





tokidoki means “sometimes” in Japanese. I chose a Japanese word because I love Japan. I love everything from the ultra modern happy face of Shibuya to the serious magic silence of Kyoto. I chose “sometimes” because everyone waits for moments that change one’s destiny. By simple chance or meeting a new person, tokidoki is the hope, the hidden energy everyone has inside that gives us the strength to face a new day and dream something positive, that something magical will happen to us.

Ciao, my name is Simone Legno.

Simone Legno

about us

tokidoki is an internationally recognized and iconic lifestyle brand based on the vision of Italian artist Simone Legno and his partners, serial entrepreneurs Pooneh Mohajer and Ivan Arnold. Since debuting in 2005, tokidoki has amassed a cult-like following for its larger-than-life characters and emerged as a sought-after global brand. tokidoki offers an extensive range of products which include apparel, handbags, cosmetics, accessories, toys and more. As an innovative company, tokidoki is known not only for its eye-popping aesthetic and criminally cute characters but also its megawatt partnerships with the likes of iconic brands such as Hello Kitty, Karl Lagerfeld, LeSportsac, Barbie, Onitsuka Tiger, Sephora, Marvel and others.

The tokidoki universe contains a diverse array of characters across several character families, each one with its own unique story.



tokidoki

adios

Cactus Friends™

The cactus is a sign of protection. Kids are naïve and vulnerable and need protection. SANDy and her friends zip themselves into cactus suits because they think the world is a cold and scary place, and they need some armor to face it. The cactus is the conservator of water, and water means life. The Cactus Friends are the representation of life, of being fragile and strong at the same time... and pure like water.



DONUTELLA™ and her sweet friends

Donutella comes from a planet where sugar is used as energy. One day while out scouting the milky way for a new fuel source in her donut U.F.O., Donutella discovered planet Earth. On Earth, Donutella was excited to find a lot of sweets and treats to fuel herself and her people. Almost instantly Donutella realized that it would be much better to start a sweet colony here and invite all of her friends than to go back home.



unicorno™

The Unicornos were once simple little ponies that were out trotting and wandered into a magic waterfall. Passing through the waterfall, the ponies transformed into unicorns and found a hidden magical kingdom. The Unicornos live between the magic kingdom and our world.



Moofia™

Mozzarella leads the Moofia. The Moofia was assembled to extort milk from the lunchboxes of schoolyard bullies. Mozzarella is loving and kind to good kids but ruthless and feared by those who harass the innocent. By taking the milk from the bad and giving it to the good, the Moofia know the good will grow up strong and healthy to protect themselves. Milk is power. Milk is protection.



Mermicornos™

One special night, a group of Unicornos were flying in the direction of falling stars. The falling stars were disappearing into a sparkly sea which transformed them into star fishes, while changing snowflakes into jelly fish. They rode the tail of a shooting star into the magical sea turning them into enchanting creatures of half Unicorn and half fish. One day while following migrating dolphins, they discovered the surface of our world. Thus began the legend of the Mermicornos, rumored to only resurface during a lunar eclipse.



TIL DEATH DO US PART™

Adios spent 500 years in fire and brimstone before the Devil discovered his good natured ways and kicked him out of Hell. Too mischievous for Heaven, Adios was condemned to live forever on earth, in his modern grave-loft with his girlfriend Ciao Ciao and their cat Skeletrino. Together, Adios and Ciao Ciao wander the world, sharing with others how to make the most out of this life.



Tiger Nation

In the urban jungle of Tiger Nation, it takes a balance of toughness and street-smarts to survive. You can trap a tiger in a concrete cage, but will never tame its free spirit. Salary Man is the definition of a perfect tiger – a ferocious go-getter, that is equal parts smart and elegant, with his mane and outfit always on-point. A tiger is a silent predator, deftly moving amongst the Tiger metropolis crowd during rush hour, with a yellow flame that burns bright in the dark streets. He loves nightlife and is always hunting for food – he satisfies his cravings at the best noodle shops in town.



KAIJU TOKIMONDO

At one of Tokyo's oldest restaurants, its new chef enters the meat freezer where he is suddenly transported to the Ice Age! Entranced by the enormous reptiles everywhere, he grabbed a large, lone egg to keep as souvenir. His chef tendencies taking over, he exits the freezer and returns to the present, dreaming of a perfect omelet. Full of excitement, he microwaved the egg and the electromagnetic radiation 'birthed' an Ice Age creature, who he named 'Kaiju Tokimon'. His baby grew into a gigantic creature and wreaked havoc on his surroundings. Knowing Kaiju Tokimon has a natural inclination towards kindness, the chef strives to teach him not to destroy, but to cherish and respect our beautiful, modern world.



