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Product Planning Division

ShoPro Mall

WHISKY MEW

**ShoPro
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ShoPro Mall



DETECTIVE CONAN
©Gosho Aoyama / Shogakukan, Yomiuri TV, TMS 1996

SPY×FAMILY
© Tatsuya Endo/Shueisha,
SPY x FAMILY Project

WHISKEY MEW



USHIO & TORA / KARAKURI CIRCUS
©Kazuhiro Fujita/Shogakukan



TOUCH
©Mitsuru Adachi/Shogakukan

ShoPro Books



"Akkun, The baby devil"
©Rui Tomono/ShoPro 2026



"Overrun by worldly desires"
©Ichiro Furutachi / ShoPro 2026

Character Merchandise Planning, Production, and Sales

The Product Planning Division plans, produces, and sells a wide range of character merchandise based on titles from Shogakukan, Shueisha, and other publishers. As a comprehensive production team dedicated to maximizing the appeal of each title, we strive to deliver joy and excitement to our fans through our products.

ShoPro Mall

Featuring titles represented by ShoPro, we plan and produce merchandise, which we sell through our e-commerce site "ShoPro Mall," as well as at events and pop-up stores. We aim to maximize the appeal of these works through our merchandise so as to enrich the fan experience.

WHISKEY MEW

WHISKY MEW is a premium online store offering whiskies curated by renowned whisky critic Hideo Yamaoka. Each bottle is adorned with specially designed labels featuring artwork from featured manga, anime, or other titles.

By blending whisky with Japanese pop culture, WHISKY MEW delivers a unique and "seriously delicious" experience.

ShoPro Books

Under the ShoPro Books label, we publish a diverse selection of titles, including translated comics, visual books, children's books, and business books.

We also plan, produce, and distribute calendars featuring popular characters such as Doraemon, Pokémon, and Detective Conan.