

FOR IMMEDIATE RELEASE

June 8, 2023

Grand Opening of Hokkaido's First Official Shop for 'Chiikawa' - 'Chiikawaland Sapporo Parco Store'!! June 24, 2023 (Saturday)



Kiddy Land Co., Ltd. (President & CEO: Takahiko Tsumura, Headquarters: Chiyoda-ku, Tokyo) is pleased to announce the opening of the official shop for "Chiikawa," called "Chiikawaland Sapporo Parco Store," located on the B2 floor of Sapporo Parco Main Building. The grand opening is scheduled for June 24, 2023 (Saturday).

"Chiikawa" is a character created by the illustrator Nagano, which gained popularity on Twitter. Since its merchandise launch in December 2020, it has established an official online store called "Chiikawa Market" and even published a book featuring the manga that was originally posted on Twitter. Its unique world view and story have attracted a large number of fans, and it currently has over 2.21 million followers. Collaborations with cafes, exhibitions, and even an anime broadcast on the TV program "Mezamashi TV" (Fuji Television Network) have made it one of the most highly anticipated works.

"Chiikawaland," which simultaneously opened two stores in Harajuku and Umeda, Osaka in August 2021, has been receiving a large number of customers daily. In 2022, consecutive store openings took place in June at Fukuoka Parco and in July at Kyoto Shijo-Kawaramachi. Additionally, in September, "Chiikawaland TOKYO Station" opened at Tokyo Character Street in Tokyo Station's First Avenue. Through collaboration with Spiral Cute Co., Ltd. (President & CEO: Yoichi Kawakami, Headquarters: Chuo-ku, Tokyo), we are delighted to announce the opening of the 9th official shop for "Chiikawa," "Chiikawaland Sapporo Parco Store."

At "Chiikawaland Sapporo Parco Store," we will offer commemorative merchandise featuring original illustrations created exclusively for "Chiikawaland," as well as reissued items. Additionally, customers will enjoy purchase benefits, exclusive shoppers, and an opening commemorative stamp. We cordially invite you to visit our store and take advantage of this opportunity.

For more information, please visit the following URL:

Chiikawaland Sapporo Parco Store <https://chiikawa-information.jp/chiikawaland/sapporo/index.html>

Thank you for the information. We highly recommend following the official Twitter account of "Chiikawaland" for the latest updates, including product arrivals and more. Please follow them at:

Official Twitter Account: @chiikawa_land URL: https://twitter.com/chiikawa_land

●Purchase Benefits●

① Customers who make a purchase at "Chiikawaland Sapporo Parco Store" will receive a "Hologram Sticker (not for sale)" as a gift, with one sticker per transaction!

*Offer valid while supplies last.



② Customers who make a purchase at "Chiikawaland Sapporo Parco Store" and spend 3,300 yen or more (including tax) will receive a "Hologram Can Badge (not for sale)" as a gift, with one badge per transaction!

*Offer valid while supplies last.



③ Customers who make a purchase at "Chiikawaland Sapporo Parco Store" and spend 5,500 yen or more (including tax) will receive a "Tote Bag (not for sale)" as a gift, with one bag per transaction!

*Offer valid while supplies last.



Customers who make a purchase will receive a "Chiikawaland" shopper bag (4 designs available) as a complimentary gift. The design of the shopper bag will be chosen based on the purchased items, and one bag will be included with each purchase.



● new item ●

Products to be Released on June 24th (Saturday)



Hachiware Plush Toy – 2,200 yen
(tax included)



Anoko Mascot – 1,870 yen
(tax included)



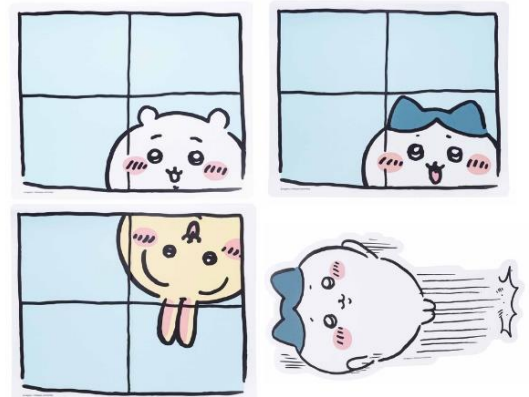
Clear Stickers (7 varieties) – 330 yen each (tax included), size suitable for sticking on smartphone



Die-cut Sticky Notes (3 varieties) – 605 yen each (tax included)



Trading Can Badges – All 15 varieties – 330 yen each (tax included)
*Random item



Wall Stickers (4 varieties) – 1,540 yen each (tax included)



Trading Acrylic Stands – All 10 varieties – 550 yen each (tax included)



Displayable! Acrylic Keyholders in Capsule – All 10 varieties – 400 yen per capsule (tax included)

Products of Chiikawa Aquarium to be released on June 23rd (Friday)



Hachiware Turtle Plush Mascot – 1,650 yen (tax included)



Shark Chiikawa Plush – 1,650 yen (tax included)



Hachiware Whale Shark Plush – 1,650 yen (tax included)



Orca Rabbit Plush – 1,650 yen (tax included)



Neck Strap – 748 yen (tax included)



Mola Mola! Carry Mascots
- 3 varieties - 1,650 yen
each (tax included)



Layered Acrylic Stands - 6 varieties -
770 yen each (tax included)



Convenient Set of 2 Mini Pouches - 1,320 yen
(tax included)



Flippity-Flap Memo -
550 yen (tax included)



Set of 3 Towels - 2
varieties - 1,210 yen each
(tax included)



Face Towel - 2,200 yen
(tax included)

● Commemorative merchandise of "Chikawaland" ●



Acrylic Keyholders - 3 varieties -
660 yen each (tax included)



Loose Cut Stickers - 3 varieties - 385 yen
each (tax included), suitable for sticking on
smartphones



Can Badges - 3 varieties -
330 yen each (tax included)



Layered Acrylic Stands - 3 varieties
- 770 yen each (tax included)



Clear Files - 2 varieties -
385 yen each (tax included)

We will also have commemorative stamps set up for the grand opening!

Furthermore, at "Chiikawaland Sapporo Parco Store," we will have commemorative stamps set up for the grand opening!



Store Information:

Store Name: "Chiikawaland Sapporo Parco Store"

Opening Date: June 24, 2023 (Saturday)

Address: 〒060-0061

Sapporo Parco Honkan, B2F, Nishi 3-3, Minami 1-jo, Chuo-ku, Sapporo-shi, Hokkaido

Business Hours: 10:00-20:00

Annual Holidays: Follows the holiday schedule of Sapporo Parco

***Business hours are subject to change. Please check the website for more details.**

<https://sapporo.parco.jp/>

"Chiikawa" is a manga series created by illustrator Nagano and originally shared on Twitter. The story revolves around the adorable and diverse characters, including the hardworking Chiikawa and their friend Hachiware, a calico cat, and a rabbit. The series portrays their fun, bittersweet, and slightly challenging daily lives.

"Chiikawa" has expanded its presence through merchandise, collaboration cafes, and partnerships with various companies. The manga series, titled "Chiikawa: Nanka Chiisakute Kawaii Yatsu," has been published up to the 5th volume by Kodansha. Furthermore, since April 2022, the TV anime series "Chiikawa" has been airing on "Mezamashi TV" (Fuji Television network).

©nagano / chiikawa committee

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