

Premium Textile Japan 2017 Spring/Summer

< Outline >



< Dates > May 24 – 25, 2016 (Tue. – Wed.) (10:00 – 18:30/18:00)

< Venue > Tokyo International Forum / Hall E (Exhibition hall)

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

< Exhibitors > Strictly selected exhibitors by screening system

(documents/fabric samples) (Participants by groups/associations not allowed)

< Organiser > Japan Fashion Week Organization (JFW)

< Support >

- Ministry of Economy, Trade and Industry
- Organization for Small & Medium Enterprises and Regional Innovation, Japan
- Japan External Trade Organization (JETRO)
- Japan Apparel-Fashion Industry Council
- The Japan Textiles Importers' Association, Japan Textile Exporters' Association



The Premium Textile Japan (PTJ), which celebrated its 10th anniversary last autumn, relaunches with a new look from the 11th edition onward. The fair has long been widely acclaimed by buyers as an important event and has firmly established its presence. Last May, the PTJ2016SS attracted a total of 6,458 visitors (117% from the previous yr.), an impressive 85% of whom were buyers. This year's event will see the venue relocated to Hall E1 with 1.5 times the floor space, completely redesigned booths and more negotiation tables within the venue, as well as creating a new related programme to enrich the environment. The PTJ has established itself as the must-go textile business event amid increasing acquisition challenges for both exhibitors and visitors at other textile/apparel fairs. .

□ **Exhibitors' categorization / details :**

96 entries / 123 booths (*cf. PTJ2016SS: 80 entries / 104 booths)

Zone	No. of applications	No. of booths	Incl.) New exhibitors / returned exhibitors
A) Staples (cotton/linen/wool/blends)	37	46.5	8 / 8.5 booths
B) Filaments (man-made/silk/functional/ blends)	21	34	3 / 3.5 booths
C) Dyeing/finishing/prints/embroidery,lace/ leather	21	24.5	4 / 4 booths
D) Supporting materials/knit fabrics/twisted yarns/pile fabrics	15	17.5	3 / 3 booths
Media stands	2	0.5	
Total	96	123	18 / 19 booths

< Breakdown >

	No. of applications	No. of booths	Incl.) New exhibitors / returned exhibitors
Domestic exhibitors	84	112.5	13 / 14 booths
Overseas exhibitors	10	10	5 / 5 booths
Media stands	2	0.5	
Total	96	123	18 / 19 booths

*Overseas exhibitors: 10 companies (Korea: 2 / China: 2 / Thailand: 3 / India / Turkey / USA)

*Newly applied: 12 companies

□ **Trend Corner & Index Corner**

A perennial visitor favourite, thanks to the elaborate construction design and presentation. The trend corner returns to a spot within the exhibition hall after a long absence. The design will be in line with the concept presented at the Milano and Shanghai shows; featuring huge consecutive panels with a central hole and hanging large and impressive paper lanterns as icons, symbolising the continuation of space and with views from the hole and windows that embody the limitless potential as Japan textiles continue to evolve in future.

- TREND overview >>> *'Perspective of self-evolution and revival'*
- TREND themes (* See attachment for details)



A romantic story dedicated to women



Circuit of mysterious delusion



Indulgent holiday mood



Intersecting music and art à la mode

< **TREND Corner / No. of displayed fabrics by theme** >

- < A romantic story dedicated to women >... 180 pcs.
- < Circuit of mysterious delusion >... 171 pcs.
- < Indulgent holiday mood >... 172 pcs.
- < Intersecting music and art – à la mode - >... 171 pcs.
- >>> TOTAL : 694 pcs.
- < INDEX Corner > No. of fabrics ... 273 pcs.

May 20, 2016



< The Japan Observatory at MU >



< Intertextile Shanghai 2017SS >

□ **Venue layout**

A larger venue space meant a record number of exhibitors; 96 companies covering 123 booths (118% increase over the previous year), and a solution to alleviate congestion was finally implemented; broadening the passage width to 2.5m - 3m and eliminating hindrances for smoother human traffic. Other improvements include the number of business lounges; increased to two areas covering a wider space and with negotiating tables in the central area, more than double the previous area, as well as installing more plants here and there for a visually more appealing venue.

□ **Installation of a redesigned booth**

A new type of booth will be introduced from the 11th edition, exploiting the high ceilings of the Tokyo International Forum venue to celebrate a refreshing restart.

- No.1) A sharp design with black frames on white panels.
- No 2) 2.4m high for back/side panels (wall surface increased to 122%)
- No.3) Panel facing the passage in black (company name/booth no./icon indications in white letters on a black base board)

New booth model



New booth model (from another angle)



□ **Textile Workshop – Let’s learn Japan fabrics ! -**

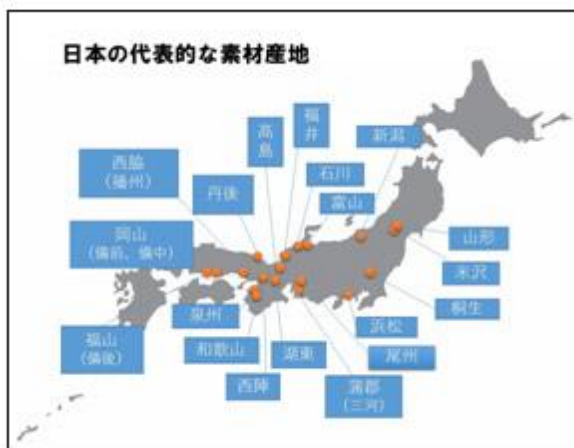
New event < **Textile Workshop** > - Let’s learn Japan fabrics – will start to replace the ‘business matching programme’, which was held for a total of ten fairs since the first PTJ.

The **three main concepts** of the JFW Textile Division:

1. **To provide highly efficient overseas/domestic business platforms**
 2. **Branding** of ‘made in Japan’ fabrics
 3. **Human resources development** by leveraging exhibitions
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- 1) ...By organizing domestic fairs; PTJ and JFW-JC to activate domestic business while organising overseas fairs in Shanghai, Milano, Seoul as well as Hong Kong, Delhi and Mumbai, showcasing additional business platforms to boost exports.
 - 2) .. By installing a trend corner at several venues via website, printed materials and film striving to help brand Japanese fabrics.
 - 3) ...By operating an academic-industrial collaborative event; < Form Presentation>, < Piggy’s Special > a fashion show, positively accepting students at the JFW-JC fair.

To curb any decline in textile knowledge and particularity of each region mainly due to outsourcing apparel-related tasks, we have decided to start a new programme called < Textile Workshop > inspired by a *Terakoya* (originally derived from a temple elementary school during the Edo Period) to provide educational opportunities via lectures of different fabrics for textile-related parties, by inviting lecturers from major textile-producing regions, targeting a deeper insight and knowledge of Japanese fabrics and regions.

< Textile-producing regions in Japan >



- For more details >>> visit < <http://www.ptjapan.com/english/index2.html> >