



Media Division

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Doraemon Business Division



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Doraemon licensing business

The Doraemon Division is responsible for overall licensing operations for the merchandising and promotional activities of not only Doraemon, but also other characters created by Fujiko F. Fujio, both in Japan and internationally.

Doraemon, which was first serialized in a Shogakukan grade school magazine in 1970, continues to be loved by a wide range of fans regardless of age, gender, or whether in Japan or abroad, as one of Japan's most popular characters.

In recent years, the company has been actively developing not only products for children, but also stylish merchandise for adults and café-style shops to promote new character branding.

The Doraemon Future Department Store in Odaiba is now in its sixth year of operation.

We will continue to attract many Doraemon fans through our wide range of products and creative product planning.



Doraemon F's Kitchen



Doraemon Future Department Store

