

JFW
JAPAN
CREATION
TOKYO
APPAREL
TEXTILE
COLLECTIONS
FALL
WINTER
2010

OCTOBER 20-23, 2009 NEW EXHIBITION CENTER, SHANGHAI

OCTOBER 7-9, 2009 BIG SIGHT, TOKYO

ABOUT THE SHOW

JFW Japan Creation is a boutique textile show, held in Tokyo twice a year. Part of the event—particularly its swatch forum—travels to China's largest textile event, Intertextile, held in Shanghai, in order to expose the innovative genius of Japanese textiles to a global clientele.

SHOW FACTS:

- 371 Japanese companies exhibit at JFW Japan Creation, Tokyo. The Creative Japan platform within Intertextile Shanghai, showcases 20 JFW – JC exhibitors.
- Tokyo JFW / JC: over 2,800 visitors
- Venue: Tokyo Big Sight, Shanghai Intertextile New Exhibition Center
- Next Show Dates: April 21-23, 2010 Tokyo Big Sight, Japan West Exhibition Hall
- www.japancreation.com



CHEAT SHEET



FIBER CHOICES

- Natural fibers are key
- Wool and cotton are staples
- Use of quality polyester
- PU additions for high street silhouettes
- Within green materials: recycled fiber use prevails, increase of eco-friendly dyeing and weaving processes

FABRIC WEAVES

- Plain with sophisticated dyeing
- Engineered jacquards
- Heavier laces with abstract/baroque patterns
- Softest piles and decorative fake fur knits
- Openwork, irregular and plain jersey knits
- Novelty surface finishing applies to all materials

SURFACE EFFECTS

- Exaggerated to refined embossing
- Brushing and felting
- Mixed, raised surface effects
- Over stitching and over embroidery
- Padding and quilting
- Needle punching is gaining importance



SCENTS OF PRIVACY

TCX 12-1106	TCX 13-0002	TCX 15-3802
TCX 17-0205	TCX 15-2205	TCX 14-4201
TCX 12-1007	TCX 14-1025	TCX 14-1209
TCX 18-4020	TCX 16-1310	



SCIENTIFIC ASPIRATIONS

TCX 17-2627	TCX 19-4203	TCX 18-3963
TCX 13-0650	TCX 14-5002	TCX 19-4342
TCX 17-0839	TCX 17-1937	TCX 19-1763
TCX 16-1459	TCX 16-0235	



LAYERED BEAUTY WEST & EAST

TCX 14-3204	TCX 19-3640	TCX 19-1655
TCX 17-5107	TCX 16-0836	TCX 18-3211
TCX 18-1248	TCX 18-3633	TCX 16-4402
TCX 19-1101	TCX 16-1150	



MELODIOUS UNEVENNESS

TCX 19-1625	TCX 19-4110	TCX 19-0511
TCX 19-4007	TCX 17-1230	TCX 19-4726
TCX 18-0629	TCX 19-3905	TCX 18-0933
TCX 18-0108	TCX 15-0927	

