

JFW Textile Shows 2018AW < Final Report >

[Dates] Nov. 28 - 29, 2017 (Tue.- Wed.)
[Venue] Tokyo International Forum / Exhibition Hall E + Lobby gallery
[Organiser] Japan Fashion Week Organization/JFW Textile Div. Steering Committee

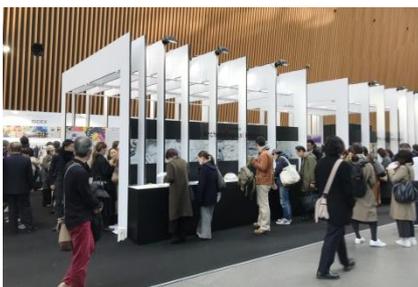
[Support]
Ministry of Economy, Trade and Industry / Organization for Small & Medium Enterprises and Regional Innovation, Japan / Japan External Trade Organization (JETRO) / Japan Apparel-Fashion Industry Council / The Japan Textiles Importers' Association / Japan Textile Exporters' Association



Amid the severe apparel recession surrounding the textile/fashion industry, filled with a sense of stagnation, Japan's biggest textile event <JFW Textile Shows> took place over two days on Nov. 28-29 at the Tokyo International Forum. Despite our concern at the late end-November timing for the show as the previous year, on opening, the venue was soon filled with buyers sourcing newly developed fabrics from textile makers/converters, whereupon enthusiastic negotiations ensued throughout. Both JFW Textile fairs, the Premium Textile Japan (PTJ) and the JFW Japan Creation (JFW-JC), achieved record numbers of applicants and the second-highest visitor totals to date; 17,500. The success of these fairs was achieved despite the severe surrounding environment, but there is still a clear need for apparel companies to source better and stand-out products under such circumstances. Equally evident this time was the increasing number of overseas buyers in particular, including Asian countries alongside the Middle East and Europe.

■ Trend & Index Corner (Lobby gallery)

The Trend & Index Corner is a perennial visitor favourite; featuring an eye-catching and elaborate design. This time, the design featured multiple vertical layers of large arches for a breeze-like feeling and sun rays through foliage, as if amid thousands of torii gates ('Senbon Torii') lined up along the inner path at the Fushimi Inari Shrine, Kyoto. The layout was specially rearranged for Tokyo, while the design concept remained the same as the Milano and Shanghai versions. The corner is an attractive spot comprising two areas; the Trend corner, where exhibitors' fabrics are sorted and displayed based on the JFW Textile View and the Index corner, where exhibitors' recommended fabrics are displayed as an index to effectively guide buyers to exhibitors' booths.



➤ No. of displayed fabrics by theme:

'Twilight Beguine': 217 pcs. 'Many minds, many colours': 227 pcs.
'Archaeological Mystery': 228 pcs. 'Delusional Realism': 213 pcs.

Total : 885 pcs.

Index Corner (No. of displayed fabrics):

□ PTJ2018AW: 234 pcs. □ JFW-JC2018: 201 pcs. **Total 435 pcs.**

Trend + Index/ Total: 1,320 pcs.



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2018 AUTUMN WINTER

- ◇ Venue: Tokyo International Forum/Hall E2
- ◇ Visitors: Buyers and invited visitors only [Admission: free]
- ◇ Exhibitors: Strictly selected exhibitors by screening system (documents/fabric samples) (* Participation by groups/associations prohibited)



Summed up by a comment from a PTJ exhibitor, 'Unlike usual editions, business negotiations were enthusiastic this time and we felt high demand for new fabrics', active and enthusiastic negotiations ensued throughout the PTJ fair, with many more visitors than ever before. Relocating the connection gate with JC also meant the PTJ area protruding at the Hall/E1 side was crowded with many visitors. The only fringe programme at the PTJ; 'Textile Workshop - Let's learn Japan fabrics! -' was also held this time under the themes; <Jacquard: Kiryu Region> and <Velvet: Hokuriku Region>.



