



For Immediate Release
(English translation of the Japanese press release)

August 7, 2026

TOMY Company to Open South Korea's First **TOMICA BRAND STORE** at I-Park Mall Yongsan on August 22, 2026!

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will open a **TOMICA BRAND STORE**, the official retail outlet for its TOMICA diecast miniature car series, on August 22, 2026, at the I-Park Mall Yongsan in Seoul, South Korea (40-999 Hangangro 3-ga, Yongsan-gu, Seoul). This marks the sixth TOMICA brand store in Asia outside of Japan and the first to open in South Korea (*1).



TOMICA BRAND STORE I-Park Mall Yongsan Exterior

The **TOMICA BRAND STORE** operates across Asia under a unified brand identity, offering an immersive retail experience in the world of TOMICA.

Storefronts are designed to resemble giant TOMICA boxes, and inside, visitors can explore the **TOMICA WALL** showcasing over 1,500 diecast models, browse the **TOMICA KIDULT AREA** curated for adults who embrace *Asobi*, the spirit of play, and check out the latest releases at the **Recommended Corner**. In 2027, the Yongsan location will also introduce the highly popular **TOMICA FACTORY**, where visitors can choose custom parts in their favorite colors and watch staff assemble them into a custom diecast car on the spot.



Diorama image

In addition to these common elements, each store incorporates unique local touches. For the I-Park Mall Yongsan location, this includes a **Diorama Display** recreating the cityscape of Seoul with TOMICA products. Additionally, a **TOMICA 3D logo monument** symbolizing the brand will welcome visitors at the entrance.

Shunsuke Takeuchi, Senior Executive Officer, Head of Brands Business, TOMY Company, Ltd., commented: “We deeply value the power of *Asobi* to bring joy to people and build connections across generations and regions. In South Korea, TOMICA has earned strong support from a broad audience, particularly among children, with attendance at our shopping mall events growing steadily year after year.

We are delighted to open this new TOMICA BRAND STORE against this backdrop of strong support. While we already operate several branches across Asia, launching this South Korean store in Yongsan—a major trend-setting hub for youth culture—will allow us to share the brand’s full appeal with more people than ever before and foster brand-new connections. We sincerely hope you will visit and experience the vibrant world of TOMICA firsthand.”

(*1) The TOMICA BRAND STORE I-Park Mall Yongsan is the sixth store to open in Asia, following locations in Shanghai (September 2024), Beijing (September 2025), Kuala Lumpur (December 2025), Guangzhou (January 2026), and Hong Kong (May 2026). As of August 2026, the TOMICA official store network comprises nine locations globally: three in Japan (the TOMICA / PLARAIL SHOP locations at First Avenue Tokyo Station, Daimaru Umeda in Osaka, and TOKYO SKYTREE TOWN Solamachi) and the six locations across the rest of Asia.

Recommended Products at TOMICA BRAND STORE

In addition to two products available only at TOMICA BRAND STORE locations (*2), the lineup will feature original merchandise from the official TOMY Group online store, TOMY MALL.

(*2) These products are also available at TOMICA BRAND STORE locations (Shanghai, Beijing, Guangzhou, Kuala Lumpur, Hong Kong, and Seoul) as well as the adult-focused TOMICA KIDULT SELECT STORE network (seven locations: two in Shanghai, and one each in Beijing, Guangzhou, Hangzhou, Wuhan, and Nanjing).



In Seoul, this product is only available at the TOMICA BRAND STORE
TOMICA BRAND STORE ORIGINAL
tomica PREMIUM NISSAN GT-R NISMO
Special edition
(Price: ¥17,500)



In Seoul, this product is only available at the TOMICA BRAND STORE
TOMICA BRAND STORE ORIGINAL
LAMBORGHINI HURACÁN STO
(Price: ¥8,900)



TAKARATOMY MALL ORIGINAL
TOMICA REBORN MAZDA Familia 1500XG
(Price: ¥13,000)
*TOMY MALL original products will also be available in Seoul.

About the TOMICA BRAND STORE at I-Park Mall Yongsan

The store offers a wide variety of interactive experiences that go beyond miniature cars. A key part of its appeal is the integration of unique local elements alongside the brand's core features.

- * **Seoul Exclusive*** A Diorama Display recreating the cityscape of Seoul using TOMICA products
- * **New*** A prominent 3D logo monument at the entrance symbolizing the brand

Common Features

TOMICA WALL, TOMICA KIDULT AREA, Recommended Corner, TOMICA HISTORY, and the TOMICA FACTORY (scheduled for installation in 2027)

Overview:

Store Name: "TOMICA BRAND STORE" I-Park Mall Yongsan
Opening Date: August 22, 2026
Business Hours: Mon–Thu: 10:30 - 20:30 / Fri–Sun: 10:30 - 21:00 (Korea Standard Time)
Address: 40-999 Hangangro 3-ga, Yongsan-gu, Seoul, South Korea
Official Website: www.tarts-korea.co.kr/
Official Instagram: www.instagram.com/tartskorea_official
www.instagram.com/tomicaofficial_korea/ (TOMICA official)
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About TOMICA

"TOMICA" was released in 1970 as Japan's first palm-sized domestic diecast miniature car series. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with miniature cars of more familiar Japanese makes. Today, the brand is loved across generations. More than 10,000 different models have been released, with total sales exceeding one billion cars as of December 2024.

Related links: www.takaratomy.co.jp/products/tomica/ (Japan)
www.takaratomyasia.com/tomica (Asia)



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