

JAPAN
Observatory

8-10 September 2015
Fiera Milano City
[Hall 2]



JETRO
Japan External Trade Organization

“The Japan Observatory” at MILANO UNICA 2016-17 A/W

The Japan Observatory

Treasured time spent nurturing togetherness and closeness among people as we await the upcoming future. Let us strive to review our own actions and vision to boost our own lives. Key here is to team up with a better partner; backed by vision and manpower, and forge forward-looking creative fashion, transcending constraints and challenges where energy flows converge. Also crucial is to stimulate and share creativity, surprise and joy to create fashion that resonates...underpinned with ingenious originality and elicit all the ability to develop merchandise.

The Japan Fashion Week Organization (JFW) and The Japan External Trade Organization (JETRO) shall jointly operate <The Japan Observatory> in collaboration with Milano Unica.

<The Japan Observatory> comprises a convergence of specially selected Japanese companies in business booths on an unprecedented scale; totaling 47 companies and groups, PR and Trend booths to showcase trends and an index presenting highlighted exhibitor fabrics, alongside a newly created special exhibition area introducing 'Japan Craftsmanship <TAKUMI>'.

We proudly introduce premium-quality fabrics representing unprecedented innovation and the spirit of craftsmanship. We sincerely look forward to your visit.

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- ◆ Period : 8-10 September 2015
 - ◆ Venue : Fiera Milano City [Hall 2]
 - ◆ Organisers : Japan Fashion Week Organization (JFW)
Japan External Trade Organization (JETRO)
 - ◆ Cooperation : Japan Textile Federation (JTF)
 - ◆ Support : Ministry of Economy, Trade and Industry (METI)

2016-17 Autumn / Winter

〈Themes〉

- BI • KATSU -

Aesthetic Behaviour

美活仕草

Present-day ladies' lifestyles synonymous with diversity and sleek self-maintenance while championing aestheticism. A behaviour retaining the sweetened grace inherent in the sense of self; harbouring retrospective yet modern duality alongside a resonant marriage of liberty and toughness. A muted elegance in gestures and behaviour unique to womankind. A playful attitude and exquisiteness. Respire vigorously and ease into freedom, while spouting an endless rush of novel ideas.

Colours

A neo-sweetened palette, wafting in a way that is nostalgic yet sugary ; graceful fragrance amid an amusing ambience.



Design Discipline

設計規律

Constructing a universally liberated space that links tradition and future with a spirit awash with audacity, sensibility, rationality and high regularity.

Draw a design to maximise comfort and safety, a smidgen of tension, while enforcing the line of rules and etiquette and enveloping in cosy warmth with a mind made up. A structural space transcending past, present and future for our beloved posture, inspiring potential as infinite as the cosmos.

Colours

A cool and modernized monotone range; against a backdrop of futuristic essence.



Cosmic Luminescence

宇宙陰影

A mythic symphony of cosmic rays, sounds and hues. A spatial mystique of comets that dart across the night sky, casting notes of timeless brilliance in a mystical allure. Radiating an aurora and dance of translunar reliefs of shading and luminescence. A temporal intersection; a venue at which optical magic lyrically unfolds. Perpetual fantasy traversed by intoxication and arousal.

Colours

A three-dimensional palette emitting magical auroric glows.



					
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PANTONE 18-4735	PANTONE 19-3939	PANTONE 19-3839	PANTONE 18-3615	PANTONE 19-3955	PANTONE 16-3110

Nomadic Nostalgia

面影平野

A pure devotion awash with constant and beautiful universality. A longing relic, somehow embedded in nature and evocative of noble nostalgia. Stout and enduring elegance interwoven with the past and future. Mental imagery locked inside, amid eternal praise for individual emotions reflecting and echoing human nature.

Colours

A nature-inspired nomadic tonality; fused with urban sophistication.



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-The Japan Observatory- Exhibitors' List

