

Premium Textile Japan 2013 Autumn/Winter JFW JAPAN CREATION 2013

Final Report



Concurrently held shows, <JFW JAPAN CREATION 2013(JFW-JC2013)> and <Premium Textile Japan 2013 Autumn/Winter (PTJ2013 AW)>, organized by the Japan Fashion Week Organization (JFW), took place over 2 days, Nov. 20 and 21 at the Tokyo International Forum at Yurakucho, Tokyo. <JFW-JC2013> hosted 246 companies (covering 215.5 booth spaces) whereas 76 companies (covering 85.5 booths) participated in <PTJ2013 AW>, alongside the East Japan Reconstruction Assistance Corner, <J. FACTORY>, with the participation of 25 companies (factory zone: 14 companies/14 booths, textile zone: 11 companies/11 booths), making the fairs a success; awash with numerous visitors at a newly located venue, with over 1.5 times as many visitors on the second day alone (compared to the 1st day), generating a wealth of fruitful business negotiation throughout the fairground.

< Dates / Time > Nov. 20 – 21, 2012 (Tue. – Wed.) / 10:00 - 18:00

< Venue > Tokyo International Forum / Exhibition Hall, Lobby Gallery

< Organiser > Japan Fashion Week Organization

JFW Textile Division Steering Committee

< No. of exhibitors >

JFW-JC2013 : 246 companies (215.5 standard booths)

* incl. overseas exhibitors : 35 companies (34 standard booths)

PTJ2013AW : 76 companies (85.5 standard booths)

* incl. J.Factory 11 companies (11 standard booths)

* incl. overseas exhibitors : 2 companies (3 standard booths)

J.Factory : Factory Zone : 14 companies (14 standard booths)

Textile Zone : 11 companies (11 standard booths) (within PTJ2013AW)

< Total no.of visitors > 16,152 (incl.visitors to PTJ :6,903)

- **Feedback from domestic exhibitors -**

>>> Fair awash with eager visitors alongside internationality.

< JFW-JC2013 >

NIKKE showcased luxurious high-grade fabrics, including their top product, 'GOLDEN MAF', at the <JFW-JC2013>. Comment as follows: 'Since the JFW-JC fair is a total textile fair, it attracts numerous visitors, including not only overseas/domestic apparel/department store related buyers, but also future designers. Accordingly, we find it the perfect opportunity and platform to promote our corporate brand by presenting the charm and impression of wool to wide-ranging visitors.'

Likewise, the Woolmark Company also exhibited at the same fair; targeting wide-ranging visitors from students to professionals, and won positive, favourable responses, especially for their overseas collection corner 'The Wool Lab' with 13/14 autumn/winter directions. 'The corner attracted many visitors who looked into the display quite eagerly. We even had requirements for swatches and were glad to give them our contacts,' they exclaimed.

The COMMERCE AND INDUSTRY ASSOCIATION OF KISOGAWA introduced their project called 'ISHIN DENSHIN', which involves utilizing waste of a noted local product, onion skins, for dyeing T-shirts. They were successfully able to promote this activity to generate a new industry by linking textile and crops (onions), to numerous show visitors, according to the staff.

NIHON KEISEN KAISHA, LTD. showcased their originally finished product, 'Miracle shadow cool' aiming to cultivate new customers at the <JFW-JC2013> fair. This newly developed product is a fabric specifically finished by fixing the textile with a rugged and creased texture, without using resin which is highly durable, as dotted patterns appear when seen through light. The presentation of such products with high originality seems to have become popular.

'Far more visitors than we had expected.' (Daiichi Orimono Co., Ltd.), 'So prosperous' (Fukushima Silk Weavers' Association), ' Never before seen such an excited atmosphere in textile-related fairs'. (apparel-related visitor) The show retained a flourishing atmosphere with many satisfactory comments: 'Far more visitors than we had expected', 'Such a great turnout' ...!

