



## ONE PIECE RAISES THE FLAG ON LICENSING GAINS AS IT EMBARKS ON 25<sup>th</sup> ANNIVERSARY

*Toei Animation's Beloved Anime Series to Take Over the Exterior of Sphere in Las Vegas starting June 10 Alongside Launch of New Official English Channel on YouTube*

**LOS ANGELES – May 20, 2024.** In advance of this month's Licensing Expo 2024, legendary studio and anime industry leader Toei Animation reported today on the success of their One Piece licensing efforts over the past 12 months since last year's expo. Today's One Piece franchise report provides top line licensing results, highlights notable collaborations and details a selection of new agreements. 2024 marks the global 25<sup>th</sup> anniversary of the One Piece franchise. As part of today's announcement, Toei Animation also revealed plans to celebrate One Piece in a stunning, larger than life display on the Exosphere – the exterior of Sphere in Las Vegas from June 10 - 16, coinciding with launch of the franchise's new official English channel on YouTube.

During the last 12 months, Toei Animation executed a total of 43 One Piece agreements, including 29 new licenses and 14 license renewals. These new license agreements will engage One Piece fans across an array of products from apparel, accessories, toys and boardgames to collectibles, housewares, lighting and books as well as new location-based entertainment — many of which have or will be launched in 2024.

"One Piece is now celebrating its 25<sup>th</sup> anniversary on the heels of last year's truly explosive global brand awareness due to the overwhelming success of the franchise's new productions and marketing efforts," said Masayuki Endo, President of Toei Animation. "We're excited to commemorate the occasion and bring the world of One Piece to Las Vegas in June. We invite fans to not only join us next month for this very special live entertainment experience but also subscribe to the new One Piece English channel on YouTube."

Now 25 years since the premiere of the original episodic series created by Eiichiro Oda and produced by Toei Animation, One Piece has taken its place as part of mainstream pop culture, attracting fans of all ages. Today, the franchise encompasses 15 feature films, numerous video games, a trading card game and, together with agreements detailed below, a constantly growing catalog of licensed apparel, footwear, accessories, toys & games, video games,

sporting goods, stationary & paper, gifts & novelties, household goods, publishing, food & beverage and location-based entertainment.

Over the past year, One Piece's brand awareness and consumer demand intensified significantly due to the success of major franchise initiatives. Apart from the first-ever One Piece live action series, the anime franchise achieved three major production milestones — the release of "One Piece Film Red," the 15<sup>th</sup> One Piece feature film and the widest, most successful release with a record global box office gross of \$189.5 million, the exciting conclusion of the episodic series' Land of Wano arc, and the equally exciting launch of the show's new Egghead arc. In addition, these initiatives included several significant direct-to-consumer marketing achievements — a Monkey D. Luffy giant character balloon at the 97<sup>th</sup> Macy's Thanksgiving Day Parade and an immersive One Piece location-based entertainment experience at New York Comic Con 2023.

Apparel and accessories continue to be top performing categories for the franchise in 2023, which resulted in three noteworthy product collaborations ([images](#)) that launched during the last 12 months. Last October, **DIM MAK X ONE PIECE** debuted its second drop with an exclusive pre-release of new Gear Five apparel and skate decks as part of the aforementioned One Piece experience at New York Comic Con 2023. This was followed in December with the launch of **Cloud9 x One Piece**, the first-ever One Piece collection targeting esports fans, consisting of t-shirts, hoodies, joggers and shorts as well as totes, computer keyboard keys and mouse pad. And finally, earlier this year, **PUMA X ONE PIECE**, a limited edition collection featuring a four-pack of PUMA Suede sneakers and essential apparel and accessories, including jackets, hoodies, pants, joggers, shorts and t-shirts, was released in March.

The list of new One Piece license agreements includes:

- **Cloud9:** Leading esports organization for a collection of apparel and accessories.
- **Culturefly:** Manufacturer of exclusive licensed collectibles, subscription boxes, and tech accessories for customers to showcase their One Piece fandom.
- **DIM MAK:** DJ Steve Aoki's fashion lifestyle brand for a limited-edition collection of apparel and collectibles.
- **Greatness LCC:** Director Andy Nguyen of unique licensed culinary experiences and brand activations for the creation of the first-ever One Piece Cafe in the U.S.
- **IMLDESIGNS:** Privately held design house specializing in clothing, toys/collectibles and season gifting for One Piece apparel across the kid's retail space.
- **KessCo:** Leading manufacturer of innovative games, puzzles, and toys for a collection of outdoor toys and tabletop games.
- **Kura Sushi USA:** Innovative and tech interactive Japanese restaurant chain for a limited-time Bikkura Pon collaboration including prizes, merchandise, in-store giveaways and themed space décor.

- **Otaku Lamps:** Manufacturer of licensed collectible lighting products for a collection of neon and LED lamps.
- **PUMA:** One of the world's leading sports brands for a collection of footwear, apparel and accessories.
- **Trends International:** Leading supplier of licensed posters, calendars, stickers and social stationary products for a collection of posters.
- **Scholastic Corporation:** World's largest publisher and distributor of children's books for a collection of coloring and tracing books.
- **Super Impulse USA:** Leading manufacturer of toys, novelty items and collectibles for a collection of Poptaters™, a line of hilarious mashups in the Potato Head form.

Toei Animation will be attending Licensing Expo 2024 to meet with current and potential One Piece licensees across a range of merchandise categories. For more information, please visit the Toei Animation booth (C-170).

©Eiichiro Oda/Shueisha, Toei Animation.

One Piece, and all logos, character names and distinctive likenesses thereof are trademarks of Toei Animation Co., Ltd.

#### **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).

###

Hi-res product photography available for download [here](#). Credit: Courtesy of Toei Animation.

#### **Press Contact:**

Scott Barretto

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