



■ **Intertextile Shanghai < Japan Pavilion 2013 >**

Name of exhibition : Intertextile SHANGHAI apparel fabrics 2013

Show period : Oct. 21 – 24, 2013 (Mon. – Thu.)

9:00~17:30 (* last day / 9:00 -14:00)

Organiser : Messe Frankfurt(HK)Ltd.

The Sub-council of Textile Industry,CCPI.tex

Venue : Shanghai New International Expo Centre

Exhibiting area : Hall W2

< Japan Pavilion 2013 >

Overall structure: Japan Trend + JETRO PR booth (joint booth - 10 booth area)

Business corner (Group of negotiation booths): 100 standard booths + 168 m²

Total: 129 standard booths (unit/9 m²) (* Previous year: 129 standard booths)

No. of participating companies/groups: 44 (* Previous year: 41)

Organiser: Japan Fashion Week Organization

Japan External Trade Organization (JETRO)

< Overview > ... This year marks the 10th anniversary since 'Japan Pavilion' (JP) started participating in the 'Intertextile Shanghai' fair; attracting record numbers of Japanese companies, reflecting the higher interest in and expectation of exports to China and mainly due to the ongoing slump in exports to Europe alongside ceaseless yen depreciation. Although China's economy is slowing, many exhibitors are still pouring into this fair from all over the world, seeking business chances and expansion. The < Japan Pavilion 2013 >, a joint booth co-organized by JFW and JETRO, will be installed with a scale equivalent to the previous year, while the Japan Pavilion 2013 (JP) will promote 'JAPAN QUALITY' featuring a convergence of the best Japanese companies with original Japan textile trends and from optimal areas of this Intertextile Shanghai fair.

< Japan Pavilion – newly designed unified booth >

Amid the removal of other top-scale epic size Asian pavilions, namely Korea and Taiwan, from Halls W1 to W2 where JP is located, we remodelled the entire unified structure to enhance the appeal of its presence amid such intense competition between the two major

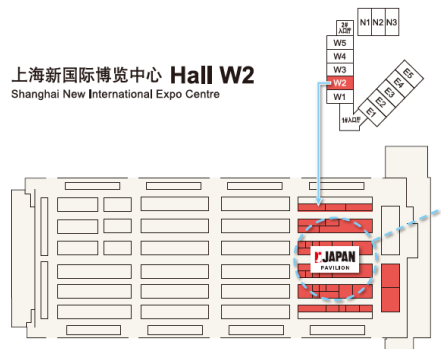
pavilions by upgrading its image still further. The newly designed unified booth structure, has retained its stylishness but achieved greater impact, higher design sensibility and higher visibility – all of which to be emphasized.

< **Japan Pavilion - JAPAN Trend (JETRO) Corner** >

The Japan Trend corner, with timeless appeal and a magnet for visitors.

Its overall design is intended to launch original fabrics; centring on Japan trends and inspired by a 'big box' image this time. The design features an appealing impression, with bold cut-out letters of JAPAN (JFW) on the outer walls in black and a bright white tone on the inner walls, for a clear and clean contrast.

This trend corner also houses wide-ranging fabrics, which are arranged by trends alongside eco-related items. The innermost area is a semi-closed corner; reserved for negotiations / meetings organised by JETRO.



Introducing comments from exhibitors of < Japan Pavilion 2013 >

*** Exhibitors' List >>> Please refer to the separate guidebook**

Toray will mainly showcase environmentally-friendly fabrics and newly launched materials for 2014AW alongside fabrics already presented in recent overseas fairs in Europe and the USA. They prefer to look beyond the overall slow-down and remain confident of economic expansion in China as a whole; seeing great potential in the mid-range to high-end zones in terms of purchasing power in China and other developing

Asian countries with considerable expectations. This year's booth will be located near the main gate of the Japan Pavilion and feature a gradually upscale space compared to the previous year.

Komatsu Seiren will exhibit the product range they presented in the Premiere Vision in September. (Digital printed items, 'MONALISA' and other lightweight nylon down materials supplied to luxury brands in Europe). This will be accompanied by other items based on existing products, incl. completed items for their quest. Finally, equal top billing will go to after-treated (finished) items retaining trendy natural fibre aspects (obtained from weaves/knitting/finishing/prints for wool-like aspects), alongside synthetic products with natural-fibre-like textures and aspects transcending the mere natural fibre-look – ready to offer to the China market.

