

Anime/Manga Statuettes and Figurines in Luxembourg

May 21, 2021

Embassy of Japan in Luxembourg

Dear readers,

Today, the Embassy of Japan, would like to tell you a little about a company in Luxembourg, which produces statues and figurines of manga/anime characters! Yes, there is such a company in this country. This company does not produce statuettes to play with, but iconic memorable scenes from manga or anime, like for example with Piccolo (from Dragon Ball Z) who saves Gohan, marking his change of character.

Tsume SA was founded in Luxembourg in 2010. Over the years, the company has succeeded in establishing itself in the collectible statuette market. Thanks to the collaboration with renowned Japanese licenses, Tsume has created an array of characters for the distinguished collector. This is important to note, because without an official license, it is impossible to legally sell statues or figurines from manga or anime.¹



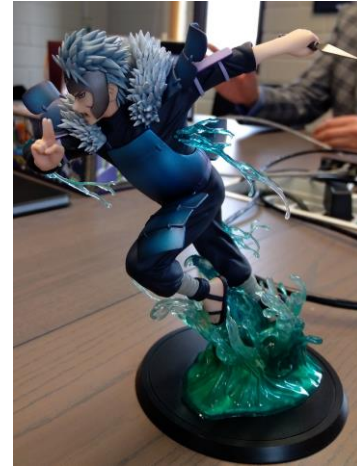
After several years, Tsume has gained the trust of several main companies of the manga and anime world, such as Shueisha, Toei Animation, TV Tokyo or Kodansha. Tsume also organizes events in Mondorf-les-Bains and frequently has very important guests from Japan, who are also present during these events.

According to Luc de Ribeiro, the VP of Licensing, Tsume puts great importance on **"the quality at the time of delivery"** - in order not to disappoint customers who expected to receive the same quality at home as shown in the beautiful photos on Tsume's website. To achieve this, the entire Tsume team puts a lot of energy into maintaining the high quality of production, carefully taking many steps during projects from concept to logistics, discussing and validating all products with rights holders, and regularly sending a quality control team to the mass production factories in China (although it is currently difficult to do so due to the coronavirus).

¹ <https://www.tsume-art.com/fr/page/about>



“Athena HQS+” by TSUME, 2020
(SAINT SEIYA)



“Tobirama Senju XTRA”
by TSUME, 2018
(NARUTO SHIPPUDEN)

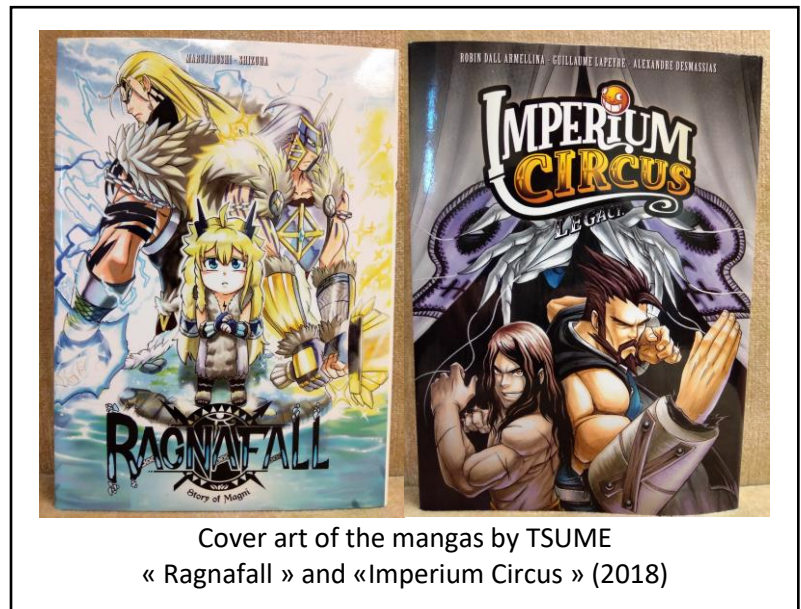
But Tsume is not only a company that wants to sell figurines, no.

The company, which is based in Sandweiler, now also produces board games and clothes, but most of all, original manga. And these are not only 'hobby' manga, but manga with a Japanese approach. These first two mangas are 180 pages long and were printed at 20 000 copies each. Tsume, which is already known for its figurines and statues of collections, joined the French specialized publisher Kurokawa for this project. "We have adopted a Japanese method of working at the editorial level, with large teams and a management committee, to do something solid," says CEO Cyril Marchiol². The goal is to produce about forty volumes and have them translated.

That's not bad for a company from Luxembourg, but...that's not all.

Tsume's ambition will go even further.

As confirmed by the CEO, Tsume wants to move towards animation, adapting characters and also have its own series on Netflix. In addition, Tsume also wants to develop video games in the future.³



Cover art of the mangas by TSUME
« Ragnafall » and « Imperium Circus » (2018)

² <http://www.lessentiel.lu/fr/luxembourg/story/tsume-est-entree-dans-la-bataille-du-manga-10432981>

³ <http://www.lessentiel.lu/de/luxemburg/story/luxemburger-kreativfirma-will-netflix-erobern-21176989>