



TOEI ANIMATION

Since 1956

TOEI ANIMATION BRINGS U.S.' FIRST-EVER MUGIWARA STORE POP-UP AS PART OF NEW MERCHANDISE SHOWCASE FOR FANS AT ANIME EXPO 2024

*Exciting Array of Apparel & Accessories Feature Both One Piece and Digimon Franchises
and include New Drops from DIM MAK, Hypland and BAIT as well as
Japan Exclusive Items for the Mugiwara Store Pop-Up*

LOS ANGELES –July 1, 2024. Legendary anime studio Toei Animation returns to Anime Expo this year and is bringing an exciting merchandise showcase to the Los Angeles Convention Center for fans to indulge in throughout the 4th of July weekend. And this includes the first-ever **Mugiwara Store Pop-Up Shop** in the United States! Toei Animation is recreating the famed retail concept known as the world's largest official One Piece store – with eight locations across Japan offering over 10,000 items from both the anime and manga, including numerous limited edition items not available elsewhere. Located within the Toei Animation exhibit booth, fans will be treated to a unique One Piece shopping experience that features not only the look and feel of the Mugiwara stores but also One Piece merchandise exclusive to Mugiwara and previously unavailable outside of Japan. One Piece fans will not want to miss this special experience.

In addition to the pop-up and rounding out the showcase at Anime Expo are a collection of new and existing Digimon and/or One Piece merchandise releases from a trio of well-known lifestyle brands, which are both long-time licensees and exhibitors at this year's convention. The trio are **Dim Mak** (for Digimon / Booth 1520 & One Piece / Booth 3706), **Bait** (for One Piece / Booth 4329) and **Hypland** (for One Piece / Booth 1614).

And as part of the continuing year-long global 25th anniversary celebration, Toei Animation is bringing two special One Piece events as part of its Anime Expo 2024 programming. First up, on Friday, July 5 at 11:30 am in Main Events at the Entertainment Hall, Toei Animation and Crunchyroll will present the **One Piece – Egghead Arc English Dub Premiere** featuring “One Piece” Episodes 1090 & 1091, the start of the new arc. Following this, on Saturday, July 6 at 8:00 pm at Shrine Auditorium, Toei Animation brings the U.S. premiere of the **One Piece Music Symphony – 25th Anniversary World Tour** to Anime Expo. This ticketed orchestra concert combines the most memorable moments of the beloved “One Piece” TV series with the sound of a 50-musician orchestra. The One Piece Music Symphony is the world's only officially licensed One Piece concert, with music arranged and curated in direct collaboration with original composer Kohei Tanaka. Fans can purchase tickets to the One Piece Music Symphony [here](#).

Anime Expo attendees are encouraged use the hashtag #TA_AX2024 in social posts throughout the weekend – when purchasing Digimon and One Piece merchandise, visiting the Toei Animation exhibit booth or attending either the “One Piece” – Egghead Arc Dub Premiere or the One Piece Music Symphony – 25th Anniversary World Tour.

Toei Animation Anime Expo 2024 Programming Schedule

(as of 07/01/24; All times listed are Pacific)

Thursday, July 4, 2024

9:00 am – 6:00 pm
*L.A. Convention Center
South Hall
Booth 3706*

Toei Animation Exhibit Booth

Visit the Toei Animation exhibit booth for a variety of experiences showcasing One Piece including:

- Balloon of Luffy GEAR2.
- Mugiwara Store Pop-Up Shop featuring a variety of Mugiwara-exclusive One Piece merchandise from Japan.
- Dim Mak Pop-Up Shop offering a curated selection of merchandise from the DIM MAX x ONE PIECE Collection.

Friday, July 5, 2024

9:00 am – 6:00 pm
*L.A. Convention Center
South Hall
Booth 3706*

Toei Animation Exhibit Booth

- (see details above)

11:30 pm – 12:20 pm
*L.A. Convention Center
Entertainment Hall
Main Events*

“One Piece” – Egghead Arc English Dub Premiere

Toei Animation and Crunchyroll present the English Dub premiere of “One Piece” Episodes 1090 & 1091, the start of the Egghead Arc! Be among the first to catch the Straw Hats’ arrival at the futuristic and mysterious Egghead Island.

Saturday, July 6, 2024

9:00 am – 6:00 pm
*L.A. Convention Center
South Hall
Booth 3706*

Toei Animation Exhibit Booth

- (see details above)

8:00 pm – 10:20 pm
*Shrine Auditorium
Doors open at 6:00 pm*

One Piece Music Symphony – 25th Anniversary World Tour

Celebrate the 25th anniversary of One Piece with the One Piece Music Symphony, a special orchestra concert combining the most memorable moments of the beloved TV series and the sound of a 50-musician orchestra! The One Piece Music Symphony is the world’s only officially licensed One Piece concert, with music arranged and curated in direct collaboration with original composer Kohei Tanaka.

Sunday, July 7, 2024

9:00 am – 3:00 pm
L.A. Convention Center
South Hall
Booth 3706

Toei Animation Exhibit Booth

- (see details above)

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the distribution of Toei Animation's top properties, including franchise series Dragon Ball, Sailor Moon, One Piece, Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation's Los Angeles office also oversees all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit toei-animation-usa.com.

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