

## Premium Textile Japan / JFW Japan Creation

### ■ 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 m<sup>2</sup>)

Visitors : Buyers & invited visitors only < Admission free >



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 6<sup>th</sup> 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 <sup>2</sup> / 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 ompanies / 16 booths

\* Please refer to the Exhibitors' List – GUIDE BOOK

### □ 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 centerpiece of the PTJ.

< No. of companies / matching set-ups : 23 / 53 (provisional) >

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

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

< Participating buyers : designers / maisons >

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



< Highlighted exhibitors >

**SUZUKI BLEACH & DYEING CO., LTD.** < New exhibitor > (Booth No.: A-1)

A company mainly handling cotton fabrics alongside various dyeing/finishing processes. We provide our key products - nap-raised suede/peach and items created with diversified resin finishing and various combinations alongside various bleach base fabrics for specific dyeing – for the A/W collection. Other interesting items: newly released velveteen/corduroy never seen before will also go on show this time. We plan to display a flow chart of our processes – to visualise how a fabric changes by a certain finishing. We hope you will enjoy and discover the potential originating from dyeing/finishing processes.

**ICHIMEN CO., LTD.** < New exhibitor > (Booth No.: A-20)

A converter based in Harajuku, Tokyo, with a long history and dealing mainly in natural fabrics for highly sensitive customers, providing numerous weaving tests to meet their specific demands for exclusive ordering. Their first-time participation is motivated by the wish to meet new domestic customers who would understand and proactively source their fabrics over and above their existing client base – mainly select shops/boutiques. Their exhibits include: yarn-dyed items of Egyptian extra-long staple cotton < GIZA88 > (stripe/end-on-end/micro OX. etc.) /plain and patterned cotton gauge fabrics /typewriter cloth, cotton/tencel/extra-fine corduroy, slightly brushed cotton stretch fabrics ... and more!

**OGAWA TEXTILE CO., LTD.** < New exhibitor > (Booth No.: A-5)

Highly recommended fabric 1) < Highland wool > ... our original fabric - wafting a unique atmosphere with a profound mixture feel thanks to top-dyed yarns in various colour options.

Offering a silk wool-like texture, sheeny yet bulky, resembling soft, fluffy English wool, and suitable for wide-ranging plain/patterned or coat items. Highly recommended fabric 2) < Lamb wool > ... a premium product using carefully selected raw materials, for a sleek downy texture with glossy allure. Other items include: several hundred wool-based products (covering a wide range: thin – thick type /worsted–spun ...), and we are also eager to present our new ideas and handling capacity centring on new fabric development.

**SHINOHARA TEXTILE CO., LTD.** (Booth No.: A-13)

Our highlight items: Tencel denim nap pushing the boundary /warm denim containing functional material /Washi denim (collaboratively developed with Bingo twisted yarns). We also showcase other items such as cotton denim, stretch denim and white cloth and can produce and offer our original fabrics from 1 roll using our standard warp yarn. We await your visit at our booth; imagining a 'shop' equipped with furniture and a high counter made to order ... in white as a key colour.

**BON CO., LTD.** (Booth No.: A-23)

Our company specializes in specific dobby weaves and we have been devoting to actively propose new ideas and products, which has become our company motto. We believe that our particular method of weaving after yarn-dyeing would create a unique and attractive texture than after treatments, to please consumers. Woven fabrics with functional elements: cool-feel/warm-feel/heat retention, specific weave texture + raw yarns, 100% yarn-dyed woven fabrics with functionality sought; wrinkle-resistance/breathability/stretchability ... and many other items as the fruit of collaborations with other textile regions incl. stoles ... all to be collectively showcased!

**CREATE TSUSHIMA** (Booth No.: A-14)

The Tsushima district is noted for fabric makers specialising in high-density and fine-count yarns throughout the entire Bishu region. The speciality for this show: a blend of worsted yarn, 'Super100' and Bemberg/crepe Georgette using hard-twist yarns of different twisting directions/heavy melton; repeatedly fulled/raised with woollen yarns after maximising the thread count pick.

**NIHON HOMESPUN CO., LTD** (Booth No.: A-7)

Striving hard daily for product development, making 650-700 new samples per year. They maintain their own well-structured production system using old-fashioned shuttles with particular know-how alongside simultaneous hand loom techniques. Well equipped with an integrated production facility; dyeing → twisting yarns → warping → weaving, paving the way to create highly original products, which are well recognised by overseas luxury brands.