Royal Pride

The law of the urban jungle has no room for the weak. Lion Pappa's gang, Royal Pride, gets wild and rough to protect their turf. They make the rules, get rich and spoil their girls, the only ones who rule these boys! Brute force and jungle instincts make Royal Pride the kings!



punkstar

Meet punkstar - a band of neighborhood kids that got together to restore an abandoned karaoke machine factory into the ULTIMATE hangout. At the punkstar den there's 4 gigantic floors and tons of space to practice everyone's passions from music to art to skating!

































tokidoki's Creative Director, Italian artist **Simone Legno**, worked in close collaboration with **Karl Lagerfeld** to create playful cartoon-like illustrations of the internationally-renowned Designer. These caricatures were printed on ready-to-wear apparel – such as t-shirts, jeggings, sleeveless tees, a skirt and button-down shirt – and accessories including canvas shoppers, a clutch, scarves, keyrings and iPhone cover.

The most recent launch of the tokidoki x **KARL LAGERFELD** collaboration follows **KARL LAGERFELD**'s earlier forays into tokidoki territory. The new collection features a covetable tokidoki collectible figurine of Karl Lagerfeld and his famed cat, Choupette, aptly named **Mr. Choupette**. The line also includes re-releases of the best-selling original caricature dolls **Mr. Jeans** and **Mr. Black**, in which a matte black figurine of the Designer wears a metallic silver tie.

"I am very flattered that I have become a 'tokidoki,'" says Karl Lagerfeld. "I always loved them and I am very happy to be one of them."



Zhang Zilin (Miss China World in 2007 and was crowned Miss World 2007, representing China)



Paris Hilton and Simone Legno



Life size statues of Mr. Choupette created for the Karl Lagerfeld concept store in Paris



Life size statues of Mr. Choupette created for the Karl Lagerfeld concept store in Berlin

The creator of **tokidoki**, Italian artist **Simone Legno**, worked in close collaboration with **Karl Lagerfeld** to create playful cartoon-like illustrations of the internationally-renowned Designer.



tokidoki
for
LESportsac





✂ tokidoki
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Kartell



✂ tokidoki
PRESENTED EXCLUSIVELY AT
SEPHORA

Mischief abounds in the magical world of **tokidoki**, where one glance is never enough. tokidoki brought its cult-favorite designs and colorful interpretation of life to a new makeup and accessories line that exposed the criminally cute and irresistibly edgy sides of beauty. Presented exclusively at **Sephora**, this Japanese-inspired collection captures the true spirit of tokidoki: Every day brings another opportunity to dream.



✂ tokidoki
×
Ju · Ju · Be .



✂ tokidoki for FUJITSU **LIFEBOOK**



✂ tokidoki
×
T-Mobile



metroPCS.
Sanctioned
by
tokidoki™

clek





Simone Legno & Yuko Yamaguchi (Head Designer of Hello Kitty) at a signing during Hello Kitty's 35th Anniversary

tokidoki
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Hello Kitty

tokidoki and Hello Kitty have been teaming up since 2006 to bring super cute collaborations to fans in the United States, Japan, Brazil, Italy, China and Singapore. tokidoki has worked with Hello Kitty during her 35th Anniversary as well as Sanrio's 50th Anniversary to bring exclusive items such as: bags, accessories, vinyl toys, plush and more.

COLLABORATIONS ✖



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tokidoki
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gudetama™



MARVEL

✖ tokidoki

Marvel's iconic characters have been restyled by tokidoki co-founder and Creative Director Simone Legno and are featured against all-star tokidoki icons and imagery. The new Marvel | tokidoki collection picks us right where the still sought after 2009 partnership left off, and is guaranteed to delight fans of both brands throughout the world.





In keeping with their criminally cute designs and cutting edge fashion, tokidoki partnered with **Mattel** in the creation of a limited edition **tokidoki Barbie Doll** - wearing a hot pink mini skirt, leopard leggings, sparkly silvery stilettos, her fave signature tokidoki tee, branded handbag and perfect acrylic bangles.

"I was happy to design something so very tokidoki for the Mattel customer and still stay true to who we are, crossing that branded bridge," stated tokidoki's Creative Director **Simone Legno**.



