



## **“ONE PIECE” HITS THE RUNWAY AT NEW YORK FASHION WEEK IN CELEBRATION OF 25<sup>TH</sup> ANNIVERSARY**

*Toei Animation Joins Dim Mak to Present One Piece Spring Summer 2025 Collection Based on the Globally Beloved Anime Series*

**LOS ANGELES – September 4, 2024.** Anime’s favorite pirates The Straw Hats will make fashion history this September when they trade the plank to walk the runway in New York City. Legendary studio Toei Animation revealed today that the One Piece Spring Summer 2025 Collection will debut at New York Fashion Week as part of its yearlong “One Piece” 25<sup>th</sup> anniversary celebration. Created by Steve Aoki’s fashion and record label Dim Mak and based on the episodic series cherished by fans around the world, this exciting collaboration represents the future of anime in the fashion world.

The One Piece Spring Summer 2025 Collection pays homage to the exhilarating and engrossing world created by Eiichiro Oda and features designs inspired by the series’ current Egghead arc including its colorful characters like Monkey D. Luffy and his Straw Hats crew. An audience of invited guests will preview the One Piece Spring Summer 2025 Collection in a one-of-a-kind immersive runway experience utilizing images and elements from the series.

“We’re thrilled to partner with Dim Mak to bring this special 25<sup>th</sup> anniversary collaboration and first-ever ‘One Piece’ runway collection to New York Fashion Week,” said Lisa Yamatoya, Senior Director of Global Marketing for Toei Animation Inc. “The year is not over and we have more in store for fans during our ‘One Piece’ 25<sup>th</sup> anniversary celebration!”

Produced by Toei Animation and based on the top-selling manga title of all time by creator Eiichiro Oda, the iconic episodic series “One Piece” first debuted on Japanese TV in October 1999 and features pirate Monkey D. Luffy and his Straw Hat crew on their epic quest to find “One Piece,” the legendary treasure of the former King of the Pirates, Gol D. Roger. Now 25 years since the series’ TV premiere, “One Piece” has taken its place as part of mainstream pop culture, attracting fans of all ages. Today, the franchise encompasses 15 feature films, numerous video games, a trading card game and a constantly growing catalog of licensed apparel, footwear, accessories, toys, games, sporting goods, stationary, gifts, novelties, household goods, books, food & beverage and location-based entertainment.

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**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](http://toei-animation-usa.com).

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