Daiichi Orimono, which specializes in Japan original high-tech fabrics, will showcase new and unique products; non-coated or non-laminated but retaining dual aspects, high functionality with excellent water resistance and puffy softness. Reflecting their view of the textile industry as a constantly growing entity from a global perspective, they would like to expand their sales networks in global markets by strengthening appropriate production/sales by leveraging techniques acquired in Japan; aiming to expand the business network in the global market.

In the high-end market, trends are turning toward fabrics with cleaner and prettier textured surfaces alongside a lightweight feel. Each exhibitor in the < Japan Pavilion > will showcase its unique products with originality to match the trend via their nurtured technicity; items based on extra-fine fabrics and using super-fine yarns among high-density clean-cut textiles, suitable for down items. (Daiichi Orimono) / the world's thinnest printed silk also blends of silk/cashmere. (Saiei Orimono) / linen stoles made of extra high-count linen yarns. (Hayashiyo)

Japan's advantage is not only its high product development capability but also its stable quality and delivery handling knowhow. Takisada-Nagoya promotes their well experienced and nurtured service function in Japan by optimally exploiting a production system established with Chinese makers through a friendly domestic relationship, retaining their own quality standard. Also focused on is the development of human resources; competent local staff for establishing their unique business style.

JFW Textile Div. – Future business plans in fiscal year 2013 –

< Domestic business >

■ Premium Textile Japan 2014 Autumn/Winter

Dates : Nov. 20 – 21, 2013 (Wed. & Thu.) (10:00-18:00)

Venue : Tokyo International Forum / Hall 2 (2,000 m²)

Visitors :Buyers & invited visitors only < Admission free >

2014 AUTUMN WINTER



Premium Textile
Japan

The Premium Textile Japan (PTJ), which aims to unite top buyers and market providers of authentic brands/products with leading makers of high-quality added-value textiles celebrates its 6th anniversary. Boasting a rosy track record of success in the past 5 shows to date, this fair has also achieved an unrivalled rate of application. Relocating to Tokyo International Forum from last year was well-received by visitors, evaluating it as 'more convenient and accessible'; hence more than 5,000 visitors in the previous S/S PTJ. The records, namely the high rate of buyers (87%) when breaking down visitor numbers, confirm and prove beyond doubt that the PTJ is not just a festival but a truly successful textile business venue for serious negotiations as well as the key go-to event for the textile industry.



□ Exhibitors' categorization/details : 64 companies / 90 standard booths

*No. of overseas exhibitors : 3 (Turkey, Taiwan) / 4 booths

Zone	Exhibits (items)	No. of exhibitors / booths (8 m ² / unit)
A	Staples (cotton / linen / wool / blends)	26 companies / 35 booths
B	Filaments (man-made/silk/functional/blends)	18 companies / 29.5 booths
C	Dyeing/finishing/prints/embroidery-lace/leather	9 companies / 9.5 booths
D	Supporting materials/accessories/knits/twisted yarns / piles•furs	11 companies / 16 booths

*Please refer to the Exhibitors' List on the website

□ Business support programme

- Business matching programme

A business matching system for exhibitors and VIP buyers will operate during the fair.

We will further strive to improve this programme as a centrepiece of the PTJ.

< Participating buyers : apparel / retail companies (brands) >

- ★ Aba House International Co., (5351 Pour Les Femme / qualite)
- ★ Tokyo Style Co., Ltd. (STYLE ME / 22 OCTOBRE / SCENE DUEX)
- ★ Takashimaya Co., Ltd. (Catalogue sales Div. - Cross-media business)

< Participating buyers : designers/maisons >

- ★ A DEGREE FAHRENHEIT / Yu Amatsu (212 Co., Ltd.)
- ★ DRESSCAMP / Toshikazu Iwaya (IWY Co., Ltd.)
- ★ Yukiko Hanai / Yukiko Hanai (HANAI & Co., Ltd.)
- ★ Sise / Seishin Matsui (MARK STYLER Co., Ltd.)



■ **JFW Textile View** (2014-15 Autumn & Winter Trends)

The textile trends presented by JFW Tex. Division each season are born in Japan and not influenced by any other trends from Europe/America, based on sensitivity nurtured in four seasonal changes and respect for the Japanese language. An overview of the JFW Textile View A/W 2014-15 includes:

< **Capacity to match words with deeds** > ‘ Amid social globalization, we must fight the good fight, and rail against banality, by retaining a clear and fresh-minded vision at all times. It is significant to stride forward with inspirational supplies in our daily lives. It is equally essential to sustain adequate capacity, so that words can be effectively matched to deeds.’