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SNOOPY & BELLE
In FASHION



tokidoki x PEANUTS



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©Peanuts Worldwide LLC



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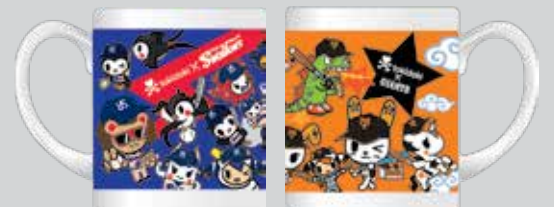
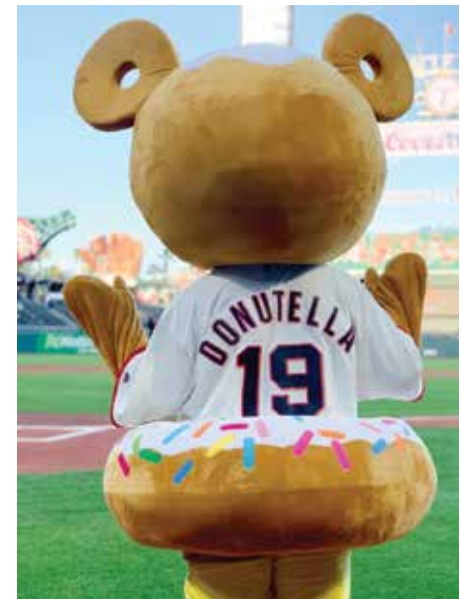
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tokidoki collaborated with video game giant Capcom to bring a collection of tokidoki vs Street Fighter apparel and hats, featuring characters from the instantly recognizable Street Fighter franchise in versus mode against tokidoki's very own criminally cute characters such as SANDy, Adios and Bastardino.

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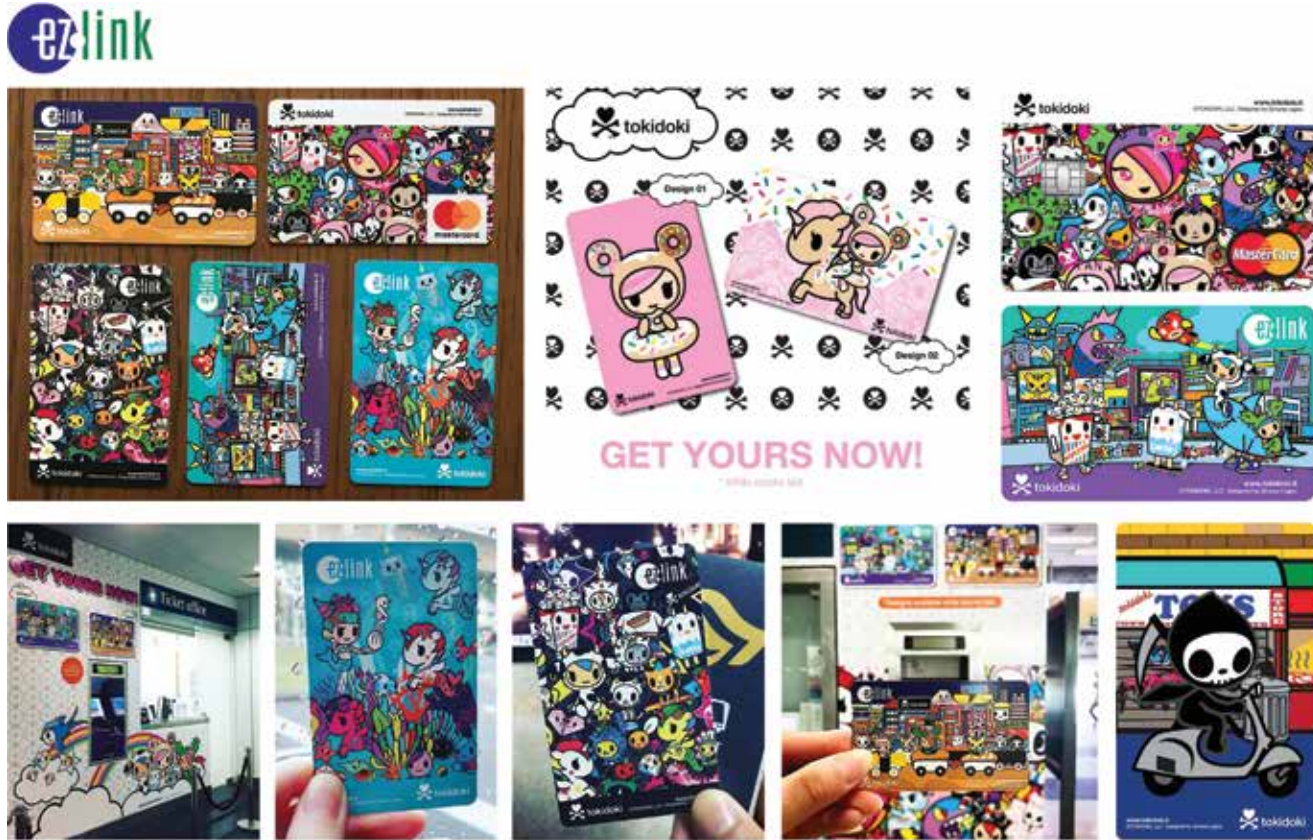