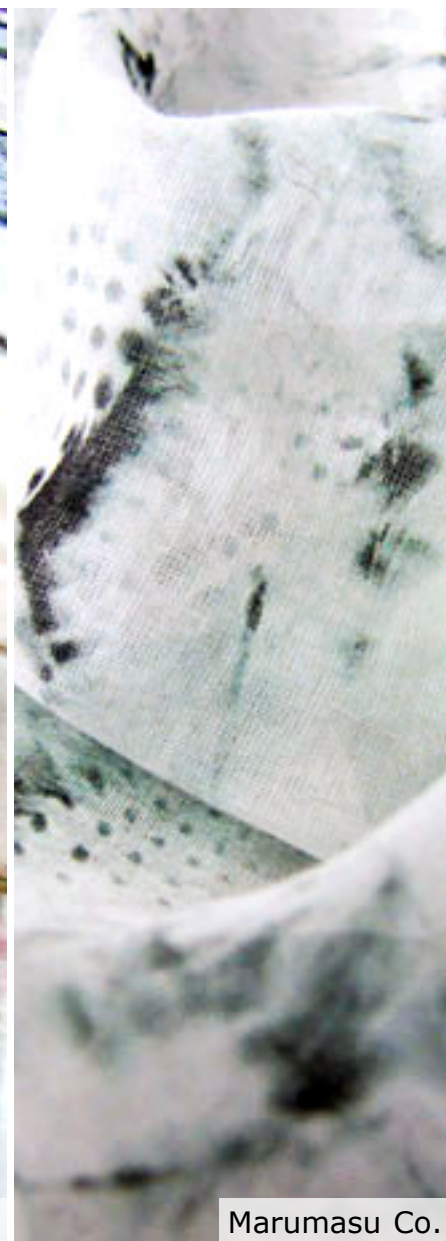
SUBDUED OR KITSCHY
COLORS

The Japan Creation F/W 10 color card shows four distinct, yet balanced color families where veiled pales are in deep contrast with high-powered, electric brights.

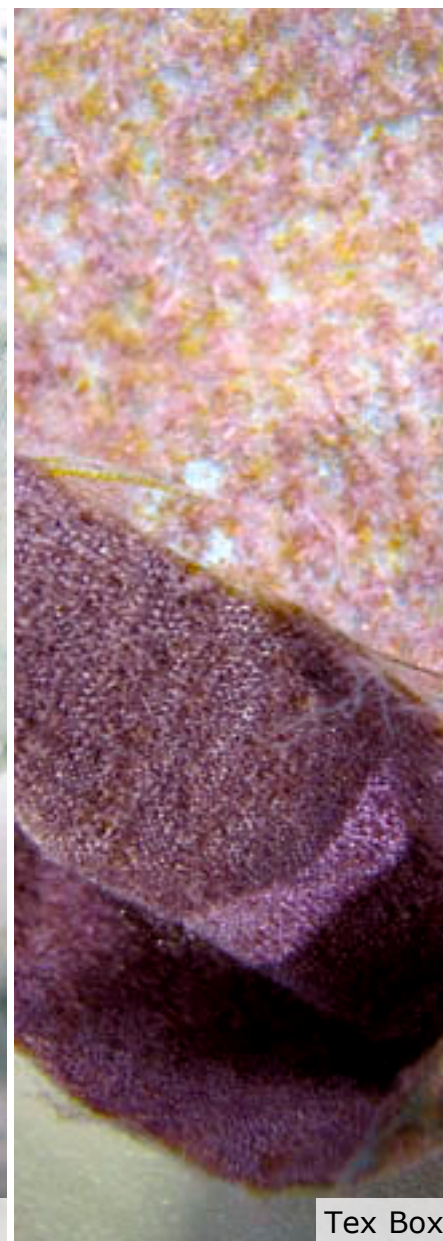
Scents of Privacy: colors veiled in a pale shade of grey / *Scientific Aspirations*: a multicolor range inspired by optimistic energy; intense high-powered tones paired with black / *Layered Beauty – West & East*: sophisticated kitsch nuances evoking the cultural crossover between West & East / *Melodious Unevenness*: subdued naturals complemented with unusual browns and greens