■ PTJ2018AW Exhibitors: 82/117.1 booths (* Previous year : 84 entries/115.6 booths)

PTJ2018AW ZONE	Entries	No. of booths
A Staple (cotton, linen, wool and blends)	31	42.6
B Filament (synthetics, silk, functional and blends)	22	37
C Dyeing and finishing, prints, embroidery/lace, leather	18	20.5
D Accessories, knitted fabrics twisted yarns, pile fabrics	11	17
Total	82	117.1

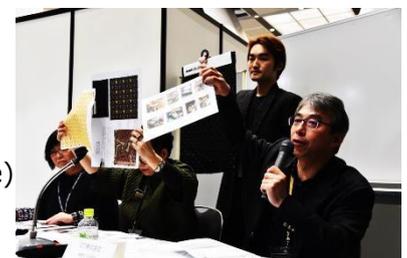
- Overseas: 4 exhibitors/4 booths (Korea 2 exhibitors/Italy/Turkey)
- Newly applied exhibitors: 6 entries/7 booths

■ Textile Workshop - Let's learn Japan fabrics ! -

- ◇ Dates: Nov. 28 - 29, 2017 (Tue.-Wed.) 10:30 - (60 min.)
- ◇ Venue: Lecture room specially located within the PTJ venue
- ◇ 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)

【 Programmes 】

- About textile-producing regions in Japan
 <Lecturer> Ms. Mayumi Kuyama, JFW Textile Coordinator
- Lectures on textile-producing regions/ thematic fabrics
 - Nov. 28: Jacquard (Kiryu Region) / Speaker: Mr. Tsuyoshi Imai (Miwa Co., Ltd./General Manager, Textile Div.)
 - Nov. 29: Velvet (Fukui Region) / Speaker: Mr. Masaji Yamazaki (Yamazaki Velvet Co., Ltd./Board Chairperson)



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JFW
 JAPAN
 CREATION
 2018

- ◇ Venue: Tokyo International Forum/Hall E1 + Lobby gallery
- ◇ 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)

■ **JFW-JC2018 Exhibitors:** 99 entries/222.8 booths (* Previous year: 98 entries/218.2 booths)

JFW-JC2018 ZONE	No.of entries	Group comapnies	Total no. of companies	No. of booths (6 m ² /unit)
Textile (Domestic exhibitors)	57	137	194	132.6
Textile (Overseas exhibitors)	22	—	22	28
Accessories	10	10	20	16
Textile related products	3	3	6	8
Leather & furs	5	35	40	37.2
Media stands	2	—	2	1
Total	99		284	222.8

- Overseas: 22 entries/28 booths (Taiwan: 10 entries/14 booths, Korea: 12 entries/14 booths)
- Newly applied exhibitors: 6 entries/15 booths



Recently, more and more exhibitors at JC have been promoting their originality and unique technicity to acquire new customers in an effort to dispel rather negative impressions often heard from previous visitors: 'Unmotivated' or 'Not appealing enough to enter the booth' based on participation often subsidized by associations. Presently however, at JFW-JC (incl. PTJ), leading companies with high technicity and a unique history of launching world-class fabrics, are participating to showcase even more refined products and techniques; companies retaining 'the world's lightest ultra-thin fabric', 'the world's thinnest silk woven fabric', 'technique to weave the densest fabric in the world', 'the only linen velvet in the world' and even a company having displayed/delivered its products at/to MOMA and the PRADO museum. All of which exemplified by acclaim from European visitors to global textile fairs: 'I feel the quality is even higher than the PV' (Global SPA buyer), 'I feel there are exceptionally high-level products' (Agent) and so on, as well as equally positive comments from Chinese buyers among increased overseas visitors; 'There are so many points to see and I have found many interesting suppliers and products', enthusiastically negotiating to source fabrics. There is a need for Japanese major apparel companies not only to source fabrics that are conveniently applicable, but also acknowledge the excellence of Japanese fabrics by visiting the JFW-JC and/or PTJ fairs.

