

Over the past four decades, Hello Kitty has planted her flag on the worlds of toys, fashion, animation, music, video games, comic books, restaurants and even home appliances. And next the adorable Japanese bobtail/merchandising juggernaut is setting sail for new waters: conventions. As part of the character's 40th-anniversary celebration, owner Sanrio is staging the first-ever [...]

Read more: <http://robot6.comicbookresources.com/2014/06/first-ever-hello-kitty-con-to-be-held-in-los-angeles/>