

Tokyo Creative Powerhouse Helixes Launches US Subsidiary to Scale Japanese IP Across North America

Content IP Studio Launches North American Business Expansion

CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [Helixes](#) Inc. (Headquarters: Taito-ku, Tokyo; CEO: Ryunosuke Shimura), operator of the content IP studio "[maxilla](#)", today announced the establishment of its US subsidiary, "Helixes USA Inc.," in June 2026 to drive business expansion in the North American market. Through a close Japan-US collaboration utilizing the maxilla studio framework, the new entity will handle local marketing support, production, and creative execution to deliver Japanese content IP to North American audiences.

□Background

In recent years, Japanese content IP—spanning music, manga, anime, gaming and fashion—has achieved global expansion, with North America at the center of this growth. However, designing the optimal distribution and deployment strategies tailored to local cultures, business practices, and platform characteristics remains a significant challenge.

Through its content IP studio maxilla, Helixes has historically provided end-to-end services—from business strategy formulation to planning, production, and long-term IP development and management—utilizing deep fan insights across a broad spectrum of cultures.

Helixes ^{USA}



maxilla

HelixesUSA & maxilla logo



Helixes USA CEO Adam Graham & Helixes CEO Ryunosuke Shimura

With the establishment of Helixes USA, the Tokyo headquarters and the North American base will function as a single, seamless studio. By deeply understanding the passion and intent that IP holders instill in their work, alongside a comprehensive grasp of the content IP industry's structural mechanics, the studio will cross borders and language barriers to deliver creative work that ignites local fandoms.



Helixzilla! (Helixes & maxilla gif)

□Helixes USA Business Operations

Operating through maxilla, Helixes USA will primarily provide services in the following areas:

- Minimizing language, cultural, and time-zone communication costs through close coordination between the Japan headquarters and the U.S. entity
- Marketing and market expansion support for Japanese content IP and brands entering the North American market
- Marketing and market expansion support for North American content IP and brands entering the Japanese market
- Planning and operation of fandom experiences (pop-up stores, in-store campaigns, limited-time initiatives, etc.) in coordination with local partners such as retailers and event organizers
- Planning, producing, and creative direction of IP collaborations combining North American/Western artists with Japanese content IP

(Note: Specific service offerings and organizational structure will continue to expand going forward.)

□Executive Comments

Ryunosuke Shimura, CEO, Helixes Inc.:

"Currently, the entire Japanese content IP industry is setting its sights on overseas 'markets'. But behind every 'market' there must be real human beings - individual fans. Day in, day out I'm reminded of how important it is to figure out ways in which we can get Japanese IP to be loved by these fans. Through the establishment of Helixes USA we plan to keep our eyes on both the macro trends of the 'market' and the heartbeat of the fan community. From here, we begin the dedicated, ground-level work of ensuring Japanese content IP is embraced even more fully by American culture."

Adam Graham, CEO, Helixes USA Inc.:

"Japanese content is no longer a niche market—it is actively reshaping global pop culture. Helixes sits in a unique position to contextualize these incredible properties and forge deeper, more meaningful connections between creators and their audiences. We know what fans want because, ultimately, we are the fans. Personally, I've spent my career navigating the intersection

of music, tech, and content across Japan, the US, and the UK. To now channel that background into something I'm genuinely passionate about—and to build authentic human connections in an era where that feels harder than ever—is a true privilege."

□Looking Ahead

While systematically building out its infrastructure in North America in phases, Helixes USA will actively advance collaborations with partner companies and content holders. In alignment with headquarters in Japan, the entire group will accelerate the global expansion of Japanese content and IP.

□CEO Interview (Japan-US)

https://log.helixes.co/260901_helixesusa_interview_en

□About Company

□Helixes USA Inc□

Trade Name : Helixes USA Inc.

Location : California, USA

Established : June, 2026

CEO : Adam Graham

Parent Company : Helixes Inc (100% owned subsidiary)

Core Business :

Creative agency operations via the management of creative studio "maxilla" (including strategic planning, production, marketing, and creative execution for Japanese content and IP in the North American market).

□Helixes Inc□

Trade Name : Helixes Inc.

Location : Tokyo, Japan

CEO : Ryunosuke Shimura

URL : <https://helixes.co/en>

Core Business :

Management of the creative studio "maxilla".Creative direction and production within the entertainment and IP sectors.

□maxilla□

Trade Name : maxilla

URL : <https://maxilla.jp/>□<https://linktr.ee/maxilla>

Core Business :

maxilla is a content IP studio built to resonate with the heart of fandom. Music, manga, anime, gaming, fashion— Armed with a deep understanding of subcultures and sharp fan insights, we strengthen and deepen the connection between IPs and their communities. We handle everything from strategic planning and ideation to production, development, and long-term IP management through an end-to-end framework. By delivering creative execution in its optimal

form, we unlock the infinite potential of content.

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