



ATSUKO AND TOEI ANIMATION TO DROP ANCHOR AT NEW YORK COMIC CON 2021 FOR LAUNCH OF NEW ONE PIECE COLLECTION

Atsuko X One Piece Collection Will Be Exclusively Available to Fans at Atsuko's Booth (#1325) at New York Comic Con and Online at Atsuko.com Beginning October 7

LOS ANGELES and DALLAS – September 22, 2021. Anime's beloved Straw Hat Pirates are invading New York City this October for the launch of a new fashion collection from anime lifestyle brand [Atsuko](#) and anime industry leader [Toei Animation Inc.](#) Atsuko X One Piece is an exciting new collaboration based on the internationally iconic "One Piece" anime series featuring cut and sew outerwear, shorts, headwear, t-shirts and accessories and more for men and women. Atsuko X One Piece will make its official debut at the major pop culture convention New York Comic Con 2021 ("NYCC") which opens on Thursday, October 7, 2021 at the Jacob Javits Center in New York City.

What: Atsuko X One Piece
Where: Booth 1325
New York Comic Con – Jacob Javits Center
When: Thursday, October 7– Sunday, October 10, 2021

"For over two decades now, 'One Piece' has been entertaining generations of fans around the world," said Lisa Yamatoya, Director of Marketing and Licensing in North America for Toei Animation. "This October marks the 22nd anniversary for the franchise so its fitting that we celebrate its global pop culture status with the launch of Atsuko X One Piece at New York Comic Con, one of the largest pop culture conventions in the world."

"Since we started Atsuko, our community has asked us time and again, 'When are you going to partner with One Piece?'" said Preston Deanda, Atsuko Brand Manager. "The people have spoken, and we heard them loud and clear. It's an honor to work with Toei Animation to bring one of the most genre-defining titles to the fans through this exclusive collaboration."

The Atsuko X One Piece collection has something for everyone and showcases such fan-favorite characters as Luffy, Nami and Usopp. The collection offers a full range of fashions including t-shirts, long sleeves, hoodies, button-ups, shorts, beanies, bucket hats, tote bags, sling bags, slides, water bottles, bento boxes and ramen bowls. The complete collection will be available exclusively at NYCC as well as online at atsuko.com beginning Thursday, October 7.

About One Piece

For over two decades and counting, “One Piece” has been entertaining anime fans of every age around the world. This iconic series features pirate Monkey D. Luffy and his Straw Hat crew on their epic quest to find One Piece, the legendary treasure of the Pirate King Gol D. Roger. Produced by Toei Animation and based on the top-selling manga title of all time by Eiichiro Oda, “One Piece” currently spans more than 989 episodes to date and will mark a major series milestone of 1,000 episodes later this fall. Today, the One Piece franchise has grown beyond the TV series to encompass theatrical films, home video, video games, and an ever-expanding catalog of licensed merchandise ranging from apparel, accessories, toys, novelties, furniture, housewares and more.

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the film and TV series distribution of Toei Animation’s top properties – some of the world’s biggest anime franchises including Dragon Ball, Sailor Moon, One Piece, Digimon, Saint Seiya, and many others – to North America, Latin America, South Africa, Australia, and New Zealand. In addition, within these territories, Toei Animation Inc. handles all categories of consumer product licensing based on Toei Animation’s film and television brands. For more information, please visit toei-animation-usa.com.

About Atsuko

"Atsuko is a retail experience created for fans of all things Japanese lifestyle and culture. From different parts of the industry and world, Atsuko’s creative collaborators came together with a common goal - to look at Japanese lifestyle through a single unified lens. While the journey for Atsuko began with anime, Atsuko is actively growing towards the intersection of all things culture in Japan."

Hi-res digital assets including product photography and logos are available for download via Hightail [here](#).

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