**PIACERE CO., LTD.** (Booth No.: A-18)

Our strength is our capability to handle all kinds of brands via raw yarn scrutinised for cost performance and quality and tapping into our expertise. The degree of completion and price are unrivalled, thanks to our successfully sought after production processes. Twice a year, we release our originally developed new samples and those made mainly with jacquard/leno weave are acclaimed by domestic and overseas customers alike.

Please enjoy our collection at our booth – a composition of staples and filaments tactfully fused - Piacere's universe!

**TSURUGA SENI CO., LTD.** (Booth No.: A-24)

A company specialised in lace from design to production - proposing over 800 new patterns annually. This season's focal point is <premium feel>, as opposed to the <softness> or <lightness> sought to date, considering the added value when a garment is made in 3D and pondering how best to express future value on 2D. For example, we work to blend different yarn counts without limiting or unifying wool/cotton/rayon embroidery yarns – for a premium expression. We also target the new potential offered by fabrics for all-seasonal use – differentiating base fabrics of wool/silk/tencel blends for embroidery of diversified appearance.

**HATA CO., LTD.** (Booth No.: B-16)

Our highlights: A fine sheeny fabric created by adding a fluffy warm feeling to the original fabric with a silky texture, <Flat 10>. /<SMX> retaining a contrasted feature; a heavyweight-looking appearance – super lightweight when worn – suitable for outer items.

**TORAY INDUSTRIES, INC.** (Booth No.: B-5)

Numerous and varied products will be showcased for the AW2014; from the latest fashion fabrics to highly-functional varieties, reflecting cutting-edge technology and covering environmentally-friendly types as well as high quality synthetic textiles.

**TAKASHIMA SHOJI CO., LTD.** (Booth No.: B-12)

A wholesale synthetic leather fabric trader for the < PLANETA ><sup>®</sup> sales agency. Dealing with approx. 150 product types in 1,200 kinds of colours – sold per 0.1m/unit and handling swift delivery demand. Despite the fact that synthetic leather items often

deteriorate over time, we provide products that always exceed a minimum benchmark quality. Highlighted items this time include: <Soleil> (knit base), a real leather-like item with medium thickness /<Etoile> in 31 colour variations/<Fairly Leather>, a thin, wet-processed sheep-like item, boasting an extra-soft feel.

**SAIEI ORIMONO CO., LTD.** (Booth No.: B-14)

Saiei Orimono Co., Ltd. excels at yarn-dyed silk textiles, renowned as the most difficult variety and has recently also attracted attention for <Fairy's Feather>, the world's thinnest yarn-dyed silk. Currently working to brand silk textiles for formal wear/dresses in Europe/the USA. In this fair, they will mainly showcase silk with chlorination shrink, which was a merit award winner in the textile contest at the Intertextile Shanghai exhibition held last October.

**DOKOH SHOJI CO., LTD.** (Booth No.: B-2)

Showcasing a range of autumn/winter silk-blend fabrics which only this trading company specialising in silk could achieve. Wool-blended fine silk fabrics; delicate, airy and soft on skin and gracefully finished suitable for a print base. Other exhibits include: casual silk tweeds and gauge knits with a natural look on surface/elegant velvet in variation/double weaves and irregularly jagged jacquard/techno-like textures on synthetic blends/sportive stretch silk ... adding fresh taste alongside yarn-dyes and prints to promote the appeal and charm of silk.

**HINODE SENGYO CO., LTD.** (Booth No.: C-10)

We produce bright toned fabrics via various dyeing/printing/finishing methods, mainly on cotton using an integrated production system and all in house. Our proud 'dyeing' technique, sensitivity of 'colours' ahead of their time, and 'technique' nurtured and honed over our long history....a trio which fuse to create <BEAUTY>.

**FUTABA LACE CO., LTD.** (Booth No.: C-1)

Specialised in the dyeing/finishing of lace/mesh woven with wool yarns at our dyeing plant mainly for wool treatment. Non-wool fabrics can also be raised to a softer/warmer touch on lace. A wide range of products incl. geometric/floral patterns and thin – thick fabrics will go on display.