< PTJ2013AW >

The degree of satisfaction already seemed high from their previous PTJ participation, where they received many visitors. The objective of OMI ORIMONO CO., LTD., was to

promote the potential of inkjet prints via wide-ranging strengths, from prints resembling weaves, using a single design for enlargement/reduction, dealing with a small batch quantity and/or short-term delivery, 'trying to attract numerous visitors', responding with eagerness.

WATANABE PILE TEXTILE CO., LTD. is now aiming to recreate a new material universe originating from a towel category, and showcased pile fabrics made of animal fibre blends dyed in colours originating from the nature of Japan, such as Katsunuma wine, Shodo island olive, Tamba chestnuts and so on, for a nuanced tonality. 'What we seek is not only business opportunity, but also comrades. If we could form a team to create a brand for a product range covering tops/inner to bottom wear, starting from the same material to be developed into piles, cut and sewn, and fabrics.'

TORAY INDUSTRIES, INC., prior to their private exhibition for 2013 AW to be held in Dec., presented their newly launched exothermic/heat retaining products 'Cross Warm' at their booth, where they received a far greater total of visitors during the two-day show compared with the 3-day show the previous year. 'We received buyers not only from Japan, but also from China and Korea, which proves the growth in internationality' they evaluated the fair.

- Feedback from overseas exhibitors -

<JFW-JC> welcomed 35 overseas exhibitors this time, a dramatic increase from the previous 20. These included 18 companies from Korea, backed up by KOFOTI (Korea Federation of Textile Industries) with whom we, at JFW, concluded an MOU for textile business collaborative activities, 11 companies from Taiwan, 5 companies from Thailand and 1 company from Hong Kong.

Mr. KIM, DONG-SOO, Executive Vice Chairman, KOFOTI commented 'It is an excellent exhibition. Although KOFOTI is capable of recruiting exhibitors, JFW excels in managing the fair, so we would further like to improve our own event by following the JFW example.'

SSANGYOUNG SPINNING CO., INC. from Korea showcased 'Korean paper'. 'We have been producing paper yarn to sell yarns, fabrics, and items such as socks and innerwear for over 25 years. We even sell ties made of silk and paper.' they explained, promoting the ecological credentials of their products.

Ms. Judy Yang, Director of the Market Development Dept., TTF (Taiwan Textile Federation), who adopted a coordinating stance for their participation, commented: 'It was

our first appearance. Although we participate in foreign shows, like in the USA/China, the scales of which may exceed that of JFW-JC, we find the quality of Japanese buyers as well as the show itself great and excellent, and intend to continue participating next time, hopefully in a double booth if possible, while Ms. Melodie Lin, Project Manager of Overseas Marketing Section commented 'We find the JC fair a perfect occasion as we can introduce our Taiwanese collections to high-grade sourcing buyers. I find it a successful, well-established platform, which paves the way for creating global business opportunities.'

SPUN SILK WORLD CO., LTD from Thailand commented 'Our participation was supported by government. Although most of the production is for Japan, we decided to participate this time to find new customers and showcase our new items. We believe our fabrics have higher quality and better responsive handling compared with Chinese silk.' showing active performances to sell their products.

— Visitors' feedback —

The venue is awash with visitors. Buyers are checking showcased products so eagerly while the negotiation salons are fully packed. I felt a lively atmosphere', commented Mr. Akikazu Shimomura, Chairperson of the Japan Textile Federation. As for the newly set up <J. FACTORY> event, 'it was a timely event, and as Japan is now in transition from restoration to reconstruction, I strongly felt both the eagerness and solidarity of the Tohoku people.' he continued.

Mr. Hiroshi Watanabe, Deputy Director-General, Manufacturing Industries Bureau, METI (Ministry of Economy, Trade and Industry) stated his impressions, 'I was very impressed by the show, as I could witness the ceaseless striving to create maximum added value in terms of quality and efficiency by maximizing the appeal of the strength and features our country's textile industry; generated from various textile producing regions and also how the show provides textiles through fashion trend directions.'

