



STAND 150
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Founded in Tokyo in 1960 Sanrio creates original properties applying them to a wide variety of quality products, services and activities to inspire unique consumer experiences throughout the world. Sanrio participates to Brand Licensing 2009 declaring “Hello Kitty sold out” to underline the overwhelming success of this property Europe wide.



As his April 1st birthday would suggest, Badtz Maru is one mischievous little penguin. He lives with his parents in Gorgeoustown. He has a pet alligator, Pochi. Badtz Maru has dreams of greatness when he grows up. An amazing character able to fascinate men of all ages.



Born on November 1st Hello Kitty lives in London with her family. One of her main mottos states “you can never have too many friends”. Hello Kitty, for sure the top successful property over the European market, is celebrating her 35th anniversary with several activities, festivities and product launches!



Keroppi was born on July 10th. He lives with his family in a big house on the edge of Donut Pond, the largest and bluest pond around. Keroppi and his friends share his love for playing baseball and boomerangs. This property is characterized by essential and vintage design with an unisex look.



Little Twin Stars were born on the Star of Compassion. They pass the time wondering about life on Earth, the planet that they love to visit. Ever since they arrived they have been spreading happiness to everyone they meet. This tender property is loved by infants and children.



My Melody was born in the forest of Mari Land on January 18th, 1976, where she lives with her family. Her favorite hobby is baking cookies with her mother. First Sanrio property to be sold 30 years ago in the European market.