tokidoki X FamilyMart



tokidoki





Asahi, a leader in Japanese beer, teamed up with international lifestyle brand **tokidoki** to create alluring Japanese imagery for an enticing brew in the form of a limited edition t-shirt.

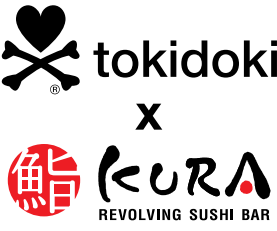


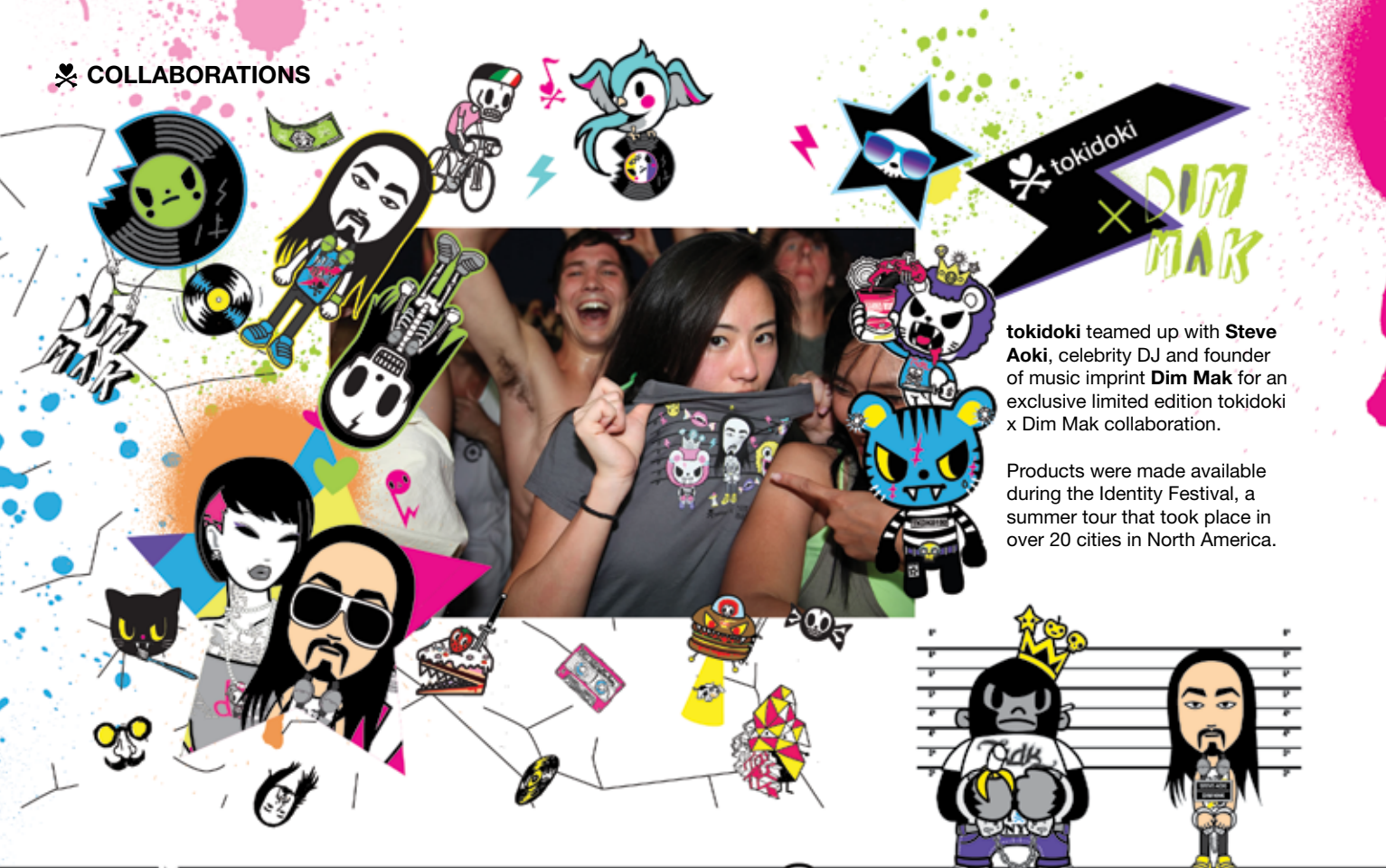
*Italian exclusive



In conjunction with the Singapore Toy Games & Comic Convention 2010, **SingPost** collaborated with tokidoki to design two exclusive characters for SingPost's tokidoki **MyStamp** collection.

These two specially-created characters, Zip and Cody, along with the rest of the **tokidoki** family were featured on the Notebook Collection and Jigsaw Puzzle Collection. 2,000 limited edition sets of each design were available worldwide, making them sought-after collectibles.





tokidoki teamed up with **Steve Aoki**, celebrity DJ and founder of music imprint **Dim Mak** for an exclusive limited edition tokidoki x Dim Mak collaboration.

Products were made available during the Identity Festival, a summer tour that took place in over 20 cities in North America.



tokidoki teamed up with **EDC** (Electric Daisy Carnival), North America's largest music festival, on this super exclusive collaboration to produce five limited edition designs for both men's & women's t-shirts and tanks, as well as two lanyards.

These products were only available at: EDC New York, EDC Chicago and EDC Las Vegas!



tokidoki
X
XBOX
LIVE



tokidoki
X
IRON MAIDEN

tokidoki
X
THE BLACK EYED PEAS

BE@RBRICK™



周大福
CHOW TAI FOOK





COMPLEXCON

DOMESTIC CONS ✂



San Diego (SDCC)
New York (NYCC)
Los Angeles (Comikaze)

Chicago (C2E2)
Seattle (Emerald City Comic Con)
Orlando (MegaCon)