< J. Factory > The East Japan Reconstruction Assistance Corner

The <PTJ> fair featured <J. FACTORY>, organized by the Organization of Small & Medium Enterprises and Regional Innovation, targeting East Japan reconstruction and inviting a total of 25 companies from the designated area by the same organization; 14 companies in the Factory Zone (in the lobby gallery space) and 11 companies in the Textile Zone (within the PTJ venue).

NIHON HOMESPUN CO., LTD, exhibiting in the Textile Zone and a constant exhibitor in the PTJ, explained that they acquire new deals with several companies every time they participate. 'This fair is an important platform for our company; one which allows us to showcase our newly developed products, which is also what visitors expect to see, we suppose. This time we attained the greatest number of deals' According to the planning manager, Kuniko Kikuchi, the tendency for people to source high-quality but reasonably priced products, seemingly original and previously unseen, seems amply reflected in the numerous buyers this time. We consider the link-up with the newly established <J. Factory> event to have been successful; exhibiting alongside sewing companies to promote our strength and originality and thus achieve a fruitful result. We sincerely hope such joint promotional activity will also be continuously provided in future.'

IWATE MORIYA CO., LTD., which participated in the Factory Zone, commented 'Buyers to the <J.Factory> were lucid individuals, with sound judgement, retaining their own sensibilities and clearly aware of the importance of premium and distinguished quality.' He continued 'We strongly felt that the JFW serves as a core; facilitating a horizontal link between the upstream, midstream and downstream of the textile fashion industry to realize a truly global fashion business of which Japan can be proud.'

'We have confidence in our quality at sewing factories in Japan, and would like many people to witness that capability. If domestic factories were to disappear from Japan, there would be no more 'made in Japan' either. By taking this opportunity, we would like to achieve more collaborative works between textiles and sewing technicity (of sewing).' He also mentioned, 'We have previously experienced product shows, but always felt that our strength (technicity) can be more efficiently promoted via the PTJ or JFW-JC show, which attracts so many material creation professionals, which we reaffirmed by participating once again in the <J. Factory> this time

Indeed, the Japanese sewing industry has survived hard times, dealing with even the most difficult products to be sewn. Sewing factories have accepted a whole range of work, with even complicated fabrics, without complaining, to complete garments over past years, even as fabrics evolve in many aspects, Such accumulated hard work has generated unrivalled technique, helping distinguish end products from overseas production, where the importance of mass production outweighs that of quality itself. If such sewing capability and textiles could be unified, a new stage would appear where innovative creation blooms. Voices reflecting such hope and possibility were heard around the venue, demanding the 'Continuation of the J. FACTORY project for next time.'

Business matching programme

Continuing from previous shows, a business matching programme with VIP buyers was executed at the <PTJ> fair. These VIP buyers included companies, Sanyo Shokai Ltd. (allegri /EPOCA /EPOCA UOMO), Ito-Yokado Co., Ltd. ('MADE IN JAPAN' Project Team), Takashimaya Co., Ltd. (Crossmedia Business - Catalogue Sales Div.), alongside designers' maisons, 'everlasting sprout' (Keiichi Muramatsu), 'HISUI' (Hiroko Ito), 'SOMARTA' (Tamae Hirokawa), 'THEATRE PRODUCTS' (Akira Takeuchi/Tayuka Nakanishi)

Takashimayac Co., Ltd.

Michiyo Suzuki, Deputy Manager, Crossmedia Business, Catalogue Sales Div.

Fuminori Nagai, Section Manager, Crossmedia Business, Catalogue Sales Div.

This was our inaugural participation. We met 3 fabric makers in this matching programme and found uncompromising fabrics, full of story nature. Our division is tasked with non-store retailing of mixed media via channels including Internet, catalogue and TV shopping, while the products we sell are almost like PB, meaning if we take up knits, then we source from yarns to manufacture factories. We also procure fabrics and seek products 'made in Japan' for added value, which is sought out and largely supported by our department store clients.

Although the homogenization of shop front products has become problematic, we still do our utmost to go and source upstream to provide products with originality, as we also consider it our role to preserve Japanese traditions as a department store, and would like to survive alongside those textile producing regions. We feel that textile regions and department stores should further collaborate in future.

