

<JFW Textile Shows (PTJ 2018AW/JFW-JC2018) Outline>

As previously, JFW textile shows will be held at the Tokyo International Forum, reputedly the most popular event hall in Japan in recent years. This occasion has featured an unprecedented total of applications, building on its acclaimed and successful record, and attracting even more attention. Previous events have attracted approximately 16,000 visitors, including top-branded apparel companies and designers alongside key figures from trading companies and wholesalers; all of whom with leading roles in expanding mail-order sales markets and textile distribution fields and spawned active business negotiations and exchanges in a feverish atmosphere.



This exhibition showcases textiles of 'high quality and added value'; centring on original seasonal trends and converging companies from the main textile-producing regions in Japan and Asia.

Similarly Japan fabrics have recently come into the spotlight more than ever before, amid activities such as revising domestic products like < COOL JAPAN > and commencing a < J∞Quality > certificate system. Consolidating this positive foundation, the concurrent fairs; Premium Textile Japan and, JFW JAPAN CREATION are acknowledged as Japan's largest domestic exhibitions, bringing together all the manufacturers from the key textile-producing hubs in Japan.

- Concurrent textile shows-

Premium Textile Japan 2018 Autumn/Winter
JFW JAPAN CREATION 2018

2018 AUTUMN WINTER



JFW
JAPAN
CREATION
2018

< Exhibition outline >

- ◇ Dates: Nov. 28 - 29, 2017 (Tue.- Wed.) / Nov. 28 (10:00 -18:30), Nov. 29 (10:00 -18:00)
- ◇ Venue : Tokyo International Forum / Exhibition Hall E (5,000 m²) + Lobby gallery
- ◇ Organiser : Japan Fashion Week Organization / Textile Division
- ◇ 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

□ Trend & Index Corner

The Trend Corner, where fabrics of exhibitors at JFW-JC/PTJ are sorted and displayed based on the JFW Textile View 2018/W trend direction, is a perennial visitor favourite thanks to its elaborate construction design. This time will see corner feature fabrics and supporting materials from 300 companies, while newly launched/recommended fabric items from exhibitors will go on show in the attached Index Corner, showcasing all representative fabrics for buyers in a single venue.



< Premium Textile Japan 2018Autumn/Winter > - Outline -

- ◇ Visitors: Buyers and invited visitors only [Admission: free]
- ◇ Exhibitors: Strictly selected exhibitors by screening system (documents/fabric samples)
(* Participation by groups/associations prohibited)

□ Exhibitors (breakdown): 82 entries/117.1 booths

(*Record of PTJ2017AW:84 entries / 115.6 booths)

◇ PTJ2018AW	No. of entries	No. of booths	Incl. new exhibitors/ returned exhibitors
Domestic exhibitors	78	113.1	10 entries/11.5 booths
Overseas exhibitors	4	4	
Total	82	117.1	10 entries/11.5 booths

□ Related programme [4th Textile Workshop - Let's learn Japan fabrics ! -]

To curb the recent decline in textile knowledge and stand-out features of each textile region among those involved in apparel planning and related fields, JFW organizes a < Textile Workshop > program inspired by a terakoya (literally 'temple school' and originally derived from a temple elementary school) for younger employees (with fewer than five years' working experience), inviting lecturers from major textile-producing regions from each batch of PTJ/JC exhibitors to give lectures on different thematic fabrics and aiming to improve insights and knowledge of Japanese fabrics and regions.

- Dates: Nov. 28, 29, 2017 10:30 -11:30 (am)
- Venue: PTJ Business Lounge
- Participants: Young employees working at apparel/textile-related makers, retailers, designer maisons; involved in product planning or fabric procurement (with fewer than five years' working experience) (* Students not allowed)
- Themes: 2 themes planned
- * Previous themes (by region): 1st edition: linen (Omi Koto area) / cotton (Enshu area),
2nd edition: pile woven fabrics (Koyaguchi area) / wool (Bishu area), 3rd edition: prints (Kyoto area)/
Tricot (Hokuriku area)



