



KAYOU Co., Ltd.

Company Description

KAYOU Co., Ltd. is a Tokyo-based company headquartered in Nihonbashi, Chuo-ku. The company is engaged in the planning, manufacturing, and sales of stationery, character goods, and toy products. Led by President and CEO Li Qi Bin, KAYOU was founded in July 2024 with a capital of approximately 200 million yen.

As the Japanese subsidiary of a major entertainment group headquartered in China, KAYOU serves as a strategic base for localization, marketing, and brand development in Japan. Its mission is to deliver high-quality products and services that bring creativity and joy to consumers, while integrating the group's strong global production and distribution network.

The company's core business areas include the design and planning of original stationery and toy products, the development of sales channels for the Japanese market, and the import and export of character-based merchandise. Through collaboration with its parent company, KAYOU is able to combine Japan's creative sensibility with China's large-scale production capacity, establishing a unique position that bridges both markets.

In 2025, the company launched its original stationery brand "KAYOU+," under the concept of "knowing the value of authenticity and enriching the heart." The new product line, entirely made in Japan, includes premium mechanical pencils and pens that reflect the company's pursuit of quality and craftsmanship. This initiative highlights KAYOU's ambition to move beyond commodity products toward building an emotionally engaging brand experience.

Looking ahead, KAYOU aims to strengthen its presence in the Japanese market while expanding its global reach. The company plans to enhance its IP-based product development, focusing on character goods and entertainment-themed stationery and toys. By combining innovation, quality, and global reach, KAYOU Co., Ltd. strives to become a trusted name in lifestyle and entertainment goods, delivering products that inspire creativity and happiness around the world.

Company Details

Head Office

Japan

Main Business

文房具・キャラクター雑貨・玩具製品の企画、製造、販売

President

李奇斌

Established

2019年

Capital

2億円

URL

<https://kayou110.co.jp/about/>

Offices

Main Office

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