

We propose a wide range of lifestyle goods, including highly enjoyable products that encourage children to be independent with the support of their favorite characters, authentic cosmetic brands for adults, character merchandise, and various miscellaneous items.

Fun + Practical Products help children to do things for themselves

The BIKKURA? TAMAGO series of bath bombs with toys was launched in 2002 and has now sold more than 77 million units. We are now evolving the series with the addition of character-shaped bath salts, as well as selling a variety of other products that encourage children to be independent.



BIKKURA? TAMAGO ANPANMAN
Minna de-Odorou Hen



Lifestyle goods that encourage
children to do things for themselves



CHARA-YOU series
(Character Shaped Bath Bomb)

CreerBeaute— a brand centered on authentic cosmetics for adult women

We present authentic cosmetics for adult women, inspired by characters from series that have a universal appeal to all generations, such as THE ROSE OF VERSAILLES and SAILOR MOON.



THE ROSE OF VERSAILLES
Liquid Eyeliner series



MIRACLE ROMANCE Cosmetics series

A diverse range of lifestyle goods developed with a variety of characters

We are commercializing a large number of character-based lifestyle goods for a wide range of consumers from children to adults. Examples include a series of lunch boxes for preschoolers, sewed accessories, and a series of luxury dining ware.



Easy-to-make character-themed packed
lunches ♪ small items for lunch



An arm pillow for short breaks
The alien Baltan's cushion



JoJo's bizarre adventure x
Noritake teacup & saucer set