Comic Con Russia, St. Petersburg



Thailand Toy Expo, Bangkok



Shanghai Toy Show



Japan Expo, Paris



STGCC, Singapore



Comic Con Africa, Johannesburg



MEFCC, Dubai



Tokyo Comic Con



La Mole Comic Con, Mexico



Indonesia Comic Con, Jakarta



Comic Con India, Delhi



APCC, Manila



Beijing Toy Show



A TRIBUTE TO
Karl Lagerfeld



Yngliffon: Mare



Simone Legros of Subtiliti



Mark 1984: Thomas



Carole Kisch

ebay

#Artober

POW!
WOW!
HAWAII



POW!
WOW!
GUAM

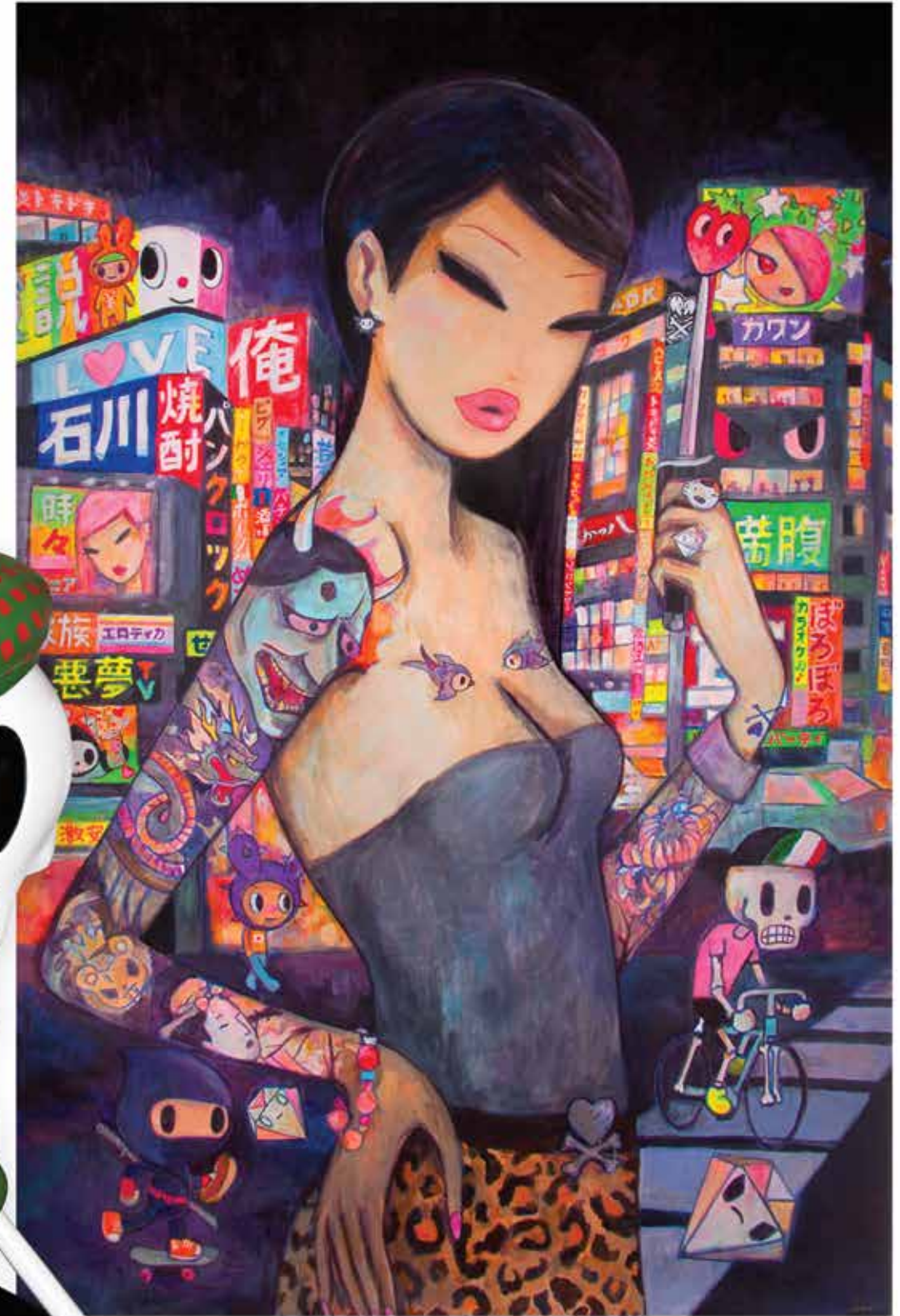


POW!
WOW!
VENICE