(* Please refer to the separate trend guide <JFW Textile View > for details)

■ Trend Corner (Tokyo International Forum / Lobby gallery)

■ Index Corner (Entrance area - PTJ & JFW-JC venues)

The trend corner features our original seasonal trends, as directed by the JFW Textile View 2014A/W, alongside fabrics submitted by exhibitors and well-categorized according to thematic trends, a perennial favourite of visitors thanks to its elaborate design. This time, the set-up for Tokyo will be rearranged from the Intertextile Shanghai lay-out and new and highlighted products from exhibitors at both shows, PTJ/JFW-JC will be displayed in the index corner; located at the entrance of both venues and guiding visitors to exhibitors' booths.



■ **JFW JAPAN CREATION 2014**

Dates : Nov. 20-21, 2013 (Wed. & Thu.) (10:00-18:00)

Venue : Tokyo International Forum / Hall 1 (3, 000 m²)

Visitors : Buyers and invited visitors, textile business-related
Visitors, students

< Admission > JPY2,000(same day ticket)

JPY1,000(discount ticket for students, pre-registration)

JFW
JAPAN
CREATION
2014

‘JFW Japan Creation’ (JFW-JC) is the only textile fair in Japan uniting most fabric makers/companies in domestic textile regions, not only providing a business hub, but also the perfect venue for promotional activities. This means exhibitors can promote both techniques and products to new customers, exchange views and information on future directions and ultimately develop unique and unrivalled creations. Having relocated to the Tokyo International Forum from the previous year, the JFW-JC show has won new popularity, filling to capacity in record speed and leading to numerous waitlisted applications, mainly thanks to the synergy of the concurrent ‘PTJ’ fair, awareness of which is increasing.



□ **Exhibitors’ categorization/details : 261 companies / 225 standard booths**

*Please refer to the Exhibitors’ List on the website

Zone	No. of application	Total no. of exhibitors (companies/groups)	No. of standard booths (6 sqm)
Textile related	59	172	141.5
(incl. overseas exhibitors) *	11	33	37
Textile related products	8	21	19.5
Leather / fur	5	42	44
Supporting materials, embroidery-lace	16	26	20
Total no.	88	261	225

*Overseas exhibitors :Korea(1 / 16 booths), Taiwan (3 /10 booths), Hong Kong (2 / 6 booths),
Thailand (5 / 5 booths)

Related programmes

● Forum (seminars)

Leading industry lecturers discuss current Japanese textiles, fashion and markets, centring on updated information and themes. This time, a total of 4 sessions are planned featuring current topics. (* Language: Japanese only)

● Academic-industrial collaboration : 7th < FORM PRESENTATION > (Tokyo International Forum – Lobby gallery)

- Textile Theme < **Evolution of Wool-2** > - Fashion Theme: '**Dramatic Biz**'

'Wool' is this year's thematic material of the academic-industrial collaboration programme, aiming to cultivate human resource for the new generation. Thanks to cooperative support by Japan's representative woolmaker, 'NIKKE' (THE JAPAN WOOL TEXTILE CO., LTD.), new potential to elicit the creative value of wool has been sought and developed. The garments created by students from 8 selected groups comprising the design jury represent **dramatic yet contemporary expressions of an official style**, wafting a nuanced fusion of tones and fabrics which bring together **indulgent, sensual thematic colours** and the standard allure of wool material, ready to be presented and displayed.

- Organiser : Fashion Business and Education Council
- Special support : Japan Fashion Week Organization
- Supporter : UA ZENSEN
- Support : NIKKE (THE JAPAN WOOL TEXTILE CO., LTD.)

● PIGGY'S SPECIAL - Pigskin Fashion Show –

(Organiser : Tokyo Metropolitan Government, Tokyo District Conference of the Tanning Industry)

The 'PIGGY SPECIAL' show is a timeless attraction and always features a selection of young designers representing Tokyo. Fashion shows featuring professional / student sections will be held on both days at the **Tokyo International Forum (Hall D7)** – an exclusive area- providing 4 shows in total (2 / day).

< SCHEDULE - PIGGY'S SPECIAL >

Nov. 20 (Wed.) 13:30- / 15:00- Yasutoshi Ezumi / et momnokia

Nov. 21 (Thu.) 13:30- / 15:00- Garments by specialized fashion schools in Tokyo