

First Collaboration between LICCA Doll and Francfranc!**LICCA doll “Interior Coordinate” to be released on Saturday,****September 28, 2024****Francfranc furniture reproduced in LICCA doll-size and even texture**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) is releasing the LICCA doll “**Interior Coordinate (Francfranc Collaboration)**” series in collaboration with Francfranc, the interior design store operated by Francfranc Corporation, as a new product in the dress-up LICCA doll lineup.



*Image is a combination of all five types.

The series includes five types of rooms, furniture and dolls. There are two types of rooms, “**Interior Coordinate Dresser Room (Francfranc Collaboration)**” and “**Interior Coordinate Dining Room (Francfranc Collaboration)**” (SRP: JPY 4,950 each; tax included), two types of furniture sets that can be combined with the rooms, “**Interior Coordinate Sofa Set (Francfranc Collaboration)**” (SRP: JPY 3,300; tax included) and “**Interior Coordinate Bed Set (Francfranc Collaboration)**” (SRP: JPY 4,180; tax included), and a collaborative doll wearing a Francfranc apron and oven mitts, “**Francfranc Fan LICCA Doll**” (SRP: JPY 3,850; tax included). The series will be launched on Saturday, September 28, 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.

To celebrate the release of this series, a photo spot featuring a reproduction of LICCA doll’s room with actual

Francfranc furniture will be available at a select Francfranc stores from late September. In addition, a photo spot featuring LICCA doll and Francfranc will be set up at the TOMY Company booth at INTERNATIONAL TOKYO TOY SHOW 2024 to be held at Tokyo Big Sight from Thursday, August 29 to Sunday, September 1, 2024.

— Product Features —

The “**Interior Coordinate (Francfranc Collaboration)**” series is a product line supervised by the popular interior store Francfranc that focuses on realistic design reproductions and textures of actual interiors. Popular Francfranc iconic items such as the “Hollywood Mirror,” “Wall Flower,” “Art Board,” “Mantelpiece,” and “Ribbon-shaped Cushion” have been reproduced in LICCA doll-size. The “**Francfranc Fan LICCA Doll**” doll wears an apron and oven mitts reproduced from actual products, as well as loungewear with a LICCA doll original design. She also wears a side ponytail with braided bangs.

Since LICCA doll was first born in 1967, the brand has released products that give shape to children’s dreams and aspirations. In recent years, the brand has developed not only as a toy for children, but also as a brand loved by adults who grew up with LICCA doll over the years. The theme of this series is “LICCA’s exciting design vision brought to life by Francfranc.” It is based on the image of beautiful rooms that everyone has dreamed of at least once.

Recently, “LICCA-katsu” has been spreading as a way for adults to enjoy creating outfits for LICCA doll and taking pictures of them for social networking sites. Therefore, LICCA doll and Francfranc have collaborated for the first time to offer products that can be enjoyed together by adults as well as children.

— Product Outline —

<Common Information>

Launch Date in Japan: Saturday, September 28, 2024

Recommended Age: 3 years and up

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

Product website: licca.takaratomy.co.jp/products/house/francfranc/ (TOMY Company product website)
francfranc.com/pages/licca-interiorcoordinate (Francfranc feature page)

Product video: youtu.be/0BQMXndui24

■ **Two types of rooms** SRP: JPY 4,950 each (tax included)

These rooms allow you to enjoy interior coordinates based on LICCA doll's worldview. There are different designs on the front and back sides of floor and wall sheets, allowing you to enjoy variety. Combine them with other items (sold separately) to further expand the interior coordinate range. The two types of rooms can also be connected, allowing them to be expanded and enjoyed as a larger room.

Interior Coordinate Dresser Room (Francfranc Collaboration)

Interior Coordinate Dining Room (Francfranc Collaboration) *Dolls, dresses, and some accessories sold separately.