Conversely, a total of 24 companies/groups participated from Taiwan and Korea under the scope of

pavilions; the Taiwan Textile Federation (TTF) and the Korea Federation of Textile Industries (KOFOTI). At KOFOTI, comments heard include; 'As demand for participation at JFW-JC is quite high among Korean companies, we selected six new companies this time.' 'Business with Japanese customers has increased, but we also had many opportunities with overseas buyers as well'. Equally the Taiwan Pavilion was packed with many visitors from the first day, partly due to a remodelled and more compact layout, which made entering each booth easier. JFW has a long track record of promoting Japan fabrics via overseas participation in global fairs, including Milano Unica, Intertextile Shanghai and Preview Seoul and promoting internationalization at our domestic shows seems just as important.

□ Related programme

○ < 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 all the half-year programme centred on the thematic material < Bemberg® >. Garments created by students were displayed and presented at the JFW-JC venue, where numerous professionals gathered. This occasion also saw presentation methods improved more than ever before, such as the use of a tablet to explain collections. The ASAHI KASEI CORPORATION also participated on a large scale, including a vast PR booth fully equipped with a TV monitor and an oversize projector to show videos alongside archive collections/bodily sensing corner, connected to the presentation venue and widely promote 'Bemberg®' to numerous visitors.

【 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): 7 schools/8 groups



○ 【PIGGY'S SPECIAL】 - Pigskin Fashion Show -

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

'PIGGY'S SPECIAL' is a timeless attraction, featuring a non-stop stream of young designers representing Tokyo. On this occasion, both days featured two shows at a specially set-up lobby gallery runway, with a professional section and a student section (2 sessions /day, totally 4 sessions). The show proved a success and was packed, with almost 50 visitors unable to enter.



➤ **Professional section:** Nov. 28 (Tue.) 13:30 – / 15:00 –

LOKITHO... Akihiko Kimura, SHIROMA... Shiho Shiroma
 Key point: ' Beautiful dye texture because of pure white.' (Akihiko Kimura),
 ' The Unique texture and softness of suede' (Shiho Shiroma)

- **Student section:** Nov. 29 (Wed.) 13:30- / 15:30-
 (Specialised fashion schools in Tokyo, specialized training colleges: 12 Schools)
 (Participating schools)
 Aoyama Fashion College/Omori Kasei Technical School/Oda Fashion College/Koto Fashion High School/
 Tanaka Chiyo Fashion College/Tokyo Fashion Institute/Tokyo Mode Gakuen/Dressmaker Gakuin/Hana
 Fashion College/Fashion College Sakuragaoka/Futaba Fashion Academy/Bunka Fashion College

■ **No. of visitors: PTJ2018AW, JFW-JC2018 : 17,469**

(* Previous yr.:16,285/107% in comparison to the previous yr.)

Exhibition name	Apparel retailers	Wholesalers Trading Planning companies	Press	Organiser related visitors/groups	Visitors	Students	Total (by fair)	Total no. of visitors
PTJ2018AW	6,862	5,856	91	171	1,193	--	14,173	17,469
JFW-JC2018					2,011	1,285	16,276	

« **Exhibitors' feedback** »

- 'More successful than ever before.' (Exhibitor/PTJ)
- 'Fabrics demanded were those with brand's originality that were easily understood.' (Exhibitor/PTJ)
- 'Found many visitors of uncompromising designers/brands for their creation, more than ever before.' (Exhibitor/PTJ)
- 'Although we are to operating behind the scenes, we decided to participate in this fair to pass on Japan manufacturing.' (New exhibitor/JFW-JC)
- '30% increase of customers at our booth compared with the previous year, despite the booth being located at the far end. Many inquiries reflecting eco-conscious fabric perspectives.' (Exhibitor/PTJ)
- 'Products with fancy yarns attracted attention, including items using suri alpaca and mohair shaggy hair/yarn. (Exhibitor/PTJ)
- 'In China, 'made-in-Japan' fabrics are popular, especially intricate dobby or jacquard; items that cannot be produced in China.' (Exhibitor/PTJ)
- 'We feel that not many buyers from major apparel areas are visiting ...' (Exhibitor/PTJ)
- 'We do not organise our own exhibition, so would like to widely promote our unique finishing technique at this fair.' (Exhibitor/PTJ)
- 'We would like to get hints to make differentiated apparel products as from the start, we have mainly been selling interior-based materials.' (New exhibitor/JC)
- 'Quite a few reflections were received to present our original functional finishing/processing at the fair.' (Exhibitor/PTJ)
- '“Comfortability” proposed by students was indeed very useful. Our participation was very successful this time.'(New exhibitor/JFW-JC)
- 'We received 20 Chinese buyers on the first day already this time.' 'Fixed an appointment for a factory visit with negotiated Chinese buyer during negotiation.' (Exhibitor/PTJ)
- 'Acquired more results than expected – despite participating for the first time to target customers outside the fashion field.' (New exhibitor/PTJ)
- 'Our attempt to showcase garments using our unique fabrics in collaboration with a designer was well

