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Lifestyle Goods

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 70 million units. We are now evolving the series with the addition of character-shaped bath salts, as well as selling a host of other products that encourage children to be independent.



BIKKURA? TAMAGO ANPANMAN
Poka Poka—Minnade-Asobo



Lifestyle goods that encourage
Children do things for themselves



CHARA-YOU series
(Character Shaped Bath Bomb)

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, URUSEI YATSURA, and SAILOR MOON.



THE ROSE OF VERSAILLES
Liquid Eyeliner series



Love Darling Cosmetics series



MIRACLE ROMANCE
Cosmetics series

A diverse range of lifestyle goods developed with a host 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, smartphone accessories and a series of high grade dining ware.



YO-KAI WATCH Lunch Box DX



SAILOR MOON Smartphone Jackets



GUNDAM M'cube Vase