**KINAN KNITTING CORP.** (Booth No.: D-1)

We work to develop jersey materials which reflect seasonal trends, with a clear image (of

finished products) – to promote ‘Made in Japan’ creation, and handle the demands of leading domestic/overseas apparel companies – by taking risk and responsibility by researching/developing original yarns made from selected raw materials based on natural fibres.

**MIYATA WF CO., LTD.** (Booth No.: D-9)

We provide a great diversity of items; wool/cotton/synthetics with gauge starting from 8-40. Furthermore our collection also comprises 100% wool, top yarn-dyed wool blends in variation, an elaborate compilation on plain/yarn-dyed jacquard with knit-Melton, alongside premium materials including silk/cashmere for autumn/winter 2014 ... an unrivalled product selection awaiting your visit.

**KOYAGUCHI PILE FABRIC** (Booth No.: D-5)

The <KOYAGUCHI PILE> is a specially made fabric composed in 3D–pile yarns woven or knitted on base fabric. Thanks to this unique feature, Koyoguchi pile can be applied to a wealth of products, particularly by adding specific designs or optional types/pile lengths. Structurally too, it is globally recognised as a luxurious material for its particular texture and warm, tender feel, eliminating all concerns over falling or pilling of yarns. In this show, 5 selected companies from the Koyaguchi region will participate:  
Aono Pile Co., Ltd. /Ohya Pile Co., Ltd. /Taenaka Pile Fabrics Co., Ltd. /Nogami Orimono Co., Ltd. /Nakano Meriyasu Industries Co., Ltd.

**SHINDO CO., LTD.** (Booth No.: D-4)

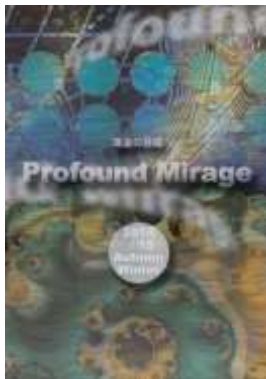
We will be showcasing our latest and most popular items with updated colour info., including products exhibited at the <MODA IN>, the accessory section of ‘Premere Vision Pluriel’. We also take this opportunity to further promote the integrity and globality of SHINDO, by showing exclusive order samples/references elaborately produced and finished, instead of just introducing our product selection method among our myriad S.I.C. standard items (nearly 45,000 pcs.) according to the trend colours.

\*\*\*\*\*

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

The textile trends presented by JFW Tex. Div. 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 is < Capacity to match words with deeds >.

( \* Please refer to the separate < JFW Textile View 2014-15 A/W > for details.)



Profound Mirage



Rondo



Obstinate Pride



Eternal Love Line

■ Trend Corner (Tokyo International Forum - B1F / Lobby gallery)

The trend corner featuring and displaying fabrics submitted by exhibitors according to thematic trends based on the direction by the JFW Textile View2014-15A/W, is a perennial favourite of visitors thanks to its elaborate design, and it is rearranged from the Intertextile Shanghai lay-out for Tokyo this time.

< No. of fabrics to be displayed > 720 pcs.

- Profound Mirage : 181 pcs.
- Rondo : 179 pcs.
- Obstinate Pride : 175 pcs.
- Eternal Love Line : 185 pcs.



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

The index corner will be located at the entrance of each venue of PTJ/JFW-JC, where new and highlighted products from exhibitors will be displayed, guiding visitors to exhibitors' booths.

< PTJ/ Index Corner : No. of fabrics to be displayed : 180 pcs. >

< JFW-JC / Index Corner : No. of fabrics to be displayed : 187 pcs. >



## ■ **JFW JAPAN CREATION 2014**

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

Venue : Tokyo International Forum / Hall 1 (3, 000 m<sup>2</sup>)

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

<Admission> JPY 2,000 (sam day ticket)

JPY 1,000 (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 :attached document 1-2

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
<b>Total no.</b>	<b>88</b>	<b>261</b>	<b>225</b>

\*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 4 sessions are planned featuring current topics.

- **Nov. 20 (Wed.) 11:00 - < Strong Attachment to 'MADE IN JAPAN' >**

We have been employing research and development to produce extra high-density fabrics around yacht sailing cloths through research and development, and began dealing in apparel fabrics in the 1980s, launching JAPAN QUALITY towards the world and featuring solid technicity that is <unrivalled and inimitable>.

