

Tamashii Nations is teaming up with its distribution partner, Bluefin, to bring collector's toys aimed at ages 15 and up to the North American masses. Tamashii Nations' portfolio has grown to include products from top entertainment properties such as Star Wars, Marvel, WWE, Teenage Mutant Ninja Turtles, and DC as well as Japanese anime and manga properties. These Western licenses have led to a massive increase in popularity for the brand among toy collectors across the globe. "Tamashii Nations is an authentic Japanese brand, however, North America is an important part of our growth strategy," said Adam Newman, Senior Director of Tamashii Nations at Bandai. "To facilitate that growth, we've opened a Los Angeles office to better understand our U.S. fans and capitalize on the advantages of local access to the entertainment industry, retail partners, and our official distribution partner Bluefin." New York City will be one of 10 major cities around the world to welcome Tamashii Nations during part of the brand's international

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