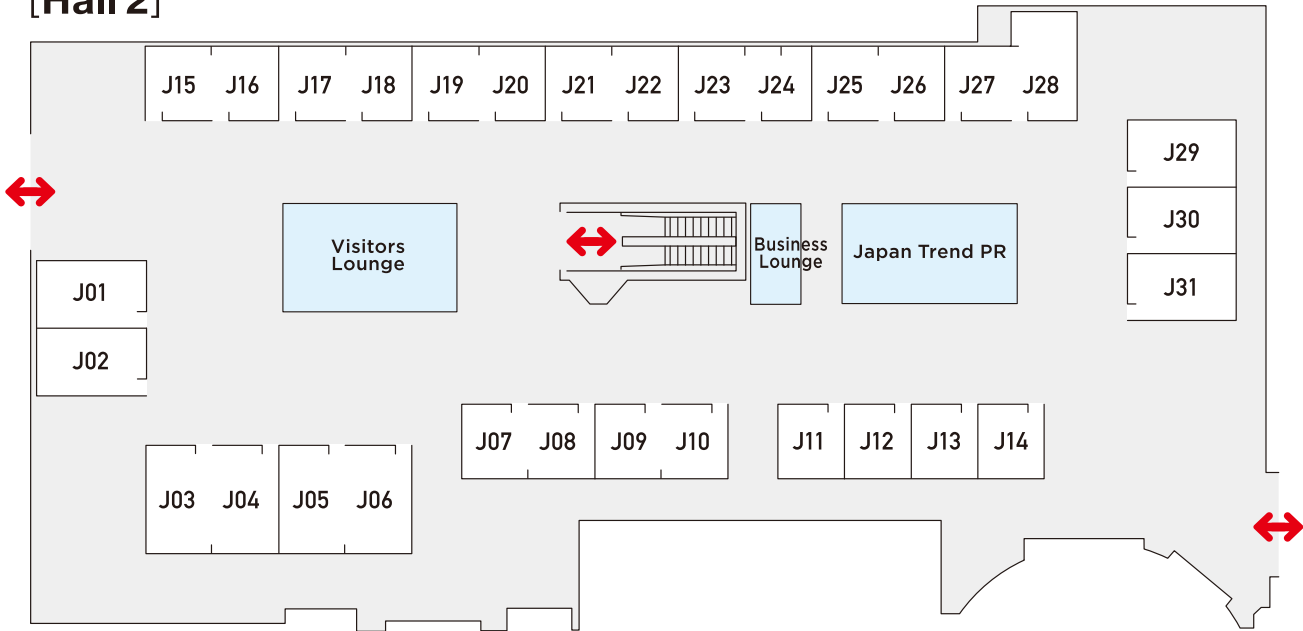
Booth No.	Name of company/association	Exhibits	URL
J14	A-GIRL'S CO., LTD.	Cotton, wool, silk, linen/ramie, cashmere	www.agirls.co.jp/
J07-J08	DAIICHI ORIMONO CO., LTD.	Synthetics, functional fabrics	www.dicros.co.jp/
J29	FUKUI-PREF KNITTING INDUSTRY ASSOCIATION HATTA WARP KNITTING CO., LTD. MIKUNI TRICOT CO., LTD.	Synthetics and blends, warp-knitted fabrics Double raschel, tricot, 3D, warp knitting Cotton, wool	f-ami.jp/ www.8ta.co.jp ——
J23	FUKUI NONUNOEKI (NAKAJIMAKIGYOUJO, YAMAZAKI VELVET CO., LTD.)	Elegant combined weave and unique velvet	www.yamazaki-velvet.com/
J27-J28	FUKUI TEXTILE MERCHANTS ASSOCIATION ASAHI KASEI ADVANCE CORPORATION HIKARI SHOJI CORPORATION KK.NAKAKENSYOUTEN CO., LTD. KUMAZAWA SHOJI CO., LTD. TOMITA SHOJI CO., LTD.	Synthetics and blends Cupro and synthetics Synthetics and blends Polyester, cotton Tri-acetate blends Synthetics (polyester, cupro, nylon, jacquard)	www.oroshisho.jp/ www.asahi-kasei.co.jp/advance/jp/ www.hikari-company.jp www.nakakensyouten.jp/ www.kmz.co.jp/ ——
J25	FURUHASHI WEAVING CO., LTD.	Cotton, wool, bamboo, linen and interwoven fabrics	www.furuhashi-weaving.co.jp/
J23	HATAOKA CO. (ASUWA KOGYOSHO COMPANY)	Synthetics and blends	www.hataoka.jp/
J03-J04	ICHINOMIYA FASHION DESIGN CENTER FOUNDATION CHODAI CO., LTD. HIRANO CO., LTD. NAKADEN KEORI CO., LTD. NIKKO TEXTILE CORPORATION Team GIFU TOYAMA & CO., LTD.	Wool and blends Wool and blends Wool and blends Wool and blends Wool and blends Wool and blends Wool, wool mixed, cashmere	www.fdc138.com/ www.chodai-tx.co.jp —— www.nakadenkeori.co.jp www.nikkotex.jp www.gikekou.npo-jp.net www.toyamasangyo.co.jp
J30	ITOCHU CORPORATION HOKURIKU TEXTILE SECT.	Synthetics, cotton, wool and others	www.itochu.co.jp
J24	KANEMASA KNITTING CO., LTD.	New-type wool knit fabrics made with high-gauge	www.kanemasa-inc.jp
J24	KOBATOU TEXTILE CO., LTD.	Jacquard and dobby items	——
J25	MAEDA CO., LTD.	Synthetics, silk and blends	www.maeda-inc.co.jp/
J26	MIYASHIN CO., LTD.	Silk and blends	tango-miyashin.com
J26	SAIEI ORIMONO CO., LTD.	Silk fabrics	www.saiei-orimono.com
J09-J10	STYLEM CO., LTD.	Cotton, wool, linen & ramie, synthetics, knits, lace, embroidery and others	www.takisada-osaka.co.jp/
J13	SUNWELL CO., LTD.	Wool, wool-linen blends, cotton, knits	www.sunwell.jp/
J31	TAKISADA-NAGOYA CO., LTD.	High density knit, stretch fabrics	www.takisada-nagoya.jp/
J02	TOKO SHOJI CO., LTD.	Knits (French Terry, jacquard etc.), raschel lace, denim and others	www.tokoshoji.co.jp
J05-J06	TORAY INDUSTRIES, INC.	Synthetics	www.toray.com/
J15-J18	TORAY SYNTHETIC TEXTILE CLUSTER FUKUI WARP KNITTING CO., LTD. ICHIMURA SANGYO CO., LTD. KAYTAY TEXINNO INC. KOMATSU SEIREN CO., LTD. MARUI ORIMONO CO., LTD. MATUBUN TEXTILE CO., LTD. SAKAI OVEX CO., LTD. TEC ONE CO., LTD.	Synthetic textiles etc. 3D spacer fabrics, bi-stretch fabrics, weft insertion technique Cotton, knit, synthetics, recycled fibers Synthetics, functional fabrics Synthetics and blends Textile of synthetic fibres particularly polyamide Synthetics and blends Nylon & polyester fabrics Nylon, polyester, polyurethane film	www.gosen-cluster.com/ www.fukutate.co.jp www.ima-ichimura.jp/ www.kaytay.co.jp/ www.komatsuseiren.co.jp/en/index.html www.marui.co.jp/ —— www.sakaiovox.co.jp/ www.tecone.co.jp