To celebrate the **tokidoki x The Peggy Guggenheim Collection**, more than 700 art enthusiasts joined Simone Legno to celebrate the release of Cappuccino and were the lucky first people to experience *The Hidden World of Cappuccino*, a short film animation created by Simone.
*Animation is available on YouTube.

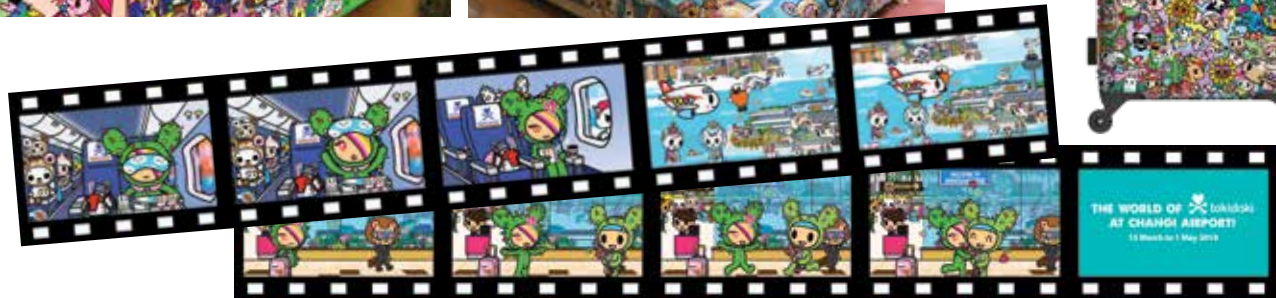


The **Future Pass Exhibit - From Asia to the World, Collateral Event 54.** International Art Exhibition - la Biennale di Venezia brought together 106 artists from every corner for the world and featured a painting and sculpture created by tokidoki's Creative Director **Simone Legno**.