■ **Two types of furniture sets**

These furniture sets come with cushions and accessories. Combine them with other rooms (sold separately) to expand the interior coordinate range.

Interior Coordinate Sofa Set (Francfranc Collaboration) SRP: JPY 3,300 (tax included)

*Dolls, dresses, and some accessories sold separately.



A fabric-like sofa with a beautiful curved form. Even the texture has been reproduced with a flocky finish. Two collaboration design cushions are included.

Interior Coordinate Bed Set (Francfranc Collaboration) SRP: JPY 4,180 (tax included)

*Dolls, dresses, and some accessories sold separ



An elegant crown-shaped bed frame with a ruffled comforter and pillow set. The pillow and comforter are reversible, and a gorgeous, voluminous ribbon-shaped cushion is also included.



The pillow and comforter are reversible!

Francfranc Fan LICCA Doll SRP: JPY 3,850 (tax included)



LICCA doll wearing an apron, oven mitts, and slippers reproduced from actual products, as well as loungewear with a LICCA doll original design. The loungewear under the apron is a LICCA doll original design with LICCA and Francfranc logos on the chest. This LICCA doll is perfect for the rooms from the Interior Coordinate series (sold separately).

*Doll, slippers, and loungewear are each one.

— About Francfranc —

Francfranc is an interior store that proposes a comfortable everyday life. It brings a wide variety of spaces to life with well-designed products and flexible styling. “franc” means “frank” and “sincere.” It is a combination of two thoughts: to express the sensibility of “now” lightly and richly in everyday life, and to bring “franc” to the living spaces of customers. The first francfranc store was opened in Tokyo in 1992. There are currently 154 stores in Japan and 8 stores in Hong Kong.

[Official website] [francfranc.com/](https://www.francfranc.com/)

[Instagram official account] www.instagram.com/francfranc_official

[X official account] x.com/Francfranc_web

— 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.

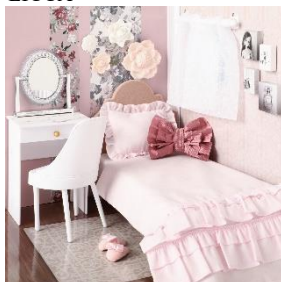
[Official website] licca.takaratomy.co.jp/

[Official SNS @bonjour_licca] x.com/bonjour_licca [licca instagram.com/bonjour_licca](https://www.instagram.com/bonjour_licca)

[Official YouTube channel] LICCA Official Channel www.youtube.com/@Licca-chan_official

— Reference: Items Developed by Francfranc (Partial List) —

LICCA



Francfranc



Product Name/Price

- Blissa bed crown, single, pink: JPY 69,800
- Puffle quilt cover, single, light purple: JPY 9,800
- Puffle pillow cover, light purple: JPY 3,500
- Lilyu cushion, pink: JPY 3,200
- El Dorado cosmetic desk, S: JPY 39,800
- Linea chair, white: JPY 19,800
- Brier hollywood mirror 2, round: JPY 32,000
- Elfia hot carpet rug, M, ivory x light beige: JPY 9,000
- Monochrome art board, set of 5, perfume: JPY 3,000
- Removable wall paper, pink: JPY 2,700
- Removable wall paper, profonde white: JPY 3,000
- Wall flower, rose, M, white: JPY 1,600
- Wall flower, gerbera, S, white: JPY 600

LICCA



Francfranc



Product Name/Price

- Hermé 2-seater sofa, beige x white: JPY 37,800
- Design print rug Flamed flower S Pink: JPY 7,000
- Plaisir floor cushion, pink: JPY 4,980
- Charlene cushion cover, light pink x silver: JPY 4,500
- Flower quilt cushion cover -B-128, multi: JPY 4,000
- Removable wall paper, gray: JPY 2,700
- Removable wall paper, black stripes: JPY 3,000
- Removable wall paper, lilia gray: JPY 3,000

*Prices listed include tax.

*Product names, prices and specifications are subject to change.

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