

04 Fancy Characters

We are promoting domestic and overseas licensing businesses such as Kapibarasan and Ojipan, and creating and nurturing new fancy IPs, focusing on businesses that target a range from teenage girls to women.

Licensing business of fancy characters for women

In addition to the licensing business for characters targeting women such as Kapibarasan, Ojipan and Onegai Chakura, we meet the challenge of creating stuffed animals, miscellaneous goods, and a variety of hot items.



Kapibarasan



Ojipan



PC Cushion series
Pocket Monster PC Cushion Everyone



Onegai Chakura,

Creating and nurturing new fancy IPs.

BANDAI is meeting the challenge of planning, creating, and nurturing new fancy IPs for women. Brands include Zookies, characters based on the motif of Animal x Organ, and Tenagasan, a mysterious creature with long expanding arms.



Zookies

Zookies

てながさん



Tenagasan