- received by visitors, with a comment; ‘How surprising it is to use fabric this way.’ (Exhibitor/PTJ)
- ‘From the starting morning on the first day, we received many buyers from major sport makers, which spawned successful negotiations. Given the high quality of this fair’s customers, we decided to focus on this fair, in favour of other exhibitions in which we used to participate. (Overseas exhibitor/PTJ)
 - ‘I feel that PTJ is really a business-oriented fair and gives an animated feeling with enthusiasm. Since several Japanese denim makers are participating, it might be a good idea to create zoning dedicated to a denim category in future (such as a ‘Blue Zone’) etc.’ (Overseas exhibitor/PTJ)
 - ‘Both the visitor totals and booth negotiations increased compared with the previous year. If only JC were organised twice yearly, there would be no more need to participate in other shows (for the S/S season). (Overseas exhibitor/JC)
 - ‘Our company deals in business with a high exporting rate overseas, so we would like to optimize business opportunities; combining PTJ and our own private exhibitions to re-cultivate the Japan market.’ (Exhibitor/PTJ)



« Visitors’ feedback »

- ‘I always come here as it is the only fair where I can meet many companies from diverse textile-producing regions.’ (Apparel)
- ‘At this fair, I can always discover fabrics that are unique and stand out from those found at major converters.’ (Apparel)
- ‘I always think the trend corner of this fair is magnificent. I wonder why other exhibitions do not follow suit and make the same kind.’ (Trading company)
- ‘Every exhibitor is trying to challenge and tackle something new. When I see this fair, I feel that the Japanese textile/fashion industry is moving in a positive direction.’ (Head of textile association)
- ‘At this fair, apart from business-oriented negotiations, there are several fringe programmes to support/encourage young students/creators who are striving for professionalism, which are organised on an ongoing rather than stand-alone basis, which I think is really great.’ (Textile industry-related)
- ‘It certainly helps motivate students to be selected as final nominees for the Form Presentation contest and finally display their garments.’ (School-related member)
- ‘If possible we would like to request permission to enter the PTJ area too.’ (Student)
- ‘I visited this fair for the first time, but everything was great, including the overall atmosphere and scale …and the exhibitors were generally friendly at the booths. The overall impression was good and I will revisit.’ (Visitor/USA)
- ‘We came to source premium fabrics that differ from those in China and have already found many attractive and interesting examples at the trend corner.’ (Apparel/China)
- ‘This is my second visit after coming in May and I really enjoy this fair. The only regret is the

- linguistic problem. There are not many companies that are capable of communicating well in English so it is often difficult to fully communicate with them.’ (Global SPA buyer/Europe)
- ‘I came to visit for the first time and found both the scale and mood of the fair very good. I think the impression is somehow between MU and PV, so to speak. Our clients are all top-end luxury maisons, so we need to source fabrics with added value, but the width and lead time are sometimes problematic.’ (Agent/Italy)
 - ‘It was the first time to visit the fair, but I was surprised to find many fabrics of such a high standard. I think the fair is very open and pleasant. I like the atmosphere and it is just the right size to walk around.’ (Agent/France)
 - ‘I came to source fabrics for luxury high-end goods for married women and am so glad I came ! There are so many items to see and it is fantastic !’ (Apparel/Korea)

