

# Exhibiting Information



Japan's LARGEST!

# FASHION WORLD TOKYO


2019 OCTOBER

2020 APRIL

10th FASHION WORLD TOKYO 2019  
**OCTOBER** Oct. 2 [Wed] — 4 [Fri], 2019

7th FASHION WORLD TOKYO 2020  
**APRIL** Apr. 1 [Wed] — 3 [Fri], 2020

Organised by

 Reed Exhibitions®

Web

[www.fashion-tokyo.jp/en/](http://www.fashion-tokyo.jp/en/)

Venue

Tokyo Big Sight, Japan

Organiser

Reed Exhibitions Japan Ltd.

"Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.

Scenes from previous show in 2019



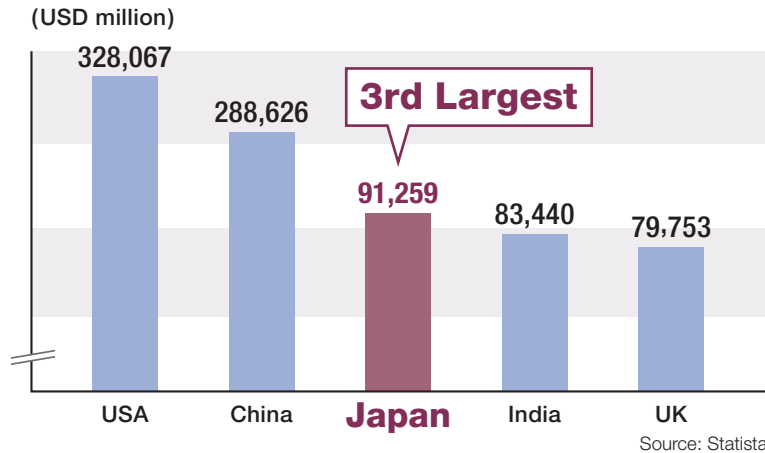
# Japan's LARGEST! Most Active B to B Trade Show



