



For Immediate Release

June 30, 2025

**“SAILORS” items that took the world by storm in the 1980s
now in LICCA Doll size**

Two Types of “Retro LICCA Doll SAILORS”

To be launched on Saturday, August 30, 2025

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & CEO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will release **“Retro LICCA Doll SAILORS Marine Fashion”** and **“Retro LICCA Doll SAILORS Stadium Jumper Fashion”** (SRP: JPY 4,950 each/tax included) as new products in the LICCA dress-up doll series. The two new dolls represent a collaboration between “Retro LICCA doll,” a reproduction using the design of the original LICCA doll released in 1967, and the fashion brand “SAILORS.” The products will be on sale on Saturday, August 30, 2025 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/), and the “SAILORS” e-commerce site (sailors.thebase.in/), etc.



**Retro LICCA Doll SAILORS
Marine Fashion**



**Retro LICCA Doll SAILORS
Stadium Jumper Fashion**

The **“Retro LICCA Doll SAILORS”** series recreates the iconic casual fashion brand “SAILORS,” symbolizing 1980s Harajuku culture in the size of a LICCA doll with retro hairstyles and makeup that match the feel of the era. The “SAILORS” brand gained popularity for its pop-style, colorful marine outfits patterned after sailors, becoming a hot topic when idols and celebrities from Japan and abroad began wearing the brand. These products feature tops, bottoms, stadium jumper prints, and accessories such as caps and tote bags with the mark of “Sailor-kun,” the original, iconic character of the SAILORS brand. The dolls are two of our “Retro LICCA doll” series, a reproduction using the design of the original LICCA doll, and as the first two dolls with coupe sauvage and short-cut hairstyles, they recreate the “retro cute” style of the 1980s.

Since LICCA doll was first born in 1967, the brand has released products that give shape to children’s aspirations and dreams. 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. As exemplified by the launch of the series designed for adults “Photogenic Licca” in September 2024, the brand has developed as a brand loved by adults who grew up with LICCA doll over the years. Against the backdrop of the “retro boom” in recent years, from a desire to share a product full of dreams and surprises that could be enjoyed not only by these two sets of fans, but also by as many people as possible, we realized the first collaboration with the iconic fashion brand “SAILORS.” These products are sure to be loved not only by long-time fans of “LICCA” and “SAILORS,” but also by people being introduced to them for the first time.

Product Outline

◆“Retro LICCA Doll SAILORS Marine Fashion”

The coordinated outfit features a stadium jumper with different sailor-inspired colors for the left and right sleeves and body in a bordered top and a Gingham check skirt as the bottom. The skirt, with a distinctive hem print, borrows its design from vintage cafe curtains. The hairstyle is a cute combination of the first-ever savage with a side ponytail for “Retro LICCA doll” done up with a mint green ribbon that matches the stadium jumper. The orange lip and blush also help create a retro feel.



Sailor-kun’s mark is also featured on the back of the stadium jumper



◆“Retro LICCA Doll SAILORS Stadium Jumper Fashion”

The casual outfit features a stadium jumper made from a mixed material fabric of synthetic leather and nylon matched with colorful check-patterned pants. The pants features the SAILORS logo on the side and the Sailor-kun mark on the back. The doll has a refreshing feel with the outwardly curled hairstyle and natural makeup. Another design point is the same short hairstyle of the first Retro LICCA doll series in the style of popular 1980s celebrities.



The First Short Hairstyle of the Series



◆◆◆Common Information◆◆◆

Product Names:	“Retro LICCA Doll SAILORS Marine Fashion” and “Retro LICCA Doll SAILORS Stadium Jumper Fashion” (two types)
SRP:	JPY 4,950 each (tax included)
Launch Date in Japan:	Saturday, August 30, 2025
Recommended Age:	3 years and up
Copyright:	© TOMY
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), and the “SAILORS” e-commerce site (sailors.thebase.in/), etc.
Official Website:	licca.takaratomy.co.jp/products/lineup/item.html?i=953340 (Marine Fashion) licca.takaratomy.co.jp/products/lineup/item.html?i=994664 (Stadium Jumper Fashion)

◆◆◆About LICCA doll◆◆◆

Dress-up doll LICCA was born in 1967, and since then various products have been released that give shape to children's fantasies and dreams, always reflecting the times and trends. One can enjoy "pretend play" and "dress-up play" using items such as dresses and houses, and LICCA doll has had a defined profile including age, family and friends from her initial release.

In recent years, it has been expanding into a brand loved by adults who have grown up with LICCA doll. Moreover, LICCA has been widening her field of activity as a celebrity talent, and her own SNS accounts are also big topics.

[Official Website]

licca.takaratomy.co.jp

[Official SNS @bonjour_licca]

x.com/bonjour_licca instagram.com/bonjour_licca

[Official YouTube Channel]

"LICCA Official Channel" www.youtube.com/@Licca-chan_official

◆◆◆About SAILORS◆◆◆

"SAILORS," which enjoyed explosive popularity among young people in the 1980s, is a legendary Japanese fashion brand that took the world by storm with its pop-style, marine designs symbolizing Harajuku culture. The pop and cute style has been loved by numerous fans throughout the years, and with the recent retro boom and SAILORS-style clothing used in television costumes, it is again gaining attention from fans who lived in the 1980s all the way to Gen Z. Pre-orders are schedule for both these LICCA doll products and matching apparel on the official e-commerce site "BASE" (sailors.thebase.in).

[Facebook] www.facebook.com/shibuya.sailors

[X] x.com/shibuyasailors

[Instagram] www.instagram.com/sailors.co/

◆◆◆Reference: Retro LICCA Doll◆◆◆

The "Retro LICCA doll" is a reproduction using the design of the original LICCA doll that was released in 1967. The Retro LICCA doll first appeared in 2024 to commemorate the 100th anniversary of TOMY Company. The body and head of the original LICCA doll have been 3D-scanned and recreated with the latest technology. While preserving the warm facial expression and body with a bellybutton of the original LICCA doll, the Retro LICCA doll has evolved to allow for easier posing with a movable neck and wrists.

*The current model is the fourth generation of the LICCA doll series.

◆Retro LICCA Doll Margaret Go-Go

(SRP: JPY 4,400/tax included) Now available

From the "Retro LICCA doll" series, "**Retro LICCA doll Margaret Go-Go**" is now on sale (sales launched Saturday, June 28, 2025). The retro-style coordinated outfit features a striking no-sleeve top with a print design and pantaloons. The outfit is accented with a neon green scarf and belt. An updo with stray hair as a key feature is styled with a hairband in the same print as the doll's outfit.



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For product inquiries from consumers, please contact:

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