JC trendforum



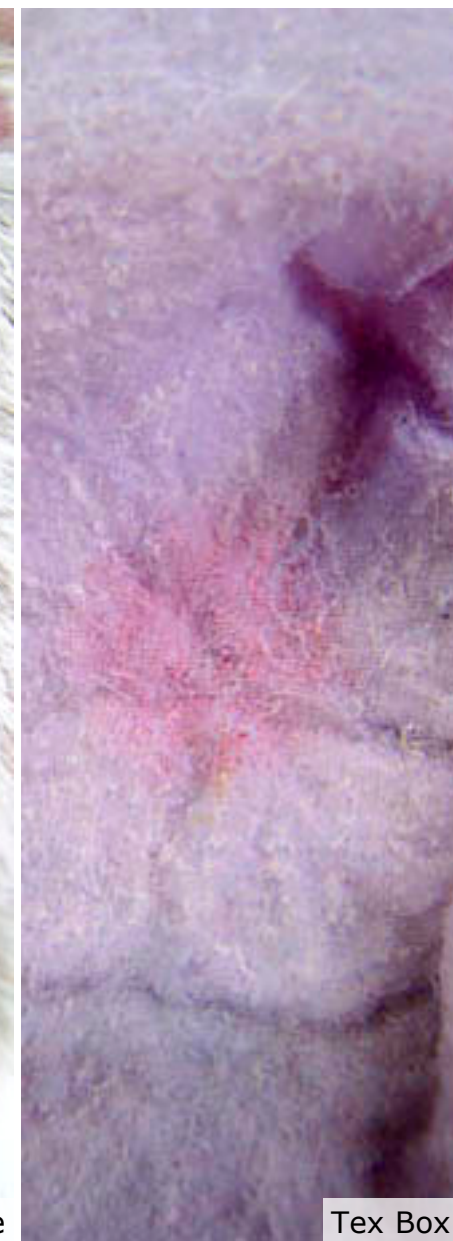
Marumasu Co.



Tex Box



Okada Textile



Tex Box

SCENTS OF PRIVACY TREND

Scents of Privacy unveils soft, cozy, delicate fabrics. These the feminine-suffused textiles appeal to everyday wear and more distinctive loungewear.

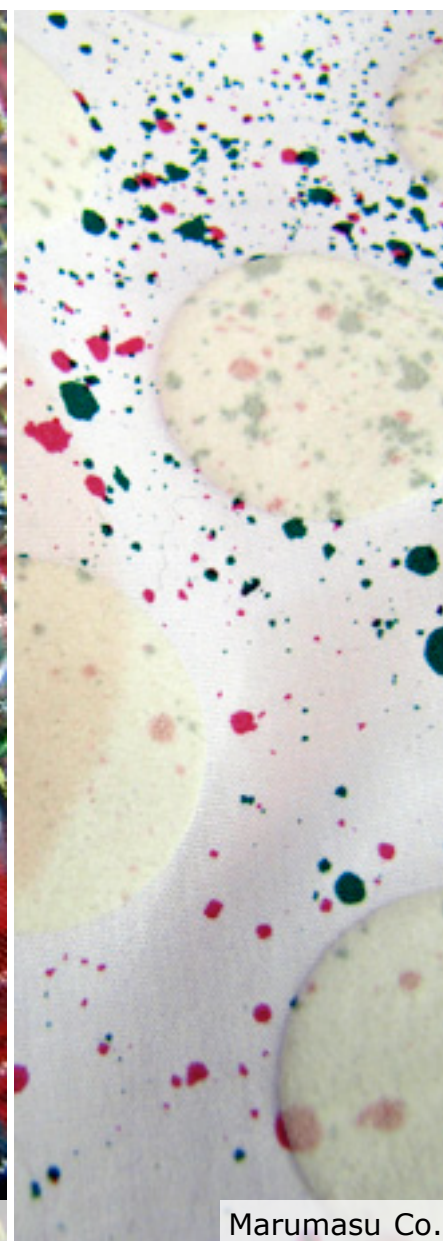
Clean, cozy polyester piles / Ecological knit fur in pale hues / Modern knits with openwork stitching / Thicker lace with abstract and retro patterns / Sheer printed crêpes and muslins with blurred and refined floral bouquets / Felted, brushed, and boiled wool with embossing and raised motifs



