

10 Apparel

Based on the concept of "From Head to Toe," we aim to bring a sense of playfulness into a wide range of everyday life scenarios by developing merchandise that matches the characters' worldview.

Capturing children's imaginations with character clothing

We have achieved a large share of the children's character clothing market, covering all categories including outerwear, pajamas, innerwear, accessories, and Halloween merchandise. The HIKARU PAJAMA series launched in 2007 is marking its 10th anniversary, and we sell high value-added products such as the Yuki Ga Deru! HIKARU PAJAMA with their colored and shining ring of courage.



Impression of appearance when glowing

Yuki Ga Deru! HIKARU PAJAMA
(with colored and shining ring of courage)
UCHU SENTAI KYURANGER



T-shirt
KIRA KIRA☆PRECURE A LA MODE



Backpack M
UCHU SENTAI
KYURANGER



Boxer Briefs
KAMEN RIDER EX-AID



Transformation Mantle
KAMEN RIDER EX-AID

Merging characters with fashion in apparel for adults

We have produced an attractive merchandise lineup in adult clothing covering many products. Our products include clothes that cast members wore in TV programs such as the SUPER SENTAI and the KAMEN RIDER series, and accessories and fashion items allowing the wearer to express the spirit of the characters in an understated manner.



UCHU SENTAI KYURANGER
In-show apparel



KAMEN RIDER EX-AID
In-show apparel