

“The Japan Observatory” at Milano Unica 2016S/S



< Post-show Report >

<The Japan Observatory> made its non-EU debut in September 2014, at Milano Unica (MU), the most prestigious textile exhibition in Europe as part of a delegation of 29 companies/ associations from Japan. Building on the success of the previous edition, we participated in the MU fair held in February for the second time under the same structure and scope as <The Japan Observatory>, enhancing crucial issues such as ‘promotion of exports’ and branding of Japanese textiles.



■ Milano Unica 2016 Spring & Summer

Name of exhibition : Milano Unica 2016S/S

Show period : Feb. 4 – 6, 2015 (Wed.- Fri.) 9:00 – 18:30

Venue : Portello Fieramilanocity

No. of exhibitors : 353 (incl. 64 companies from other European countries)

No. of visitors : Over 18,000



Milano Unica (2016S/S), celebrating its 20th edition, was held a week earlier than usual, in line with other European exhibitions’ show dates. This time the fair was significantly affected by global upheaval emerging in several forms, namely the Middle East turmoil, political instability caused by terrorism in the neighbouring country, France, the plummeting Russian rouble and the Greek crisis in the EU as well as the economic slowdown in China. Furthermore, the unfavourable snow and rain throughout the fair period hampered the efforts of visitors from central Italy to attend. Accordingly, the total number of visitors recorded, while over 18,000, marked a decline compared with the previous show. Première Vision was also affected by a 5% drop due to travel cancellations and a decline in major visitors from leading apparel companies, despite achieving an overall 2.5% increase on the previous year. A special large-scale event was held at Milano Unica on a large scale celebrating the 20th anniversary in 10 years on the first evening of the fair.

<An upswing apparent in international attendance (+2.5%)>

(Increase) : France (+12%) UK (+9%) USA (+10%), China (+13%), Japan (+29%), Turkey (+4%)

(Decrease) : Russia (-29%), Germany (-12%) Spain (-6%). Italy (-9%)



■ <The Japan Observatory > at MU 2016 Spring & Summer Post-show report

Name of exhibition :<The Japan ObservatoryJ at Milano Unica 2016S/S

Show period : Feb. 4 – 6, 2015 (Wed. – Fri.) 9:00 – 18:30

Venue : Specially located area at the Milano Unica venue (Hall 2)

Overall structure : Exhibitors' booths + JAPAN TEXTILE PR booth
(Total : 519 m²)

No. of exhibitors : 34 companies / associations

Organiser :Japan Fashion Week Organization (JFW)

Cooperation : Japan Textile Federation (JTF)

Japan External Trade Organization (JETRO)

Support : Ministry of Economy, Trade and Industry (METI)



Our second participation as <The Japan Observatory> saw a record total of 34 companies/associations involved ; surpassing the previous 29. Amid unfavourable conditions, including the current political instability or economic uncertainty and poor weather limiting the number of visitors to the whole venue, <The Japan Observatory> was inevitably affected, with total visitors of 3,061. However the declining trend in visitors to S/S editions is said to be 15% less compared with A/W editions and considered normal, so we remain optimistic about the result. Moreover, those exhibitors who did attend achieved positive business negotiations despite the challenges, confirming the success of their participation.

□ **Total visitors** to <The Japan Observatory> at Milano Unica 2016S/S

Feb. 4: 1,055 / Feb. 5: 1,294 / Feb. 6: 712>>> Total visitors: 3,061

* Above figure considered the minimum as numbers were counted by scanning admittance badges.

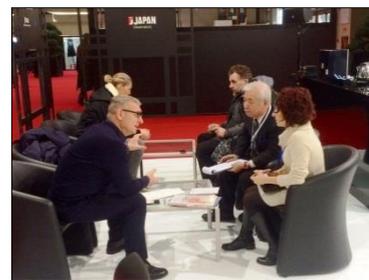
□ **JAPAN TREND&INDEX Corner**

The <JAPAN TREND & INDEX Corner> was highly acclaimed and attracted a number of favourable visitor comments: 'modern and beautiful'. The layout this time reflected the expression of 'WA' (Japanese) taste by separating the thematic areas with 'KOSHI', latticework inspired by 'SHOJI', Japanese paper sliding doors, while respecting the overall breezy and open atmosphere as the perfect backdrop to the spring/summer season. One of the two trend themes, 'Tokyo-Pop Cruise' was a particular head-turner for visitors, thanks to its outstanding illustrations, representing Japanese pop culture that blends modernity alongside tradition, centring on a *MAIKO* (dancer) and *DAIMONJI* letters as well as several witty motifs, including surfing/diving lads inserted here and there. This illustration originates from art by a young creative unit in Kyoto, 'DARUMA SHOTEN'. Another attractive point of the 'JAPAN TREND & INDEX' corner was the way it displayed hanging fabrics to promote the specificity of Japanese fabrics, while the display in the MU TREND area featured fabrics suspended in a vertical arrangement.



□ **Business matching and major buyers who visited <The Japan Observatory>**

Business matching was arranged in cooperation with JETRO inviting buyers from major brands and successfully delivering a programme featuring numerous visitors from top Italian brands: G. ARMANI, FENDI, MISSONI, DIESEL alongside other European brands; LOUIS VUITTON, SAINT LAURENT, HUGO BOSS and many others. Moreover, buyers who visited the previous edition of <The Japan Observatory> were seen engaging in repeat negotiations at certain booths.



< Major buyers / brands >

PRADA / GUCCI / DOLCE & GABBANA / DSQUARED2 / MARNI / BALENCIAGA / FERRAGAMO / JIL SANDER / NEIL BARRETT / GIVENCHY / GIANNI VERSACE / HERMÈS (Homme) / BOTTEGA VENETA / KARL LAGERFELD / CHRISTIAN DIOR / CoSTUME NATIONAL / MONCLER / ETRO / PIERRE BALMAIN / ROBERTO CAVALLI / INCOTEX / EMILIO PUCCI / BURBERRY / MACKINTOSH / VALENTINO / BROOKS BROTHERS / ESCADA / RALPH LAUREN / TOMMY HILFIGER / E. ZEGNA (Garment) / TOD'S / FILA / GIORGIO ARMANI / FENDI / MISSONI / DIESEL / LOUIS VUITTON / SAINT LAURENT / HUGO BOSS etc.

□ **Related <The Japan Observatory> event**

<OMOTENASHI> (Feb. 4 / 15:30 – held at BUSINESS LOUNGE)



The <O/MO/TE/NA/SHI> event was held following the previous edition and aimed to greet 50 or so invitees, including MU-related personnel, overseas press and buyers, with our spirit of Japanese hospitality; serving Japanese sake, tea, and snacks.

The event opened with a speech from Mr. Kawashima, Senior Director, on behalf of Mr. Miyake, JFW Chairman, with the message 'We are delighted and honoured to be able to participate in the celebratory 20th edition marking a decade of Milano Unica.', followed by the words of Mr. Shimomura, President of the Japan Textile Federation, who led the 'Kampaï' toast which kicked off the main party. Mr. Albini, President of MU and the VIP guest, commented that 'He believes and takes pride in the fact that MU is the world No. 1 textile show in terms of quality and is delighted to have selected leading Japanese companies to the fair'. Equally welcomed was Mr. Luigi Loro Piana, who joined the event and gave us a speech on stage.