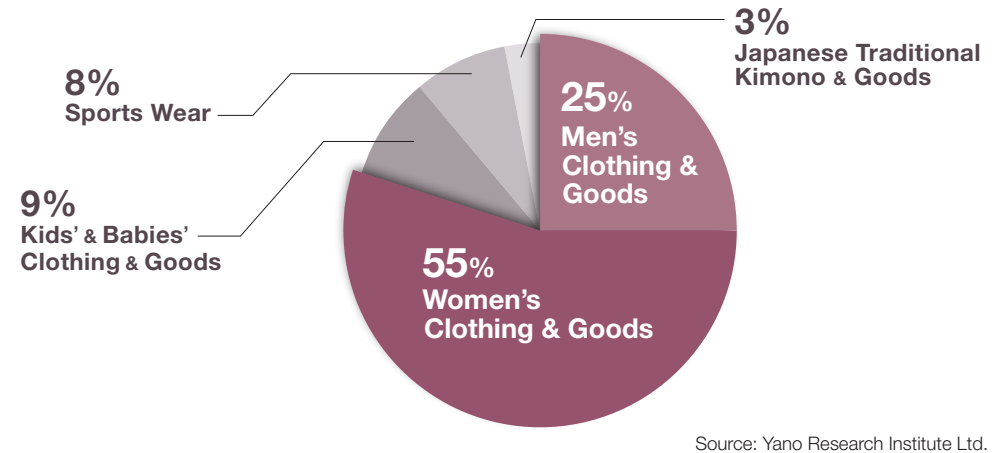
# Join Attractive Market, Japan

## 1 Japan - World's 3rd Largest Market

### Global comparison - Revenue 2017

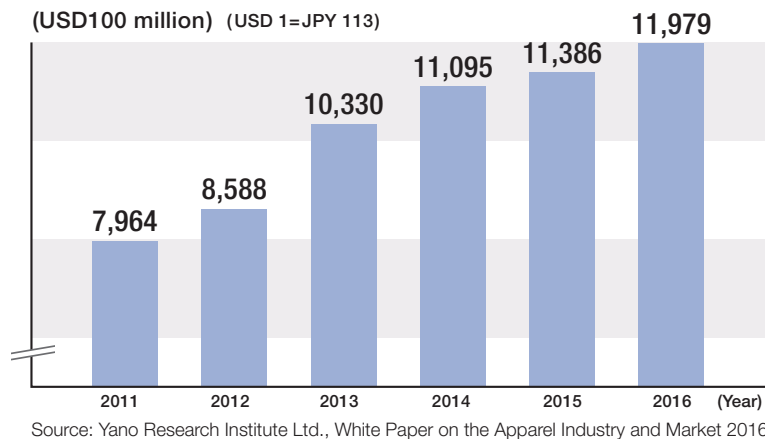


### Japanese fashion market distribution 2017

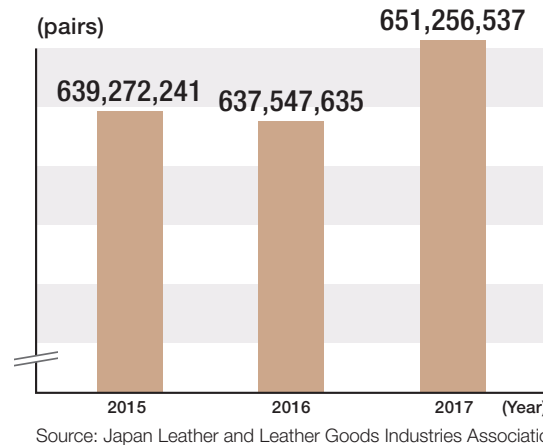


## 2 Imported Fashion Market in Japan is Expanding

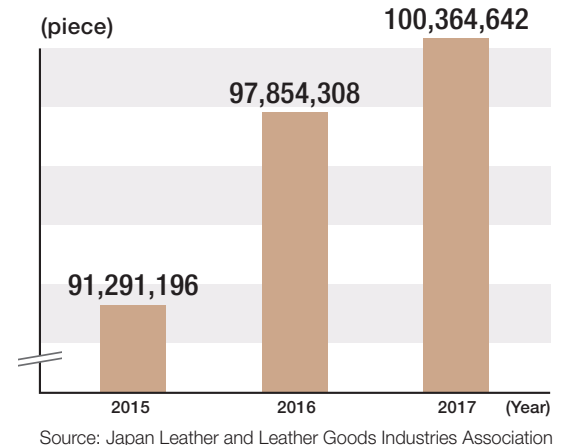
### Growing imported fashion market in Japan



### Imported amount of shoes



### Imported amount of bags



# Best Show to Enter Japan & Asia

## 1 Japan's Largest Fashion Trade Show

As Japan's largest fashion trade show, the show gathers 1,050 exhibitors in October, 2019, and 910 exhibitors in April, 2020. 22,000 visitors come to discover the SS collections in October, 2019 and the AW collections in April, 2020. The show is the best place to start your business in Japan.

<2019 OCTOBER>

**1,050**  
Exhibitors / **22,000**  
Visitors

<2020 APRIL>

**910**  
Exhibitors / **22,000**  
Visitors

(The numbers of exhibitors and visitors are expected, including concurrent shows)

## 2 Chosen by Many International Exhibitors

FASHION WORLD TOKYO is Japan's most interested fashion trade show and becoming more international every year. 2019 October & 2020 April are expected exhibitors from 40\* countries/regions. (\*including concurrent shows)

