

The LEGO Group and Sanrio® announce new multi-year partnership to bring Hello Kitty and Friends universe to life in LEGO® brick form



BILLUND, DENMARK, & TOKYO, JAPAN, 06 October 2026: Today, the LEGO Group and Sanrio Co., Ltd. reveal an exciting new partnership that will bring the characters and universe of Hello Kitty and Friends to life in LEGO® brick form for the very first time. Fans can look forward to a wide range of new LEGO® Sanrio products coming in 2027.

Two strong brands within the world of play and fun are coming together to create unique and playful experiences for fans. The LEGO Group is a Danish family-owned company with a 94-year history of creating fun and engaging play experiences, with the LEGO brick at its core. Sanrio is a global entertainment and lifestyle company known for creating beloved and iconic characters that inspire happiness, friendship, and connection. Together, they aim to capture the hearts of fans worldwide through exciting new LEGO sets that bring the unique world of Sanrio to life, featuring Hello Kitty alongside fan-favorite characters.

Lena Dixen, SVP Global Product Groups at the LEGO Group, said: *“We’re thrilled to reveal this partnership with Sanrio and introduce the Hello Kitty and Friends characters and universe to fans in LEGO play sets for the very first time. Hello Kitty is an iconic character, an instantly recognizable, global lifestyle phenomenon that has inspired happiness across generations, and her universal appeal pairs perfectly with the imaginative power and limitless possibilities of LEGO play, we hope to create memorable moments of unforgettable fun.”*

Wataru Nakatsuka, Senior Managing Director, Sanrio Co., Ltd., said: *“We’re delighted to partner with the LEGO Group to reimagine our beloved characters through the joy of LEGO play. This collaboration marks an exciting milestone for Sanrio as we continue to create meaningful moments for people around the world, guided by our vision of ‘One World, Connecting Smiles’. We look forward to seeing how this partnership will inspire creativity and bring joy across generations in the years ahead.”*

Introduced in 1974, Hello Kitty has grown into one of the world's most recognized and beloved characters, appearing on approximately 50,000 types of merchandise sold annually in over 130 countries and regions. Hello Kitty, along with many other Sanrio characters, connects with audiences around the world to bring smiles through storytelling across media, consumer products, digital content, and immersive experiences, while remaining an enduring symbol of friendship, kindness, and kawaii culture for generations of fans.

Fans around the world can look forward to new products coming their way in 2027. Find out more:
LEGO.com/sanrio

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About the LEGO Group

The LEGO Group's mission is to inspire and develop the builders of tomorrow through the power of play. The LEGO System in Play, with its foundation in LEGO bricks, allows children and fans to build and rebuild anything they can imagine.

The LEGO Group was founded in Billund, Denmark, in 1932 by Ole Kirk Kristiansen. Its name is derived from the two Danish words LEg GOdt, which mean "Play Well".

Today, the LEGO Group remains a family-owned company headquartered in Billund. Its products are now sold in more than 120 countries worldwide.

For more information: www.LEGO.com

About Sanrio

Sanrio is a global lifestyle and entertainment company best known for its beloved characters such as Hello Kitty, Cinnamoroll, Kuromi, My Melody, Pompompurin and Gudetama. Since its founding in 1960, Sanrio has upheld the corporate philosophy of "Minna Nakayoku" (Getting Along Together).

Today, with a presence in over 130 countries and regions, Sanrio continues to strengthen its global influence in entertainment through consumer products, digital content, and immersive experiences.

Guided by the vision "One World, Connecting Smiles.", Sanrio is committed to creating smiles, one person at a time, and spreading the circle of happiness even further afield. As it evolves into a global IP platform provider, Sanrio aims to generate new value in entertainment.

For more information: corporate.sanrio.co.jp/en/

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