‘ways to have fun,’ including culture and lifestyle,” and the collaboration was born out of a mutual understanding that the two brands are not limited to fashion, but also offer and disseminate lifestyle ideas. This collaboration marks the second collaboration between WEGO and “#Licca,”

continuing from “#Licca #WEGO” that was launched in 2022.

This time, in addition to “#Licca,” “#JeNny”^(*), who was relaunched in summer 2023 and became a hot topic, has made her appearance wearing a new outfit produced by WEGO. JeNny has always collaborated with fashion

brands that were popular at the time. This design was produced by WEGO, a cutting-edge trendsetter. This is the first collaboration between JeNny and WEGO.

In addition, a video depicting #JeNny as a customer visiting the store where #Licca works as a member of the WEGO store staff will be released on the YouTube channel “LICCA Official Channel” (www.youtube.com/@Licca-chan_official) on Friday, May 31, 2024. You can see #Licca introducing the store and #JeNny shopping.



(*1) “JeNny” is a fashion doll that was released in 1986 by TOMY Company (Takara Co., Limited at that time). In August 2023, “JeNny” was relaunched with a new design as the friend doll “#JeNny” in the “#Licca” series. She is a 17-year-old-girl from Los Angeles who is active throughout the world as a supermodel. “#JeNny” has more modeling experience than #Licca, and is looked up to by #Licca.

★ Product Outline

Product Name: **#Licca #WEGO LICCA**

Package Contents: Doll (wearing top, skirt, jacket, earrings, ring and underwear) (1), stand (1), printed photo stickers (1), cap (1), shopping bag (1), socks (1), shoes (1), headphones (1) and staff ID card (1)



The logo-bearing, cropped tank top and blue cargo skirt were selected to match the cool blue twisted pigtailed hairstyle. Since the silhouette changes with and without the mesh-type jacket, you can enjoy the different coordination combinations. The style features many trends, including a cat-ear knit cap and thick-soled sneakers with socks. A staff ID card for WEGO store staff is also included.

Product Name: **#Licca #WEGO JeNny**

Package Contents: Doll (wearing top, pants, earrings, ring and underwear) (1), stand (1), printed photo stickers (1), cap (1), shopping bag (1), bag (1), shoes (1), headphones (1) and choker (1)



JeNny has a pink permanent wave hairstyle for the first time. The tight T-shirt with the JeNny logo including shiny rhinestones, together with the over-silhouette cargo pants, add to the style. A rabbit-ear knit cap, thick-soled sneakers and other trendy accessories are also included.

Launch Date in Japan: Saturday, June 15, 2024

SRP: JPY 5,720 each (tax included)

Recommended Age: 3 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY

Company's official online store "Takara Tomy Mall" (takaratomy.com), etc.

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Product Website: licca.takaratomy.co.jp/products/doll/licca_17/

■ About WEGO

[WEGO], a Lifestyle Culture Store, operates approximately 160 stores nationwide. WEGO's ability to curate street culture, including product development and in-store events that cover a wide range of fashion, culture, and lifestyle, has gained tremendous support from young people. In addition to [WEGO], the company has also developed a number of brands that feature artists from various perspectives as producers and directors. The company has music label [Manhattan Records] and entertainment production company Lexington Co., Ltd., which has been discovering hot artists in recent years, as subsidiaries.

Corporate Site: wego.jp

Official Instagram: @wego_official

Official X (formerly Twitter): @WEGO_press

Official TikTok: @wego_official

■ About "#Licca (Hashtag Licca)"



"#Licca," a series born in 2020, is the 17-year-old second year high school student "LICCA doll" and embodies fashion and lifestyle that is even more trend-conscious than the classic "LICCA doll" (11 years old) series. The body, hairstyle, makeup, accessories and packaging are more highly stylized, and the doll's height has been extended from 22 cm to 27 cm so that you can dress her more stylishly. The legs are set at an angle that looks beautiful, so anyone can easily enjoy making beautiful poses.

[#Licca Official Website] licca.takaratomy.co.jp/products/doll/licca_17/

[#Licca Official Instagram] www.instagram.com/seventeen_licca

For press inquiries, please contact:

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

WEGO PRESS Tel: 03-6400-5052 Fax: 03-6460-5062

For product inquiries from consumers, please contact:

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