

Move Over, Kitty, Here Comes Puppy

Hello Kitty company to focus on puppy character.

Maureen Kochan

Sanrio, the company behind the iconic Hello Kitty products, plans to build a following and a movie around Cinnamon, Sanrio's puppy character, the company announced at the Tokyo International Anime Fair.

Sanrio's last animated film hit theaters in 1983. Since then Hello Kitty has become a worldwide phenomenon, with more than 50,000 products on sale in 60 countries.

The Hello Kitty dynasty began in 1974 when Sanrio designer Ikuko Shimizu placed the moon-faced cartoon cat on a coin purse.

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