



**LICCA doll's official ambassador,
Mio Imada, led the creative direction!
LICCA's friend, "Adored Celebrity MIO"
To be launched in late December 2024**

The "LICCA Phone" will become the "MIO Phone" from Friday, November 1♪

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) has appointed actress Mio Imada as the official ambassador for the LICCA dress-up doll and will release LICCA's friend, "**Adored Celebrity MIO**," (SRP: JPY 4,950/tax included), which was creatively directed by Mio Imada, in late December 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 coincide with her appointment as an official ambassador, the "LICCA Phone" service*, which allows you to talk to LICCA on the phone, will be changed to the Mio Imada version, "MIO Phone," for a limited time starting Friday, November 1, 2024 (Phone Number: 03-3604-2000). In addition, the charm of the LICCA doll will be conveyed through a making-of video of the doll, a story video featuring Mio Imada herself as a voice actress for "MIO," advertisements on SKYTREE TOWN TV (throughout the TOKYO SKYTREE TOWN® premises except Tokyo Skytree Station and Oshiage Station) and the Shinjuku Station Metro Promenade, and in-store sales promotional materials.

The decision to appoint Mio Imada as an official ambassador was made with the hope that she, having appeared in numerous TV shows and movies and being extremely popular and influential among millennials with children, would convey the charm and joy of the LICCA doll from her own life-size perspective.

The "**Adored Celebrity Mio**" is a friend doll modeled after Mio Imada, a celebrity whom LICCA aspires to be like. The doll's design was creatively directed by Mio Imada, which reflects her preferences and ideas. "I hope to create a wonderful doll while adding some of my own favorite things to it," she said. She was actively involved in creating the design from the beginning of the product development, and after about a year and a half of development, the doll was completed. Every detail, from the face and hairstyle to the outfit, has been carefully thought out and designed.

*This is a telephone service that started in 1968 and allows you to talk to LICCA. It started when a girl called the company to ask if LICCA was there, and a quick-witted employee responded, "Hello, it's me, LICCA."

Outline of “Adored Celebrity Mio”

<Features of the Product> Creatively directed by Mio Imada

Mio Imada participated in the product development process from the initial meeting, and the doll was completed reflecting her preferences and ideas. MIO, a celebrity friend whom LICCA aspires to be like, is 2 cm taller than LICCA doll.

○ Key point (1): Face

The face features large, bright eyes and sharply defined eyebrows, which were fine-tuned to closely resemble Mio Imada’s facial features.

Development story: After seeing the hand-drawn designs that captured her facial features, Mio Imada was thoroughly impressed. While she compared various dolls with different facial designs, she brought them closer to her own face to see the resemblance, saying, “The feeling of the dolls is really totally different!” and “I think this doll resembles my face the most!” and selected the facial design.



○ Key point (2): Hairstyle

Dark brown wavy long hair modeled after Mio Imada’s own hairstyle.

Development story: Although she was conflicted between the various hairstyle and hair color sample dolls, saying they were all very cute, she chose wavy hair, noting, “This one looks gorgeous at first glance,” and selected a color close to her own from the many hair colors available.



○ Key point (3): Outfit

A tweed set-up style accented with gold threads.

Cute details, such as the heart-shaped buttons on the jacket, pink color accents, and high-heeled sandals with ribbons, were conceived by Mio Imada and incorporated into the design to “make the children happy.”

Development story: During the design discussion meeting, Mio Imada brought her favorite set-up from her personal wardrobe. This inspired us to expand on the concept of the set-up style as a key point for this doll, leading to the development of multiple prototypes. She was impressed with the quality of the first prototype dress, and as she took pictures of it with her cell phone to check the balance and make adjustments, it was clear that she was becoming more and more attached to the dress as we approached the final design.

To enhance the doll’s style, we valued the overall balance of elements such as the jacket sleeves, skirt length, and sock length. The socks, in particular, were of special interest to Mio Imada, as she sought a design that would complement the outfit in terms of shape, fabric, color, and other details.

<Product Outline>

Product Name: “Adored Celebrity MIO”

SRP: JPY 4,950 (tax included)

Launch Date in Japan: To be launched in late December 2024

Recommended Age: 3 years and up

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

Copyright: ©TOMY ©Mio Imada

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.

Official Website: licca.takaratomy.co.jp/products/lineup/item.html?i=905080

Product Video: youtu.be/z-G1H1zFKNk (Making-of video)

youtu.be/m9Ybl4rG09Q (Story video)



The “LICCA Phone” will become the “MIO Phone” for a limited period of time!

Since its launch in 1968, the year after the LICCA doll was created, the popular “LICCA Phone” service, which allows you to talk to LICCA on the phone, will be replaced for a limited time with the “MIO Phone” featuring Mio Imada, the official ambassador. During this period, anyone can talk with MIO at any time. The content of the conversation varies depending on whether you call during the day or at night, so please try giving her a call.

Period: Friday, November 1, 2024 to Friday, January 31, 2025
Phone Number: 03-3604-2000



Two YouTube videos featuring Mio Imada will be released!

The LICCA Official YouTube Channel will release two videos: A doll-making video showing the process of designing “Adored Celebrity MIO,” which was creatively directed by Mio Imada, and a story video featuring Mio Imada herself as a voice actress for “MIO.”

Release Date: Sunday, October 13, 2024

Video Platform: LICCA Official YouTube Channel

Video: (1) Doll-making video
What is the face design? Hair color? Dress design?
Close-up making-of video that captures the behind-the-scenes of the meeting
[Mio Imada x LICCA] Licca meets Mio—The process of making the MIO doll—
youtu.be/z-G1H1zFKNk



(2) Story video featuring Mio Imada as a voice actress
“MIO,” a celebrity admired by LICCA, appears!
New friend♥ Adored Celebrity MIO appears! Exciting first-time collaboration with LICCA♥
youtu.be/m9Ybl4rG09Q



Advertisements for the LICCA doll and MIO doll will appear on SKYTREE TOWN TV and the Shinjuku Station Metro Promenade!

Visual and audio advertisements of the LICCA doll and MIO doll will be displayed in TOKYO SKYTREE TOWN® and in the Metro Promenade at Tokyo Metro Marunouchi Line Shinjuku Station.

○ **SKYTREE TOWN TV**

Period: Monday, December 2 to Sunday, December 22, 2024

Location: Throughout the TOKYO SKYTREE TOWN® premises (except Tokyo Skytree Station and Oshiage Station)

○ **Shinjuku Station Metro Promenade**

Period: Monday, December 16 to Sunday, December 22, 2024

Location: The underground pedestrian passage between Tokyo Metro Marunouchi Line Shinjuku Station and Shinjuku-sanchome Station (Near Shinjuku West Exit)

*Please do not contact the facility or station staff for inquiries.

— 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 [instagram.com/bonjour_licca](https://www.instagram.com/bonjour_licca)

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

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)