tokidoki X K11
Shanghai, China



tokidoki X CHANGI
airport singapore





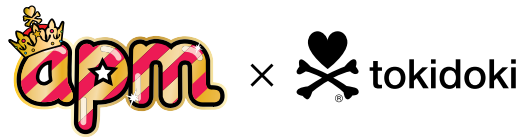
Chengdu, China





tokidoki X GROOVE
Bangkok, Thailand







MIXC
ChengDu, China



SM City North EDSA
Manila, Philippines



CentralWorld
ChiangMai, Thailand



Fahrenheit 88
Kuala Lumpur, Malaysia



2nd & PCH
Long Beach, CA



Kittypatra by Simone Legno for tokidoki
(10 ft tall fiberglass statue)
*Hello! Exploring the Supercute
World of Hello Kitty* exhibit
Japanese American National Museum
Los Angeles, California



tokidoki is strongly committed to support the disaster relief efforts in Japan. We held **Josh Duhamel's tokidoki Relief Run** on March 27th 2011 at Santa Monica Beach. All proceeds from this event went to the **American Red Cross Japan Earthquake and Pacific Tsunami** fund.



All images ©Ryan Miller/Capture Imaging

tokidoki for Mercedes-Benz FashionWeek
at SMASHBOX STUDIOS



ChildrenMendingHearts





tokidoki x 貢茶 Gong cha



tokidoki x Honey & Butter macarons



☠️ FOOD & BEVERAGE ACTIVATIONS

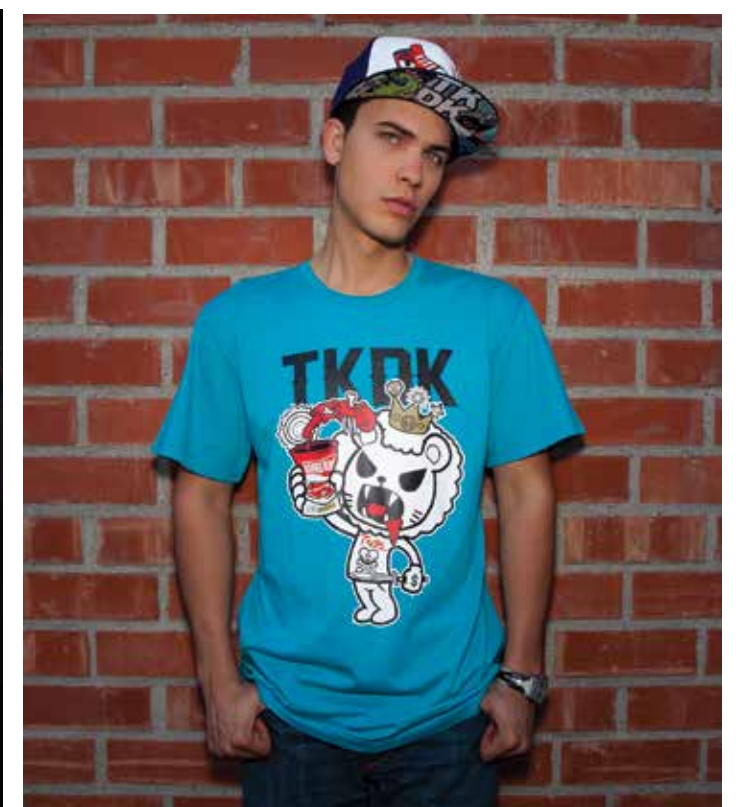
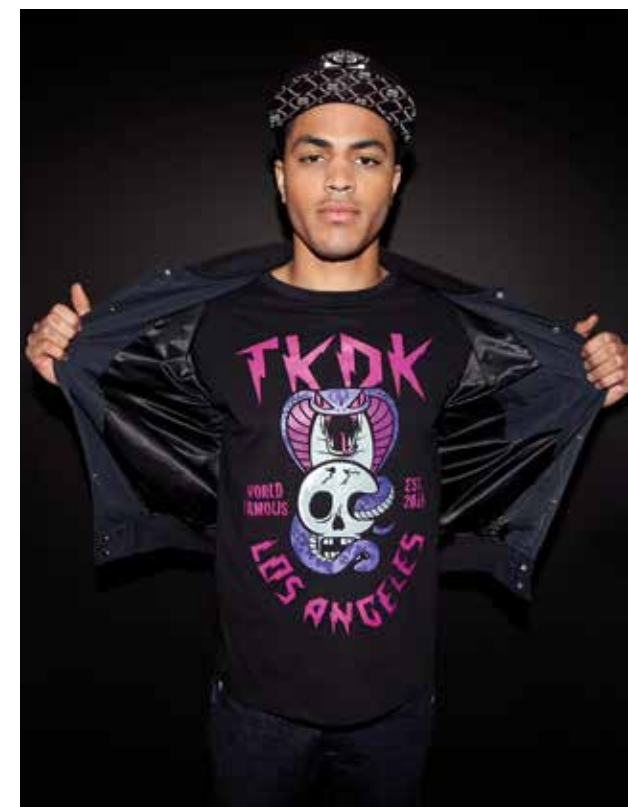




Galeries Lafayette, Shanghai













Terrence Howard



Fergie



Carmen Electra



Paris Hilton & Simone Legno



Lady Gaga



Floyd Mayweather, Jr.