□HISUI - Hiroko Ito / Designer -

Although this was the first time we had participated in this matching programme, I was satisfied to have joined it and was able to meet with 4 companies. Initially I was looking for jacquard and found more variation in their booths after the meeting. I decided that it was the right approach this time, as we tend to lose track of what we want in huge shows, where it is impossible to visit all booths, and encountered a company with which I would like to work. I think it is very significant to discuss with producers/suppliers directly, although I sometimes purchase fabrics from a trading company. Many fabrics come from China in the actual market, despite concern at a gap between samples and mass-produced fabrics and while we feel safe with Japanese fabrics. I would request that fabric makers further develop their own features.

□ **everlasting sprout - Keiichi Muramatsu / Designer -**

We met with 5 companies, and were interested in some of the fabrics we saw. It was nice to be seated in a separate space for negotiations, although still within the fair venue, as we could ask several questions freely and calmly. Since discussing with factory staff is also important, I travel to Hamamatsu, Sumida in Tokyo, or textile regions in Aichi. I believe it is easier to convey more things to clients when factories are behind the creation. Moreover, if there is story nature, this helps us sell our garments for some added value. This also requires sensibility on the part of fabric makers, which would be all the more important in our creation, as conversation facilitates mutual understanding. Although designers are often said to have concerns over small batch order placements, such problems can be solved after searching for ideas somehow, if we can plan and sell according to conditions. We hope to establish a mutually understanding relationship.

Info. exchange meeting with buyers invited by JETRO

On Nov. 22, the day after <JFW-JC> and <PTJ> shows ended, an info. exchange meeting for 9 overseas buyers invited by JETRO (from China and Korea) and 7 Japanese exhibitors was held, with the objective of acquiring honest and open opinions by buyers to be exploited for further business and/or fair participation.

Most buyers who participated in the exchange meeting this time were young designers who are locally evolving brands, as well as business experts who already have business experiences with Japanese companies to date. In terms of fabrics, 'made in Japan', high quality and development capability were all highly evaluated. Conversely, when it came to price issue, 'expensive' was heard by the majority, due to the exchange rate issue caused by a strong Yen alongside the problem of the minimum quantity batch, namely the fact that it was too large. A design requirement also emerged, namely the fact that solid fabrics outweigh the solid, with design/pattern proposals with greater added value demanded, reflecting the importance of distinction in design for China/Korea.

Feedback from the Japan side was 'adjustable' based on their requirement for small batch/price issues, seeking potential via discussions. Since the market goes beyond Japan, there will be an increasing need to reinforce mutual communications to further promote fabrics to overseas markets.

The 6th <FORM PRESENTATION> Display presentation by 8 groups

Garments created by participants from 8 groups in the 6th <FORM PRESENTATION> were displayed at the lobby gallery. Under the theme, 'New age ecological fabrics' and focusing on the topic 'What is the ecology required by textiles?', which can be the basis of the fashion industry, this event, which was intended to cultivate human resources, seeking creativity for enlightenment, was executed through <tencel> and <modal> ecological fabrics.

A total of 42 groups from 14 fashion related schools participated under the fashion theme 'Theatre VI-S-TA' (la mode du theatre), after having applied to the jury held in October. Subsequently, 8 groups were selected by the jury, who participated in tours of textile regions to create garments in collaboration with sponsored fabric makers. These groups included: 'Cryin Sympathy' (Ueda College of Fashion), 'Procter' (Osaka Mode Gakuen), 'MOB' (Chubu Fashion College), 'TETRA' (Dressmaker Gakuin), 'tone' (Bunka Gakuen University), 'LABO' (Bunka Fashion Graduate University), 'no name' (Bunka Fashion Graduate University), and 'ai maeyama' (Bunka Fashion College).

Forum - With the themes, 'Overseas market development' & 'Ecological fabrics' -

Leading industry lecturers discussed the state of current Japanese textiles and markets, centring on updated information and themes. This occasion featured seminars on topics such as 'overseas market development' related to the PTJ special exhibition, 'East Japan Reconstruction Assistance Corner', as well as the theme of 'ecological fabrics' for academic-industrial collaboration.

