## 14 生活時尚 STYLE

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### Tamagotchi

Tamagotchis are digital pets that hatch from eggs, all on an LCD screen the size of a watch face. The name is a combination of the Japanese word tamago, which means "egg," and the English word "watch." Tamagotchis require constant care, feeding and attention, and they will complain if



you ignore them — just like real pets. Created by Bandai, the company responsible for the Power Rangers, Tamagotchis have evolved significantly since they first became popular in the 1990s and have spawned an entire industry of Tamagotchiinspired merchandise.

### Bright-eyed Memetchi has a lovable, coquettish

personality. To express disagreement, it likes to accuse its owner of blowing things out of proportion.

Main characters

Memetchi

### Mametchi

Mametchi has ears like a rabbit and an IQ of 250. Diligent, intelligent and polite - Mametchi is the perfect role model.

### **Kuchippachi**

This gentle and romantic creature's standard reaction to any development is to open its mouth in an adorable fashion.

# Huge eyes that appear to be constantly rolling. Capable of generating all sorts of interesting dreams.

### Tamagotchi pedometer

**Mametchi pillow** 

Sanbeide (三貝德)

NT\$695

NT\$890

Living International (麗嬰國際) Jack of all trades: apart from accompanying you on leisurely strolls, this device also runs games.

### Bandai Tamagotchi DIY sewing machine NT\$1,350

Not exactly meant for large-scale sewing activities, but robust enough to create a tamagotchi-charm of tissue

### Bandai sixth-generation Tamagotchi Music Stars NT\$695

Living International (麗嬰國際) Create your own virtual virtuoso. As your digital diva's mentor, you can choose from as many as 20 different instruments and six musical genres, including glam rock and techno, for it to master. As your Music Star matures, you must prepare it to join a band and endure hours of practice, auditions and rehearsals before it hits the big time. It can also play games and even have a romantic relationship with someone else's Music Star using the Tamagotchi Infra Red Connect function.

Set of five Tamagotchi dolls NT\$320 Sanbeide (三貝德)



It all started with Japanese broadcaster NHK's morning children's cartoon series in which 12 cute characters, each modeled after a particular personality type, lead their very normal daily lives on screen. Though these characters possess very different dispositions, they all manage to love each other and get along. Deko Boko Friends has been



Nice&Neat T-shirts

Nice&Neat PSP T-shirt NT\$880 Stage Cats also have the right to enjoy PlayStation, don't they?





Living International (麗嬰國際)

paper.

commended by Japan's sociologists' guild.

**Deko Boko Friends** 

Deko Boko Friends' combination of simple animation and entertaining plotlines skillfully appeals to both the young and old.



### The Prince Egg doll (Tamago Oji) NT\$1,200

Living International (麗嬰國際) When The Prince Egg's egg hat boils and cracks, the other characters know for sure that he is very, very angry. Best feature: he never forgets to clean up the eggshell mess afterwards.

### Ken Bahn doll (Ken Ban) NT\$1,200

Living International (麗嬰國際) Ken, distinguished by his keyboard grin, reveals his charming dentures whenever he happens to be in a good mood.



### Nut'n Nose doll (Hanahana Maron) NT\$1,200

Living International (麗嬰國際) Enjoys inflating his nose like a balloon — however, when he becomes disoriented and confused, he does this with his tail instead.

### **Deko Boko Friends T-shirts**



The Prince Egg women's extra long T-shirt NT\$600

Rakuten (樂天市場) The front features his name in katakana: Tamago Oji. On the back: The Prince Egg — in Japan, he's a superstar.



**Disabear** (Anakuma) NT\$600 Rakuten (樂天市場) Comfortable cotton T-shirt with Disabear print. Try it on and say, "Hi, I'm Disabear!"

**The Prince Egg T-shirt** NT\$640 Yahoo! (Yahoo!奇摩超級商城) With this T-shirt the wearer spells it out clearly: I know what Deko Boko Friends are

all about.





Japanese toymakers have long recognized that working closely with cartoon creators, the minds behind figures like Muto Bear (武藤熊) and the Nice&Neat clothing line, is a recipe for success.

The "real" Great Muto Bear, a famous Japanese wrestler who has competed in the ring since 1984, joined forces with the design company Play Set Products to create a series of dolls and T-shirts named after him.

### **Great Muto Bear**

NT\$1,500

Yahoo! (Yahoo! 奇摩超級商城) This 10.5cm tall Great Muto Bear defiantly spits poison.

### **Muto Bear 2009 limited edition T-shirt** NT\$650

Sanbeide (三貝德)

2009 ALL JAPAN - N 18 TAIWAN



### Vendor list:

Sanbeide (三貝德): (02) 2562-6878 Apery: (02) 2389-7629 **Stage:** (02) 2389-2213 Liying International (麗嬰國籍): (02) 2795-5120 Rakuten (樂天市場): www.rakuten.com.tw Yahoo! (Yahoo! 奇摩超級商城): www.tw.mall.yahoo.com

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Nice&Neat T-shirts NT\$680 Apery

Nice&Neat fast-food T-shirt NT\$680 Apery Easy to confuse with a certain

brand of pizza.