

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 imbued with the spirit of our characters.

## Capturing children's imaginations with character-based clothing

We maintain a large share of the character-based children's clothing market, covering all categories including outerwear, pajamas, innerwear, and accessories. We are working to bring added value to character clothes with the HIKARU PAJAMA series of glow-in-the-dark sleepwear and create new character apparel brands, including the TOMODA T-SHIRTS series of T-shirts that enable children to use smartphone photo apps to play with the characters.



MAHO GIRLS PRECURE!  
Dancing Hikaru Pajama

DOBUTSU SENTAII JYUOGER  
Hero Tomoda T-shirt



Folding and Playing Handkerchief

DOBUTSU SENTAII JYUOGER  
Back Pack M

MAHO GIRLS PRECURE!  
Orikachi

KAMEN RIDER GHOST  
Boxer Briefs

## Merging characters with fashion in apparel for adults

We have produced an attractive merchandise lineup in adult clothing covering multiple products and categories. Offerings include clothes worn by cast members appearing in TV programs such as the SUPER SENTAII and KAMEN RIDER series and accessories and fashion items allowing the wearer to express the spirit of the characters in an understated manner.



DOBUTSU SENTAII  
JYUOGER

In-show apparel

Narikiri T-shirt



KAMEN RIDER GHOST

In-show apparel

Narikiri Jacket