-The Japan Observatory- Layout of Exhibitors

Booth No.	Name of company/association	Exhibits	URL
J21-J22	UNI TEXTILE CO., LTD.	Synthetics, cotton, lace & embroidery, bonded fabrics, knits and others	www.komon-koubou.com/index.htm
J01	YAGI TSUSHO LIMITED	Cotton, synthetics, wool, Japanese denim	www.yagitsu.co.jp/
J19-J20	YAMANASHI TEXTILE ASSOCIATION	Silk, synthetics and blends	yamanashi-tex.jp/
	GEN MAEDA & CO., LTD.	Organic cotton and blends	maedagen.sub.jp/recruit/philosopy/
	KAWAEI CO., LTD.	Silk, synthetics and blends	kawaei.neckwear.co.jp/global/
	MIYASHITA ORIMONO CO., LTD.	Silk, synthetics and blends	www.miyashita-orimono.jp/
J11-J12	ITONONE	Silk, wool, synthetics and blends	www.itonone.com/member.htm
	YONEZAWA TEXTILE CO-OPERATIVE ASSOCIATION	Variety of natural and synthetic fibers and blended fabrics	www.yoneori.com
	ABEKICHI CO., LTD.	Jacquard fabrics (natural fiber, chemical synthetic fiber) intermingled fabrics (yarn dyed, piece dyed)	www.abekichi.jp
	AOBUN TEXTILE CO., LTD.	Stretch polyester, cotton, acetate	
	ARASHIDA SILK TEXTILE CO., LTD.	Silk, wool, cotton, rayon, nylon, polyester	www.yoneori.com/arashida-silk/
	HANYUDA TEXTILE CO., LTD.	Tri-acetate and silk, cotton, wool, polyester, rayon	www.facebook.com/hanyuda.textile

JAPAN Observatory

[Hall 2]





Japan Fashion Week Organization (JFW Organization)

The Japan Fashion Week Organization (JFW Organization) aims to further the strengthening of the competitive power of the Japanese textile and fashion industry, and to encourage its growth. Moreover, we further increase Tokyo's reputation as the world's textile and fashion base by promoting excellent Japanese textile and fashion products, and by sending comprehensive information around the world. Furthermore, we aim to enhance Tokyo as the center of fashion business in Asia.

JFW Organization brings together manufacturers in the textile and fashion industries, fashion designers and distributors that share the same passion to collaborate and conduct the following businesses with "creativity", "craftsmanship", and "trading" at its foundation.

- Collection Business (Mercedes-Benz Fashion Week TOKYO)
- Textile Business (Premium Textile Japan, JFW JAPAN CREATION)

www.jfw.jp/en/

www.ptjapan.com/english/index2.html

www.japancreation.com/english/index2.html

■Contact

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Japan External Trade Organization

Japan External Trade Organization (JETRO)

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

www.jetro.go.jp/

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