



## TOEI ANIMATION TO SHOWCASE ONE PIECE FOR LICENSING EXPO 2025 WITH ENCORE ACTIVATION ON THE EXOSPHERE

*Specially-Created 90 Second Animation for ONE PIECE Will Be Displayed on Exterior of Sphere in Las Vegas from May 19 – 21*



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Credit: ©Eiichiro Oda/Shueisha, Toei Animation

**LOS ANGELES – May 13, 2025.** The global hit anime franchise ONE PIECE will illuminate Las Vegas’ skyline later this month for Licensing Expo 2025. Legendary studio Toei Animation revealed today its plan to spotlight ONE PIECE with an encore activation on the Exosphere, the exterior of Sphere in Las Vegas, from Monday, May 19 thru Wednesday, May 21 coinciding with the annual North American licensing exhibition. The activation features a specially created 90 second long animation, which marked the largest ONE PIECE display in franchise history when it first debuted in June 2024 at the Las Vegas venue, the largest spherical structure in the world, measuring 366 ft (112 m) tall and 516 ft (157 m) wide. ONE PIECE is one of Toei Animation’s most popular and fastest-growing IPs that boasts a continuously expanding catalog of licensed apparel, footwear, accessories, toys, games, sporting goods, gifts & novelties, housewares, food & beverage, location-based entertainment and more. Toei Animation will be meeting with potential licensing partners for ONE PIECE and its other properties throughout Licensing Expo 2025 at its exhibit booth (#C196) in the Mandalay Bay Convention Center.

“We’re thrilled to showcase ONE PIECE at Licensing Expo 2025 with an encore of our original activation on the Exosphere, the exterior of Sphere in Las Vegas,” said Lisa Yamatoya, Senior Director, Head of Marketing at Toei Animation Inc. “On the heels of last year’s global anniversary, ONE PIECE continues to grow exponentially from brand marketing efforts like this—increasing its passionate fan base and driving

demand for licensed merchandise and location-based entertainment. ONE PIECE is truly a pop culture phenomenon!”

“ONE PIECE” is produced by Toei Animation and based on the best-selling manga created by Eiichiro Oda. This iconic episodic series follows pirate Monkey D. Luffy and his Straw Hat Crew on their epic quest to find the “One Piece,” the legendary treasure of Gol D. Roger, former King of the Pirates. Now over 25 years since its Japanese TV premiere in 1999, ONE PIECE has taken its place in mainstream pop culture— attracting millions of fans of all ages and around the world. Today, the ONE PIECE franchise has grown beyond the original currently running episodic series to encompass 15 feature films, numerous video games, a trading card game and an ever-expanding catalog of licensed merchandise and location-based entertainment.

“ONE PIECE” resumed its weekly series simulcast in April with new episodes from its current Egghead Island arc premiering every weekend.

For the latest news and information about ONE PIECE, follow Toei Animation on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), [TikTok](#) and [Threads](#) as well as the official ONE PIECE English [YouTube](#) channel.

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#### **About Toei Animation Inc.**

Based in Los Angeles, Toei Animation Inc. manages the distribution of Toei Animation’s top properties, including franchise series Dragon Ball, Sailor Moon, ONE PIECE, Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation’s Los Angeles office also oversees all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit [toei-animation-usa.com](http://toei-animation-usa.com).

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#### **Publicity Contact:**

For Toei Animation

Scott Barretto | [scott-barretto@toei-anim.co.jp](mailto:scott-barretto@toei-anim.co.jp)