

## Hakuhodo DY ONE and ARROVA Announce the Grand Opening of TOKYO AVATAR GATE, a Digital Fashion Marketplace

Offerings Include VRChat-Compatible Items Worn by Original Characters of *Ghost in the Shell: Stand Alone Complex* and *Mob Psycho 100*

Tokyo, June 25, 2025 — Hakuhodo DY ONE Inc. and ARROVA Inc. will celebrate the grand opening of the digital fashion marketplace "TOKYO AVATAR GATE" on June 25, 2025. "TOKYO AVATAR GATE" is a platform offering "official digital fashion" for use in metaverse spaces like VRChat, in collaboration with Japan's leading manga and anime titles.



For more details, visit:

<https://www.tokyoavatargate.com/>

<https://x.com/TOKYOAVATARGATE>

The Grand Opening showcases new collaboration items with *Ghost in the Shell: Stand Alone Complex* and a Summer Collection of TOKYO AVATAR GATE's original designs. Starting in July, *Mob Psycho 100* items will also be released. We are committed to delivering high-quality digital fashion for VRChat and other metaverse users, ensuring engaging experiences for fans worldwide.

With the conclusion of the beta version service, which has been active since March 2025, we have gathered valuable feedback from over 250 participants. Their insights significantly enhanced the website's UI, product portfolio, and service design. The Discord community used during the beta phase will remain open beyond the Grand Opening, continuing as an interactive forum for users to share product updates, campaign information, and avatar fashion showcases.

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## Background to the Launch of TOKYO AVATAR GATE

The term “digital fashion” refers to digitally produced and expressed fashion items in general. Primarily including clothes, shoes, and accessories worn by the alter egos (avatars) of social media, gaming, and metaverse users, these items are also expected to serve for virtual try-on by leveraging augmented reality (AR) technology and as NFT assets.

The global market for digital fashion reached approximately USD 15 billion in 2023, with some estimates projecting growth to USD 107.1 billion by 2030<sup>\*1</sup>. Riding this exponential market growth, campaigns are underway both inside and outside Japan to market digital fashion items developed in collaboration with Japanese manga and anime creators on VRChat (a social virtual reality platform) and Fortnite (a gaming metaverse). These developments highlight the international prominence of Japanese manga and anime within the digital fashion domain.

With this context, Hakuhodo DY ONE and ARROVA decided to launch TOKYO AVATAR GATE, a digital fashion marketplace in collaboration with official Japanese manga and anime creators. By leveraging VRChat, a platform with over 100,000 simultaneous connections as of December 2024 (and growing), TOKYO AVATAR GATE strengthens the bridge between Japanese pop culture and digital fashion. Offering high-quality, officially licensed items inspired by beloved works and characters, the marketplace provides unique tools of self-expression in the metaverse.

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## New Items Introduced at the Grand Opening of TOKYO AVATAR GATE

### Fashion Items in Collaboration With *Ghost in the Shell: Stand Alone Complex*

As officially licensed items in collaboration with *Ghost in the Shell: Stand Alone Complex*, we offer VRChat-compatible digital fashion items that faithfully replicate the costumes worn by Motoko Kusanagi and other characters, including the distinctive optical camouflage effect.

*Ghost in the Shell: Stand Alone Complex* continues to captivate a global audience, setting the gold standard in neo-futuristic cyberpunk. The characters — including Motoko Kusanagi of Public Security Section 9 — leave a powerful impression with their striking visual presence.



Digital fashion avatars featuring Motoko Kusanagi's iconic outfit from *Ghost in the Shell: Stand Alone Complex*, available on TOKYO AVATAR GATE for VRChat users.

First of the original TOKYO AVATAR GATE Summer Collections

We are excited to introduce the Summer Collections, featuring items originally designed by TOKYO AVATAR GATE.

For female avatars, the lineup includes short pants paired with tank tops made of mixed materials, along with sandals featuring bold belt details and a headscarf — a trending accessory in the real world. For male avatars, we are proud to present the platform's first lineup, including a tag T-shirt (a summer favorite) and a track jacket and pants that can be worn as coordinated sets.

