

The friends of Sesame Street bring color to the court this summer!

**The second installment of the “SESAME STREET meets BFIVE” is now on sale
as of Tuesday, July 22.**



Following the widely celebrated 55th anniversary of the beloved global children’s program Sesame Street in 2024, basketball apparel brand BFIVE has launched the second limited-edition collection in collaboration with the show. The lineup includes a total of seven items—such as reversible tanks, stretch woven shorts, and breathable practice tees—designed for comfort and performance in the heat of summer.

▼ Special Collection Page

https://b-five.jp/personal/?action_page=true&page_no=2399

▼ BFIVE Official Website

<https://b-five.jp/personal>

This collection follows the first release in April 2025.

Focusing on lightweight and easy-to-wear practice shirts and shorts, the new lineup features expressive graphics

inspired by the unique personalities of *Sesame Street* friends, including Elmo, Cookie Monster, and Big Bird.

REVERSIBLE
TANK



STRETCH
WOVEN SHORTS



PRACTICE
TEE



STAND BY... TEE



MATCHUP TEE



BOUNCE SHORTS



FUN PATTERN SHORTS



All items are available in a wide range of sizes—from kids to adults—making them ideal for parent-child outfits or team coordination. Designed for both everyday wear and sports use, the collection suits a wide variety of settings.

BFIVE has earned trust in the professional basketball community through official supplier partnerships with B.LEAGUE teams such as the **Shinshu Brave Warriors**, **Yamagata Wyverns**, and **Ehime Orange Vikings**, as well as apparel contracts with pro players including **Satori Uchio**, **Hiroki Matsuzaki**, and **Ryuto Yasuoka**.

Leveraging this expertise, the collaboration items combine character appeal with high-performance functionality and comfort.

Looking ahead, BFIVE will continue developing apparel that conveys the excitement of sports by collaborating with popular character IPs on limited-edition projects.

About Frasco 100cc Co., Ltd.

Brand Name: BFIVE – Basketball Uniform Brand

Official Website: <https://b-five.jp/personal>

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Founded: May 2006

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Corporate Website: <https://frasco100.cc/>

Business Description: Planning and sales of sportswear and original goods

About Sesame Street

Sesame Street is a pioneering children's educational television program that first aired in 1969 and is now available in over 150 countries and regions.

Created during the civil rights movement by Joan Ganz Cooney and Lloyd Morrisett, the show combines music, charming puppetry, and animation set in a lively neighborhood, delivering not only foundational literacy and numeracy for preschoolers, but also life values such as compassion, kindness, and inclusion.

Iconic characters like Elmo, Cookie Monster, Big Bird, and Oscar the Grouch lead the storytelling, supported by thoroughly researched educational content aimed at fostering social skills, cultural awareness, and emotional intelligence.

The program is produced by **Sesame Workshop**, a global nonprofit organization.

About Sesame Workshop

Sesame Workshop is the nonprofit educational organization behind *Sesame Street* and various global initiatives.

For over 50 years, the organization has integrated education, media, and research to create joyful and enriching experiences for children around the world.

With a mission to help all children grow smarter, stronger, and kinder, Sesame Workshop delivers high-quality educational content to over 150 countries and regions through beloved characters, engaging programs, and meaningful

community outreach.

Website: www.sesameworkshop.org,
www.sesamestreetjapan.org

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