### ■ List of exhibiting countries/regions at FASHION WORLD TOKYO 2018 October & 2019 March

- Armenia
- Australia
- Austria
- Bangladesh
- Brazil
- China
- Fiji
- France
- Georgia
- Germany
- Hong Kong
- India
- Indonesia
- Israel
- Italy
- Japan
- Korea
- Macau
- Madagascar
- Malaysia
- Mexico
- Mongolia
- Morocco
- Nepal
- Netherlands
- Pakistan
- Philippines
- Poland
- Portugal
- Russia
- Rwanda
- Singapore
- South Africa
- Spain
- Sri Lanka
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- UAE
- UK
- USA
- Vietnam

(in alphabetical order / including concurrent shows)

# 3 Covers All Fashion Items Consisting of 4 Specialised Shows

## FASHION WEAR EXPO

- Women's wear
- Baby/kids wear
- Fashion accessories
- Inner wear
- Stoles/Scarves
- Socks etc.

### <MEN'S FASHION Zone>

- Men's wear
- Ties
- Men's leather items
- Men's suits etc.



## BAG EXPO

- Women's and unisex bags
- Contemporary bags
- Backpacks
- Travel bags
- Handbags
- Shoulder bags etc.



## SHOES EXPO

- Boots
- Business shoes
- Sneakers
- Comfort shoes
- Pumps
- Sandals etc.



## FASHION JEWELLERY EXPO

- Rings
- Watches
- Necklaces
- Earrings etc.



Concurrent show:

## FASHION WORLD TOKYO -FACTORY-

consisting of 2 shows

FASHION SOURCING TOKYO



TEXTILE TOKYO



# Meet High-Quality Buyers On-site

At FASHION WORLD TOKYO, you can meet your target customers as below:

## Importers/Agents

The key to expand your market is to meet importers and agents. FASHION WORLD TOKYO attracts prestigious importers and agents in Japan.

- DOSHISHA
- ETOILE KAITO
- ITOCHU
- KIYOHARA
- MARUBENI
- MITSUBISHI CORPORATION FASHION
- MITSUI BUSSAN INTER-FASHION
- MORIRIN
- NIPPON STEEL & SUMIKIN BUSSAN
- ONWARD
- SANEI
- SOJITZ
- SUMITOMO CORP.
- TAKIHYO
- TAMURAKOMA
- TOYOSHIMA
- UENI TRADING
- YAGI TSUSHO etc.

## Department Stores

A lot of buyers from most of all major department stores throughout Japan visit FASHION WORLD TOKYO.

- AEON
- DAIMARU
- ENTETSU
- HANKYU HANSHIN
- ISETAN MITSUKOSHI HOLDINGS
- KAWATOKU
- KEIKYU
- KEIO
- LUMINE
- MARUEI
- MARUI
- MATSUYA
- MEITETSU
- ODAKYU
- PARCO
- SANKYO
- SOGO & SEIBU
- TAKASHIMAYA
- TENMAYA
- TOBU
- TOKYU etc.

## Boutiques

FASHION WORLD TOKYO is where you can meet various types of boutiques from name-branded stores to small sized boutiques from all over Japan.

- ABAHOUSE INTERNATIONAL
- ANAP
- BARNEYS JAPAN
- BAYCREW'S
- BEAMS
- EDIFICE
- ELEMENT RULE
- JOINT WORKS
- JOURNAL STANDARD
- JUN
- MURASAKI SPORTS
- NANO·UNIVERSE
- P & M
- ROYAL
- SAZABY LEAGUE
- SHIPS
- TOMORROWLAND
- UENO-SHOKAI
- UNITED ARROWS
- URBAN RESEARCH
- VILLAGE VANGUARD etc.



(excerpts, in alphabetical order)

# Business Matching Maximises Your Business

## 1 One-to-One Matching Support with the Importers/Buyers

Key importers/distributors from Japan will be invited and arranged meetings with the exhibitors.  
2,741\* meetings were arranged by Show Management in the 2019 March show. (\*including concurrent shows)

Show Management will...