I will share the ceaselessly committed product development quest, as reflected in the luxury brands alongside future strategy in this seminar.

\* **Speaker: Mr. Ryuji Yoshioka (President, Daiichi Orimono Co., Ltd.)**

< Profile > Assumed presidency from his father at the age of 31, and established his own independence from previous piece-processing work of industrial materials, to establish a self-vending system for sport/fashion wear purposes. Equally regularised globalization: currently 80% of production for overseas use. Unrivalled fusion of fashionability and functionality via extra high density technicity, which is highly acclaimed by renowned world famous designers, brands and makers. Currently makes over 50 overseas trips per year.



- **Nov. 20 (Wed.) 14:30 - < Mode and Textile >**

'FINAL HOME' ... born from my thought, 'what if we lost our houses in a disaster?'

'What kind of clothes could I possibly propose?' Hence, what would the clothes I propose to shelter in place in housing look like when complete...Based on this concept, 'Creating clothes to protect people', I would like to propose items that have high functionality in emergencies but are simply amusing when life is normal. Fashion is the mother of creation!

\* **Speaker: Mr. Kosuke Tsumura (Fashion designer)**

< Profile > Born in 1959 in Saitama. Awarded the 52nd So-En Prize in 1982. Joined Miyake Design Studio in 1983. Received the 12th New Designer Award of the Mainichi Fashion Grand Prix from Mainichi Newspapers In 1994, and established 'FINAL HOME'. Presented his collection at Paris Collection as well as Tokyo. The same year, he received the 12<sup>th</sup> Mainichi Fashion Grand Prix, the Shiseido Encouragement Award, and the 3<sup>rd</sup> Oribe Award in 2001. Professor of Dept. of Scenography, Display and Fashion Design at Musashino Art University since 2008.



- **Nov. 21 (Thu.) 11:00 - < Visionary cotton, sea island cotton >**

The Sea Island Cotton, previously known as visionary cotton due to its rarity value. I will introduce the history; from the birth of this mysterious cotton flower up to its



present plantation status in the Caribbean islands, through cultivation by the UK, alongside its excellent features and activities striving to enhance quality for Japan-centric branding.

**\* Speaker: Mr. Kaoru Ito (Sea Island Club Co., Ltd.)**

< Profile > Oversaw the development business of raw materials at the Co-operative West Indian Sea Island Cotton Japan before joining the Sea Island Club Co., Ltd. to be responsible for yarn sales alongside the procurement of raw materials. His mission is to establish a market for sea island cotton as the top-ranked variety by visiting Caribbean farms to secure raw cotton, and exhorting local farmers/department of agriculture to further boost quality.

**- Nov. 21 (Thu.) 14:30 - < In quest of valuable creation >**

Engaged in procuring high quality fabrics from all over the world for the largest ranked event in Tokyo, 'Ginza-no-otoko' (Man of Ginza) fair, by building up a network with textile makers both domestically and internationally through my own purchasing roots established, to source items with rarity value and cost-effective. My task scope also extends to finding the best tailors/sewing companies. An integrated system from fabric procurement to fabrication made it possible to sell high-quality products at reasonable prices – I will discuss the system I have established.



**\* Speaker: Mr. Shunichi Miyazaki (Matsuya Co., Ltd. Ginza / Buyer (in charge of men's suits))**

< Profile > Born in Hokkaido. Joined Matsuya Co., Ltd. in 1989. Over 20 years' experience as a buyer via. experience at foods/general merchandise for men/men's casual, suits, trad. style, covering men's fashion. Travels not only domestically but also Europe-wide for cultivating producers. Proposing original suits for men based on his unique MD at the biannual Matsuya-Ginza event, 'Ginza-no-otoko' fair since 2002, which has become a constant hit item.

**● Academic-industrial collaboration programme**

**- 7<sup>th</sup> 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.)

JFW-JC2013AW 6th <FORM PRESENTATION> displays



### **PIGGY'S SPECIAL - Pigskin Fashion Show-**

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

The 'PIGGY'S SPECIAL' 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 D5)** - an exclusive area – providing 4 shows in total (2/day).