Sean Paul



Dakota Fanning



Steve Aoki



Josh Duhamel & Molly Sims



Cara Delevingne



Venus Williams



Lil Jon

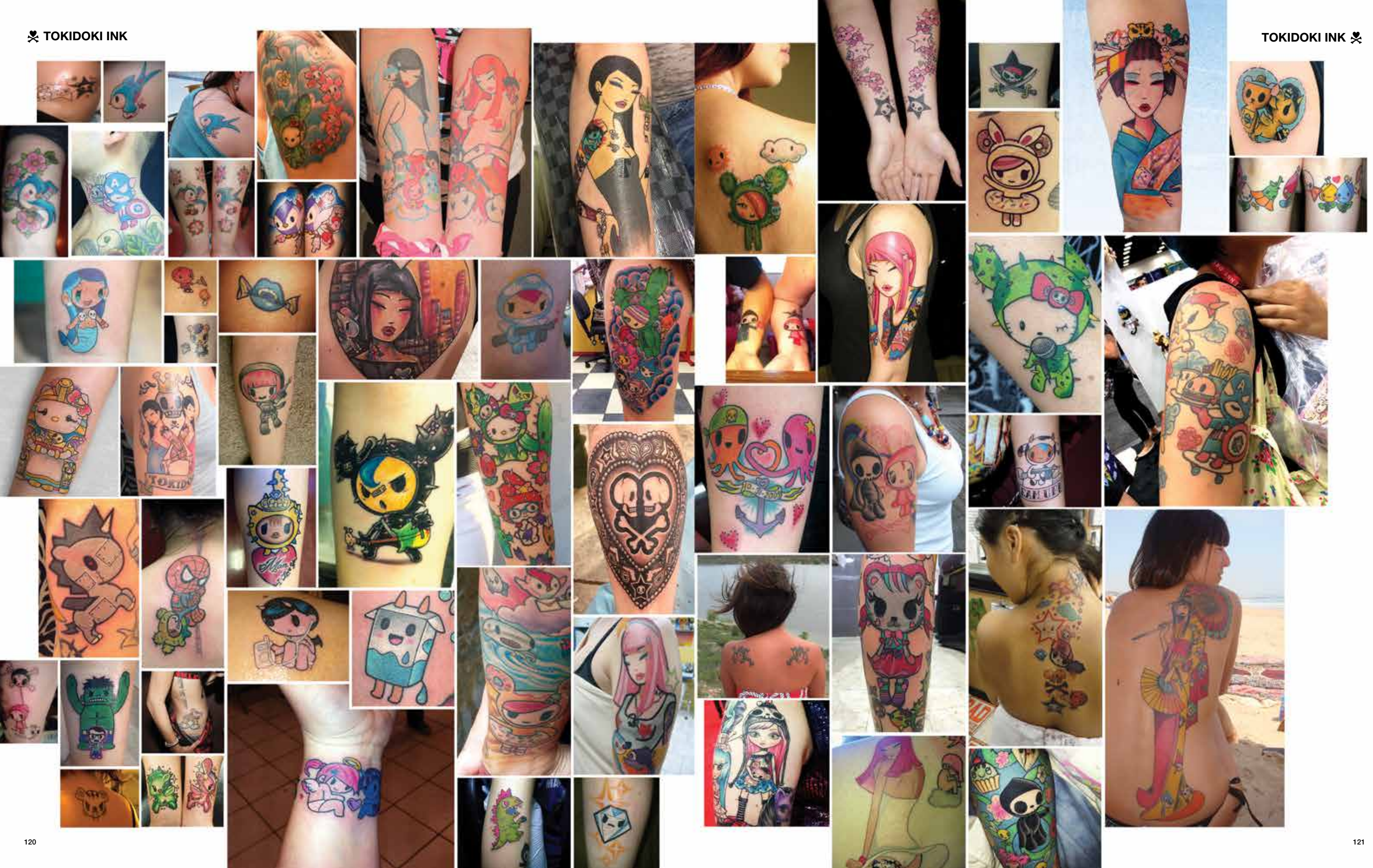


Selma Blair



Denise Richards







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