- 1 Send the Int'l Exhibitors Guidebook to Importers/Buyers



- 2 Call to invite to the show Importers/Buyers



- 3 Meet Importers/Buyers at the show  
Importer      Show Management



- 4 Escort Importers/Buyers to your booth  
Show Management      Importer



## 2 Online Matching System

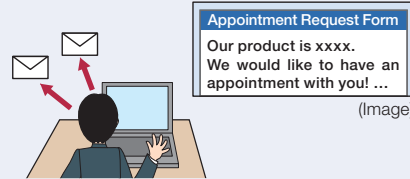
Exhibitors can set up appointments and have meetings with visitors at your booth, with this system. You can also receive appointment requests from visitors.

Exhibitors can...

- 1 Search the database of visitors



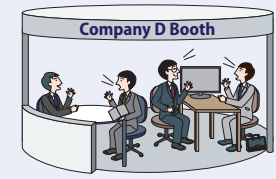
- 2 Send appointment requests



- 3 Appointment confirmed



- 4 Meeting at your booth



## 3 Meetings Arranged with Asian Premium Buyers

Show Management will invite 2,000\* international buyers and support you set up appointments with Asian Premium Buyers. (\*including concurrent shows)

### ■ 2,000 International Buyers (expected)

- Korea ..... 550
- China ..... 700
- Taiwan ..... 250
- Europe & America ..... 150
- South East Asia ..... 200
- Others ..... 150

**2,000 in total**

### ■ Asian Premium Buyers (excerpts)

- Idlook (Korea)
- Kolon industries (Korea)
- Yulong group (China)
- MJ department stores (Malaysia)
- Hyundai department store (Korea)
- LF (Korea)
- Cenbest (China)
- Lotte department store (Korea)
- Momo.com (Taiwan)
- Sai shan mall (China)

etc.



A scene from the previous show in 2019 March

# Extensive Services Maximise Your Results

## Brands Guidebook, Leaflet/Online Catalogue

Many importers, distributors and buyers will receive Guidebook/Leaflet featuring international brands.



(Previous Brands Leaflet)

(Previous Brands Guidebook)

## Promoting Opportunity by SNS Influencer

"Influencers" will be invited as special visitors. Through their activities on SNS, exhibitors/products will be promoted widely.



(The Post of the Previous Show by Influencer)

## Seminar for International Exhibitors

Show Management will share tips of how to expand your business in Japan at the show.



(Previous Overseas Seminar in 2019 MARCH Show)

## Interpreter (For a fee)

Interpreter/translation agent service is available during the show.



(Image)

# Supported by the Industry Leaders

FASHION WORLD TOKYO holds conferences and seminars to stimulate the fashion market in Japan. These seminars are constructed by "Advisory Committee" which consists of the opinion leaders of the Japanese fashion industry.

## Advisory Committee (Honorifics omitted, in random order)



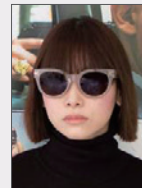
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Board Member,  
Executive Vice  
President  
BEAMS CO., LTD.



Shigeru Sugimura  
CEO  
BAYCREW'S  
CO., LTD.



Koki Mine  
Officer, THE SAZABY  
LEAGUE, Ltd.  
Company President  
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COMPANY  
(Ron Herman)



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Creative Director  
RESTIR  
HOLDINGS INC.



Toru Takeuchi  
Director & Senior Managing  
Executive officer Department  
Store Business Planning  
& Operation Headquarters  
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HOLDINGS



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President  
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BARNEYS JAPAN  
CO., LTD.



Minoru Kitabatake  
President  
Renown  
Incorporated



Chizuru Muko  
WWD Japan Editor  
in Chief  
INFAS  
PUBLICATIONS,  
INC.

## Contact

Organiser: Reed Exhibitions Japan Ltd. FASHION WORLD TOKYO Show Management

18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan  
Web: www.fashion-tokyo.jp/en/ TEL: +81-3-3349-8519 FAX: +81-3-3344-2400  
E-mail: fwt@reedexpo.co.jp A division of Reed Business Registered in England, Number 678540

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