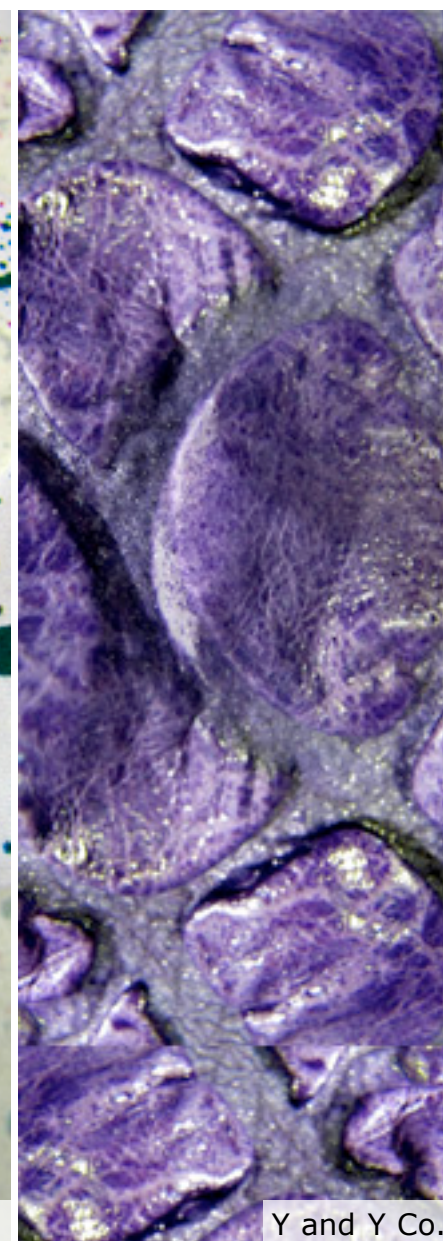
JFW



Charmant Co.



Marumasu Co.



Y and Y Co.



Nippon High Pile

SCIENTIFIC ASPIRATIONS TREND

Scientific Aspirations introduces the experimental daring and creative originality of the textile industry, with fabrics perfectly suited to elegant streetwear as well as designer lines.

Knit jersey and wovens, ecological leather and fur pile / High-shine and raw opaques / Plush paired with plain / Synthetic fibers combine with naturals / Embossing, padding, quilting, overprinting and topstitching mix-and-match / Plasticized surfaces / Jacquard and prints with raised surface effects / Spotlight on large-scale dotted patterns and raised surfaces



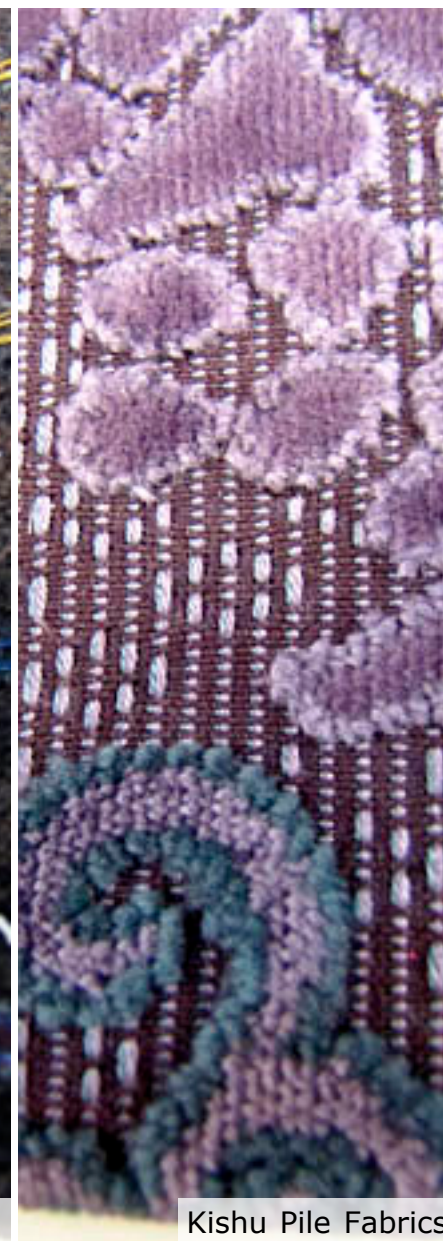
JFW



Cloth Japan



Cloth Japan



Kishu Pile Fabrics



Charmant Co.