#### **<<PIGGY'S SPECIAL 2014 :**

##### **Participating maisons/designers>>**

#### **Yasutoshi Ezumi /Yasutoshi Ezumi**

< Profile > Graduated from the University of the Arts London Central Saint Martins (Fashion & Textile Div.). After experience at several brand collections incl. ALEXANDER MCQUEEN, served as knitwear designer for the Aquascutum collection 2008SS/AW. Established Yasutoshi Ezumi in 2010AW after returning to Japan, and was elected in the 3<sup>rd</sup> 'SHINMAI Creator's Project' by JFW. Launched 'ANTEPRIMA+YE' line at the 2013 SS Milano Collection.



#### **et momonakia /Naoto Joga, Hiroto Tamaki**

**Naoto Joga:** Worked at an apparel company after graduating from the Marronnier College of Fashion Design, thereafter going freelance and moving to France. Graduated top of his class from LISAA, a national technical college in France. Thereafter studied under Alber Elbaz at LANVIN and returned to Japan after heading up design for JOSEPH fabric.



**Hiroto Tamaki:** Attended Vantan Design Institute Career College, Osaka after graduating from Ritsumeikan University, then moving to France. Graduated from Studio Bercot, a technical college in France and returned to Japan after working for BALENCIAGA as an assistant and launching a collaborative brand et momonakia from the 2008/09 AW season.

«**PIGGY'S SPECIAL 2014** :

**No. of participating schools : 12 »**

Oda Fashion College / Miyakawa Bunka Fashion School /  
Fashion College Sakuragaoka / Bunka Fashion College /  
Tokyo Fashion Institute / Koto Fashion High School /  
Hana College of Fashion / Tanaka Chiyo Fashion College /  
Omori Kasei Technical School / Aoyama Fashion College /  
Dressmaker College / Futaba Fashion Academy



**【PIGGY'S SPECIAL SCHEDULE】**

Nov. 20 (Wed.) 13:00- /15:00- Yasutoshi Ezumi, et momonakia

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

**< New exhibitors >**

**INVISTA (Japan) K.K.** (Booth No.: J-33)

The latest items, COOLMAX® AIR fabrics and THERMOLITE® PRO, will be unveiled in this show: COOLMAX® AIR is a highly combined functional fabric, which excels in absorbency, breathability, and quick-dry features, made with highly functional fibres retaining a propeller-shaped cross section and designed for high performance and comfort (patented). THERMOLITE® PRO is an advanced light-weight fibre boasting heat retention alongside exceptional reversibility and breathability for maximum comfort and durable warmth. (\*COOLMAX® and THERMOLITE® are INVISTA trademarks)

**DUPONT-TORAY CO., LTD.** (Booth No. J-46)

This time we participate to raise awareness of our product: super fibre <Kevlar> retaining high-strength/elasticity in the apparel textile field. Our exhibits include: denim/rip-stop using Kevlar alongside synthetic leather items with resin coated on 100% Kevlar textile, aiming to further promote denim items for riders/outdoor wear as well as accessories including bags highlighting the advantage of using Kevlar – to strengthen tearing resistance and enhance lightening.

**CO-OPERATIVE WEST INDIAN SEA ISLAND COTTON JAPAN PROJECT** (Booth No.: J-23)

Highly renowned 'Sea Island Cotton' is only produced in the Caribbean region, regarded as a precious stone and known for both its scarcity and outstanding quality. Newly developed products, not yet showcased in shops; sea island cotton and LUXSIC (a new type of extra-long staple cotton taking over its DNA) will be collectively displayed at this fair. A lecture by Mr. Kaoru Ito (Sea Island Club Co. Ltd.) is scheduled for the JFW-JC Forum (from 11:00 on Nov. 21) under the topic 'Visionary Cotton, Sea Island Cotton'.

**SHINNAIGAI TEXTILE LTD.** (Booth No.: J-43)

Showcasing a wide-ranging collection of original fabrics using our own yarns, including newly developed items themed 'natural'; <botanical dyed> mélange fabrics using pigments extracted from natural flowers/fruits based on tencel/organic cotton highlights, and others including varieties with many more unique patented yarn ranges, such as <blue mock twist yarn> with 'indigo-like' blue tonality expression in mind, alongside trendy fancy yarn for after-dyeing <Bikkuri yarn>.