This collection was created with the support of fashion CAD systems. Please enjoy VRChat TOKYO AVATAR GATE's one-of-a-kind digital fashion, showcasing ever-improving reproducibility and quality.



Digital fashion inspired by *Mob*, *Reigen*, and *Dimple* from the globally acclaimed manga *Mob Psycho 100*, available starting in July on TOKYO AVATAR GATE.

## New Items to Be Offered at TOKYO AVATAR GATE in July and Beyond Fashion Items in Collaboration with *Mob Psycho 100*

As officially licensed fashion items in collaboration with *Mob Psycho 100*, we will offer VRChat-compatible digital fashion items that faithfully replicate the distinctive appearance of characters from the series. The lineup features iconic elements such as the signature costume and psychic aura worn by Mob and Reigen, as well as the floating figure of Dimple, a fan-favorite spirit character.

*Mob Psycho 100* is a globally acclaimed manga series serialized on Shogakukan's Ura Sunday and MangaONE platforms. The story centers on Shigeo Kageyama, nicknamed Mob — a seemingly unremarkable eighth grader who possesses immense psychic powers. Struggling with adolescence and his emotions, Mob grows alongside Reigen Arataka, a self-proclaimed spirit medium, and Ekubo, an evil spirit and former cult leader. Faithfully reproducing the characters' outfits, auras, and even the floating Ekubo on Mob's shoulder, the official collaboration delivers digital fashion items for use in VRChat. The series' distinct worldbuilding, character charm, and visual appeal have earned it a passionate fan base both in Japan and abroad.



Digital fashion avatars featuring *Mob and Reigen* from the globally acclaimed manga *Mob Psycho 100*, available on TOKYO AVATAR GATE.

## What's Next for TOKYO AVATAR GATE

TOKYO AVATAR GATE is poised to release digital fashion items in collaboration with many more creators in the future. We are also actively seeking partnerships with publishers and anime production companies. Our aim is for TOKYO AVATAR GATE to become a gateway for Japanese manga and anime content, connecting with audiences both in Japan and globally through immersive virtual fashion. Ultimately, we envision a future where users can freely explore identity and belonging through the expressive possibilities of digital fashion.

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## TOKYO AVATAR GATE Overview

Official website	<a href="https://www.tokyoavatargate.com/">https://www.tokyoavatargate.com/</a>
Outline of business	Production/sale of digital fashion items and operation of marketplaces
Timeline	March 2025: Partial start of sales as a beta version June 2025: Grand Opening
Geographical coverage	Japan (to be expanded overseas going forward)

<sup>1</sup> Source: 360iResearch "Metaverse in Fashion Market"

## Corporate Information

### Hakuhodo DY ONE Inc.

<https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: 3,172 (April 1, 2025, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

### ARROVA

<https://www.arrova.co.jp/>

A subsidiary of Hakuhodo DY ONE and a member of the Hakuhodo DY Group, ARROVA is Japan's first marketing agency specializing in gaming media. From "in-game ads" to immersive brand experiences in virtual spaces, ARROVA delivers integrated entertainment strategies that bridge the real and virtual worlds. These offerings reflect ARROVA's mission to support *sei-katsu-sha*—not simply as consumers, but as fully rounded individuals with distinct lifestyles, aspirations, and dreams—by delivering entertainment experiences that link the "real" space with the "virtual" space through technologies such as CGI, AR, and branded gaming content.

Location : 4-20-3 Ebisu, Shibuya-ku, Tokyo

Representative : Yusuke Kawai, Representative Director and President

Start of integration : August 1, 2023

Business :

- Advertising sales: In-game ads, in-game reward ads, in-content ads (including game streaming)
- Creative production: AR content production, CGI video production
- Game development: Custom branded game development on platforms such as Fortnite/Roblox
- Digital fashion business: Operation of TOKYO AVATAR GATE, a digital fashion marketplace

## **For Inquiries Regarding This News Release**

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