< JFW JAPAN CREATION 2018 > - Outline -

- ◇ Visitors: Buyers and invited visitors, textile business-related visitors, students
- ◇ Admission (provisional) : JPY1,000
 - * Visitors with <Invitation card > / pre-registrants on website: Free
 - * Students: JPY500 (via pre-registration by group)



□ **Exhibitors (breakdown) : 52 entries/222.8 booths**

(* Record of JFW-JC2017: 52 entries/ 217.2 booths)

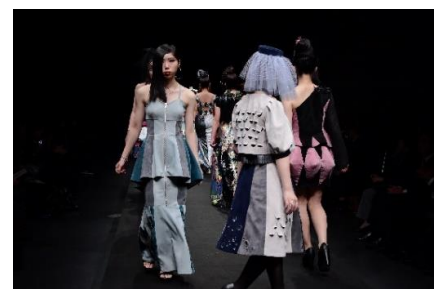
◇ JFW-JC2018	No. of entries	No. of booths	Incl. new exhibitors/ returned exhibitors
Domestic exhibitors (Exhibition hall)	48	167.7	11 entries/13 booths
Lobby gallery	2	27.1	1 entries/10 booths
Overseas exhibitors	2	28	
Total	52	222.8	12 entries / 23 booths

□ **Related programme**

[PIGGY'S SPECIAL - Pigskin Fashion Show -]

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

'PIGGY'S SPECIAL' is a timeless attraction; constantly featuring a selection of young designers representing Tokyo. Fashion shows featuring professional/student sections will be held on both days at the Tokyo International Forum – an exclusive venue – hosting a total of four shows (two shows per day).



➤ Student section: specialized fashion schools in Tokyo

➤ Professional section:

LOKITHO (Akihiko Kimura)

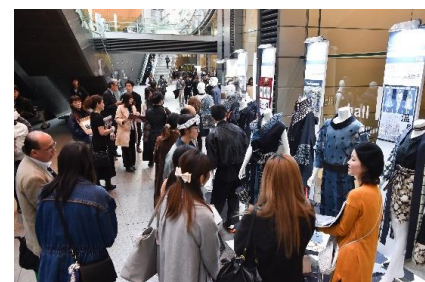
<Awarded Tokyo New Designer Fashion Grand Prix 2014, Tokyo Metropolitan Governor Prize>

SHIROMA (Shiho Shiroma) <Awarded Tokyo New Designer Fashion Grand Prix 2014>

[11th FORM PRESENTATION - Academic-industrial collaboration -]

(Organiser: Fashion Business Human Resources Development Executive Committee of the Fashion Business and Education Council of Japan)

An academic-industrial collaborative programme; aiming to capitalize on textile knowledge and foster human resources awash with creative design ideas. This time, with cooperative support from a leading company, Asahi Kasei Corporation, nearly the half-year programme is executed around the thematic material < Bemberg® >.



Garments created by students will be displayed and presented as-is at the JFW-JC venue, where numerous professionals are expected to gather. The Asahi Kasei Corporation will also jointly construct a large-scale PR booth to promote < Bemberg® > material to visitors.

< Bemberg® University – Road to Cupro Master >

《Osaka》 June 13, 2017 (Tue.) 13:30 - [Venue:Daiori Kenpo Kaikan]

《Tokyo》 June 20, 2017 (Tue.) 13:30 - [Venue: TEPIA Hall]

Lecture theme : PART1 < Basic knowledge of Bemberg® > ,

PART2 <Originating from Japan! Comfortable functional fabrics, today>

< Final post-screening candidates (Group names) >

BUNKA FASHION COLLEGE (PIA), KORAN COLLEGE OF FASHION DESIGN (capsize), DRESSMAKER GAKUIN (Humming), BUNKA FASHION GRADUATE UNIVERSITY (Dancing on New Planet) , TOKYO MODE GAKUEN (IAN), NAGOYA MODE GAKUEN (ink) , ESMOD JAPON TOKYO (Chill) , ESMOD JAPON TOKYO (TAKAGI SPORTS)

< Visit to a manufacturing site >

- Date: August 4, 2017 (Fri.)
- Site visited: Asahi Kasei Corporation / <Shiga> R&D Lab. for Applied Product