**TOKOYODA CORPORATION** (Booth No.: J-25)

During the 38 years since our founding, we have been producing/selling circular knit jerseys in Sumida ward, Tokyo. We will showcase our highly acclaimed items, cashmere, alpaca, cotton, silk, and linen (incl. cut and sewn/t-shirts). We strive in the area of dyeing techniques, alongside the constant development of new fabrics based on elaborate skills, coping with colouring requests at our own in-house laboratory as well as providing several other techniques such as pre-shrinking treatment for wool base (our original technique – retaining the soft texture and touch of wool), reinforcement of twisted yarns and sericin fixation.

**SUN LOOK CO., LTD.** (Booth No.: J-30)

Products with high originality and creativity – as our starting point – include spangles, ribbon & fancy yarn embroidery, alongside colour-changing items, embroidered/velvet lace, and pleated and/or needle punched items. A policy targeting originality without compromise from material development to sampling and commercialising.

**Blue Farm Textile Limited/Hong Kong** (Booth No.: J-92)

Blue Farm is an indigo dealing company, with a concept of considering 'indigo' as a unique and different concept, rather than existing denim, and develops collections from a unique fashion segment perspective. In this JFW-JC show, Blue Farm will showcase approx. 120

pcs. of garments to present our fabrics in the most efficient way, with main products incl.:

- MEN'S DENIM (11-14oz hard denim/in multi-colours, selvedge)
- LADIES DENIM (7-11oz stretch denim/in multi-colours)
- WOVEN KNIT DENIM (kinit denim/coated)
- DRAPE ESSENTIAL (silk/linen/tencel/cotton - for women's wear)

Plus other items: All sorts of shirt series using INDIG(DENIM SHIRT/INDIGO OXFORD SHIRTS/CASUAL INDIGO SHIRTS/INDIGO TAILORED SHIRTS)

#### **IWATE INDUSTRY PROMOTION CENTER (Booth No.: J-08)**

The top 8 selected sewing companies will participate in a united booth 'IWATE INDUSTRY PROMOTION CENTER' to enhance the promotion of high technicity and quality of the region.

We strongly believe that our regional group can provide an optimal partnership for makers seeking 'MADE IN JAPAN' products backed by high-quality domestic production.

**SANWA DERESS** (Women's ensemble suits, dresses)

**NINOHE SUNTOP CO., LTD** (Men's heavy clothing)

**NINOHE FASHION CENTER CO., LTD** (Women's heavy clothing)

**IWATE MORIYA CO., LTD.** (Women's jackets, coats, suits)

**TOKYO DRESS RESEARCH INSTITUTE CO., LTD.** (Women's one-pieced dresses, blouses, skirts)

**PURANTAN IZUMI CO., LTD.** (Baby and children's clothes)

**SKILL GUARANTEE CO., LTD.**(Men's/women's bottom items)

**SHIBAJUKU FASHION CO., LTD.**(Women's coats, dresses, jackets, blouses, skirts)

#### **< Highlighted exhibitors >**

##### **The Woolmark Company (Booth No.: J-L1)**

We will introduce various global projects based on <THE WOOL LAB autumn winter '14-15>.

'THE WOOL LAB' comprises the latest wool and wool blend fabrics gathered worldwide, from leading spinning/textile makers including Japan. By presenting <wool trends> for the next autumn/winter season according to 7 themes, we will provide a new type of info. service directly and easily accessible for wool fabrics – in the form of freely accessible 'resource guidance'. Our exclusive booth will be located adjacent to the NIKKE /academic-industrial collaboration corner at the lobby gallery.

##### **NIKKE(THE JAPAN WOOL TEXTILE CO.,LTD.) (Booth No · J-L2)**

We showcase the best in high-quality and functional products, retaining high added value supported by our technicity as well as planning/development capacity as an integrated wool producer. Our products include the NIKKE top-ranked <GOLDEN MAF>, <LEZEL>, and <NIKKE TASMANIA> alongside our ultimate and

exclusive line, <NIKKE PREMIERE VISION Collection> applied by the world top maisons. Equally highlighted this time are newly developed fabrics made with cutting-edge yarns emerging from the worsted spinning technique, <NIKKE Nagaragawa>, to bring out the <fascination of wool> and <quintessence of textile> in all their respective glories.

### **Bishu Style (Booth No.: J-27)**

The Bishu textile region is a wool producer covering 80% of domestic wool production.