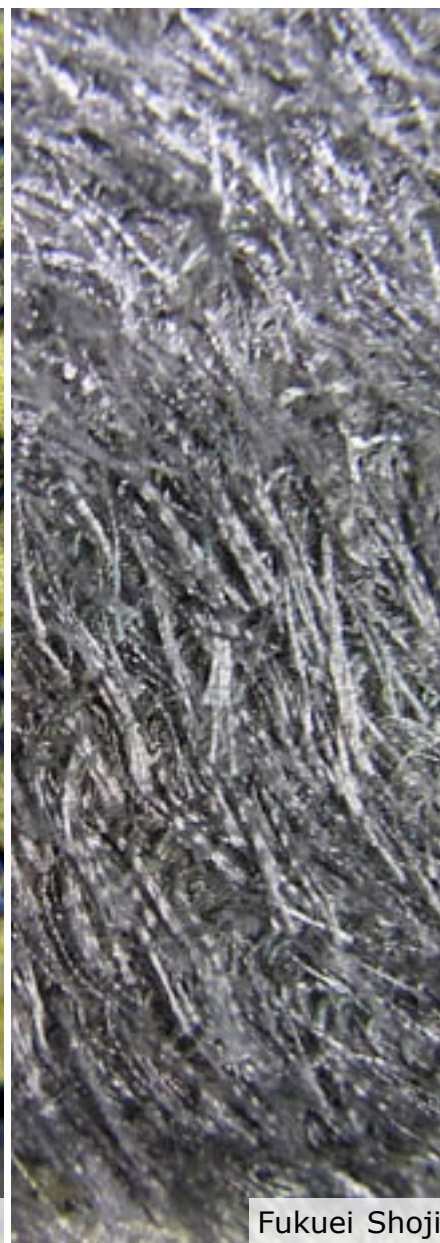
LAYERED BEAUTY - WEST & EAST TREND

In *Layered Beauty*, the dark and edgy ambience of highly decorative, sophisticated fabrics takes its inspiration from both Eastern and Western influences. These are recommended for men's dandy silhouettes as well as for strong, feminine silhouettes.

Wool combined with silk / Engineered jacquards with Baroque tapestry motifs / Irregular slub yarn knits / Heavy laces / Abstract overstepping on wooly plains / Innovative, experimental weaves and knits / Boudoir purple is a major color influence



Charmant Co.



Fukuei Shoji



Tokyo



Tsuruga Seni

MELODIOUS UNEVENNESS TREND

“This is music for vision,” states the Japan Creation trend team. *Melodious Unevenness* heralds a nature-inspired theme, executed in a sophisticated Japanese style.

Quality natural fibers are staples / Wool is key / Plain and bouclé wovens / Mélange knits / Felted, brushed, needle punched, over-embroidered surfaces / Herringbone and check patterns / Ombré and dégradé dyeing / Synthetic furs and knit piles



Green Fabrics



Sankei/Silver Yarn



N. Keori/Recycled Fiber



Kobe Leather/Cork



Offer/Vegetable dye

ORGANIC + ECO-FRIENDLY
GREEN FOCUS

Green fabrics aren't green marketing in the Japanese textile market. JFW Japan Creation has been encouraging its weavers to link ecology and style in innovative new fabric creations wherever possible through environmentally friendly means.

Cotton, wool and linen with vegetable and non-toxic chemical dyeing / Sustainable raw material use: cellulose, cotton, Japanese washi paper, polylactic acid fibers / New blends with calendula petals / Organic cottons / Recycled polyester and wool



Seishin Matsui



JFW



Agri Sagimori

DESIGNERS MEET WEAVERS

CREATOR'S VILLAGE

JFW Japan Creation is known for its collaborations between the Japanese textile and fashion industries. Designers participating in Tokyo Fashion Week displayed 28 silhouette prototypes based on the theme, “Dyeing methods and finishing processes”, in order to emphasize the uniqueness of materials and apparel. The needle-punched wool used by Seishin Matsui for his Sise men’s suit is an outstanding example of this merger.