In a seminar related to <J. Factory>, the coordinator of its corner, Mr. Takashi Kataoka (Takashi Kataoka Design Office) lectured on 'Why 'Made in Japan' now ?' while Mr. Koji Shimada (Representative Director, Institute of business development Co., Ltd.) discussed 'Overseas market development: Here is the business chance for Japan products'; introducing actual sales network development case examples.

In the <FORM PRESENTATION> related seminars, Mr. Steve Jones, Head of Sales, Asia Pacific, Lenzing Fibres held a lecture on 'New colours on Lenzing Modal', while Mr. Andreas Dörner, Global Marketing Director, Lenzing Fibres discussed the 'Importance of Lenzing Supply chain marketing'.

<PIGGY'S SPECIAL> - Pigskin fashion show -

The <PIGGY'S SPECIAL> show, a constant pigskin fashion event at the JFW-JC fair,

organized by the Tokyo Metropolitan Government and Tokyo District Conference of the Tanning Industry, was held on Nov. 20 & 21, targeting efforts to increase demand for pigskin, which is the only such product in Japan usable for leather materials as a self-sufficient by-product.

Collaborated brands, ' DRESSEDUNDRESSED' expressed the Japanese beauty of simplicity via the theme of <Japonism>, while Atsushi Nakashima, who won the DHL Award at the 'Mercedes-Benz Fashion Week Tokyo' held in October (organized by JFW) presented a collection under the theme <Crossed culture>, featuring dresses resembling *origami* (folding paper) or *kirie* (cutout pictures), suggesting new potential for pigskin usage.

This show event, appointed by Tokyo District to fashion schools in Tokyo, is a perfect place for students to express and present what they learned at school. The way the students played the models was also very well received, attracting a large number of audience around the young.

■ **Premium Textile Japan 2014 Spring/Summer** (Textile business negotiation salon)

The Premium Textile Japan (PTJ) was launched, targeting efforts to provide a business matching platform where top domestic and overseas buyers and suppliers converge, and now celebrates its 5th anniversary. The fair is widely acclaimed by buyers as an active, animated event, which has firmly established its presence. Most visitors comprise apparel designers and MDs who are decision-makers for fabric procurement, making the fair a real business-oriented negotiation salon. A productive and in-depth business related programme coordinated by the organiser, such as business matching, also adds to the appeal of this key event.

It is the only premium textile salon which provides authentic brands and products; striving to invite textile buyers of high-end brands, not only from domestic markets but also those from overseas, such as Asia centring on China. We will start recruiting exhibitors from Jan. 2013, for the 5th edition of the PTJ fair to be held in May at the Tokyo International Forum, targeting further completion.

Dates: May 8 – 9, 2013 (Wed. – Thu.) (10:00-18:00)

Organiser: Japan Fashion Week Organization

Visitors: Buyers and invited visitors only < Admission: free >

Exhibitors: Strictly selected companies having passed documentary inspections
as well as fabric samples.

No participation by group/association permitted – unless regional brands are included.

Participation fee: JPY 500,000 (incl. tax) / 1 standard booth: 8 sqm. (W4m x D2m= 8 m²)

Scale (No. of standard booths) planned: 80 standard booths

< Schedule >

Feb. 15, 2013 (Fri.): Application deadline

Feb. 22, 2013 (Fri.): Announcement of exhibitors

End/Feb., 2013: Announcement of JFW Textile Trend 2014 Spring/Summer

Beg./Mar., 2013: Briefing of the fair to exhibitors (in Tokyo)

< **Future programmes of next fiscal year** >

■ **JFW JAPAN CREATION 2014**

■ **Premium Textile Japan 2014 Autumn/Winter**

< Dates > Nov. 20 – 21, 2013 (Wed. – Thu.)

< Opening hours > 10:00 – 18:00

< Venue > Tokyo International Forum / Hall 1 & 2 (5,000 sqm.)