This time, 8 reputed companies/groups in the Bishu region will participate under the theme of 'self-inquired quality' to propose premium light feel fabrics with the keywords 'set-up mood' to introduce novelty with a playful mind for a real business-oriented challenge. As a collaborative event with Asahi Kasei Fibers Corporation, 'Wool Meets Bemberg' celebrates its 5<sup>th</sup> year. Here, we showcase our fabrics with something contemporary in the air, as well as new or premium light feature. Please focus on our newly developed products exclusively for the JFW-JC.

< Participating companies >

- KATO TEXTILE CO., LTD. •GODAI CO., LTD. •SOTOH CO., LTD
- Team GIFU (IWAZEN Co., Ltd., IWATAKEN KEORIMONO Co., Ltd. Kawabo Textured Co., Ltd.)
- NAKADEN KEORI CO., LTD •HAYAZEN TEXTILE CO., LTD. •MIYUKIKEORI CO., LTD
- MEN'S BISHU (OPALEX Co., Ltd./TOKITA KEORI Co., Ltd./SANYO KEORI Co., Ltd.)

### **SHIMA SEIKI MFG., LTD. (Booth No.: J-06)**

We plan to showcase our whole garment weft knitting machines with a 3D design system for demonstration alongside whole garment knit samples at this show. The < MACH2X123 8L > achieves high-quality production for whole garment knitwear with extra fine gauge, opening up potential for integral formation as well as whole garment forms, including flies/pockets with a wider gauge range and yarn-friendly usage, while < SDS-ONE APEX3 > provides a so-called 'All in One' 3D design system; planning/designing/producing-sales – covering an overall production system, helping improve planning processes and saving on costs, time and material with virtual sampling.

### **KAYTAY TEXINNO INC. (Booth No.: J-81) (JAPAN SILK & RAYON WEAVERS' ASSOCIATION))**

Proposing fabrics for men utilising our traditional yarn treating technique, with the keyword, <Neo urban remix>, featuring highly functional elements; lightweight/heat retention/water repellence/crease resistance – to match our concept – WEATHER/TRAVEL/JYM. We propose to help visitors realise our appeal and passion for fabrics by showcasing garments ; coats/jackets/pants - categorised by concept.

**Daiichi Orimono Co., Ltd.** (Booth No.:J-81) (**JAPAN SILK & RAYON WEAVERS' ASSOCIATION**)

Restructuring our extra high density textile brand <DICROS>® to display its representative feature and texture in 10 groups by function with each catch-phrase. < SORELA II > retaining strong water repellence, alongside < SORELAIV > excelling in high water resistance with fluffy softness will be on display with each fabric feature clearly distinguished for any consumer. Our president, Mr. Yoshioka will lecture on the subject <Strong Attachment to 'MADE IN JAPAN' > at the JC Forum (from 11:00 on Nov. 20).

**GOHO TSUSHO LTD.** (Booth No.: J-20)

We deal with items specialising in jacquard embroidery with cord/ribbon/fancy yarns, alongside imported materials from Europe to add extra value for higher proposition. We also collaborate closely with a hand embroidery maker in India to cope with versatile high-end fashion creations, wide-ranging occasions and bridal/fashion accessories/interior.

**KOBE LEATHER CLOTH CO., LTD.** (Booth No.: J-48)

Our company mainly deals with fabrics/synthetic leather for fashion accessories, shoes, bags, hats and interior, providing originally designed items. Other specialty items include embroidery/prints/leaf-finishing/pleated finish/laser cut/water repellent finish, covering diversified finishing skills. We cope with small-quantity batches expedited (delivery) with meticulous (unit price) control; responding quickly (proposing new products) – aiming to be a company that provides security and reliability.

**IMAI TEXTILE CO., LTD.** (Booth No.: J-44) (Textile and Fashion Toyama Association)

Producer/developer of diversified tricot (warp knitting) products for inner/sport/outer wear; leveraging experienced know-how over a long 60-year history since its foundation. As for warp knitting machines with parallel weft insertion (Karl Mayer brand), we hold a 60% share among all induced machines in Japan and lead the way in Japan. We showcase fabrics produced with this machine with new potential in mind.

**GLORY CO., LTD.** (Booth No.: J-07)

We showcase our original braids as trimming parts as well as our latest knit/cut & sewn products. Our newly launched items such as woven/woven-like cut & sewn based on lace have been acclaimed since 2012. What we presented as referred materials are elaborately creations featuring combinations of beads and lace, and woven by our designers at the atelier.