

JAPAN
Observatory

The Japan Observatory at MILANO UNICA 2017 A/W

6-8 SEPTEMBER 2016
Rho Fieramilano
[Hall 8]



JETRO
Japan External Trade Organization

The Japan Observatory

The actual world confronts globalization via IT, generating a wealth of borderless information, while pre-existing items have newly been accepted as novelties. Amid such actuality comes the need to constantly evolve, strive to change circumstances and seek lives that embody our sense of self. Centring on inspiration and efforts as the cornerstones; backed up by industry to see such efforts bear fruit. Efforts to clarify the way ahead for completion and retaining inspiration by focusing on constant global moves, as well as empathy to complete the great strength and share the joy, navigating us to reap richer rewards... all of which are crucial to superpose layers of harmonious teamwork for the better.

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> - a convergence of specially selected Japanese companies in business booths; totaling 38 companies and groups, alongside PR and Trend booths to showcase trends and an index presenting highlighted fabrics from exhibitors.

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

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- ◆ Period : **6-8 September 2016**
 - ◆ Venue : **Rho Fieramilano [Hall 8]**
 - ◆ Organisers : Japan Fashion Week Organization (JFW)
Japan External Trade Organization (JETRO)
 - ◆ Support : Ministry of Economy, Trade and Industry (METI)
Japan Textile Federation (JTF)

Illusory Zen Dialogue

夢の禪問答

A dream spreads in myriad diversities while calling to the self from inside your heart, just like 'Zen mondo' (Zen riddles); repeatedly questioning words or ideas having emerged from our daily acts and behaviour. In an illusory universe, engage in self-dialogue while encompassing myriad conditions and environments in profundity, and through selective procedures en-route to enlightenment and where Zen philosophy grows.

Colours

A neutral tonality; underlined by cool and dignified modernity; from greyish to dark tones and embodying profound originality.



Graphical = Classical

グラフィカル = クラシカル

Exquisitely combined graphic tones and patterns invite contentment! Bi-elements-essential modish and classic. Spontaneous energy and growing potential alongside refined, sensory and curious attitudes, to awaken aesthetic minds. Let's give lively and rhythmical shapes to creative force amid abundant cultural experience by cherishing classics and aspire to remodel for constant evolution, while seeking renewed balance.

Colours

An expressive range via exquisite tonal combinations; intermixing colour essences for both bold and delicate allures.



Infinite Heartful Art

無限のキャンバス

An art-mindful explosion on a limitless canvas, drawn ever freely with strokes of doubtless precision; astoundingly bold and spontaneous and gradually nurtured within the heart. Expressions gallop vigorously as minds are whisked away to a state of nothingness, with acerbity and sweetness intermingled for profound intimacy. Heartful attachments intensify as a thousand feelings are placed into the work...complexity and simplicity interwoven. Every single touch of the art infuses tranquil comfort and power for a gentler self-mind-set.



Colours

An energetic palette evoking joyous exultation, garnished with gracious gold.

Wanderer's Memoir

思い出、つれづれに

A free-spirited wanderer and a time and space traveller-tracing the memory map while nonchalant and reposing in nature. Freed of rules, style and time, a relaxing moment can be enjoyed by processing a range of ideas with an attitude that is audacious but gentle at the same time. Respect a liberated life in harmony with nature, blending in temporal layers of memory as a novelty-to enrich and broaden our universe.



Colours

An elegant and sensitive palette comprising tender muted hues, enveloped in free-spirited lightness and casting a metallic trace.

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-The Japan Observatory- Exhibitors' List

List of companies

Booth No.	Company name	Main industrial production	URL
8.JOB-7	ABEKICHI CO., LTD. ※4	Jacquard fabrics (natural fibre, chemical synthetic fibre), intermingled fabrics (yarn dyed, piece dyed)	www.abekichi.jp
8.JOB-5	A-GIRL'S CO., LTD.	Cotton, wool, silk, linen/ramie, cashmere	www.agirls.co.jp/
8.JOB-7	AOBUN TEXTILE CO., LTD. ※4	Stretch polyester, cotton, acetate	www.aobuntex.com/
8.JOB-4	ASUWA KOGYOSHO COMPANY / HATAOKA COMPANY	Synthetics and blends	www.hataoka.jp/
8.JOB-17	CHODAI CO., LTD. ※1	Wool and blends	www.chodai-tx.co.jp
8.JOB-4	DESIGN HOUSE KAZE CORPORATION	Inkjet printing & hand-printing	www.dhkaze.com
8.JOB-10	FUKUDA ORIMONO, LTD.	Cotton weaving "fine & light" and "compact multiple weave"	www.fukudaorimono.jp/ www.fukuda-textile.com/
8.JOB-10	FUKUI NUNONOeki (NAKAJIMAKIGYOUJYO, YAMAZAKI VELVET CO., LTD.)	Elegant combined weave and unique velvet	yamazaki-velvet.com/
8.JOB-12	FUKUI WARP KNITTING CO., LTD. ※2	3D spacer fabrics, bi-stretch fabrics, weft insertion technique	www.fukutate.co.jp
8.JOB-4	FURUHASHI WEAVING CO., LTD.	Cotton, wool, bamboo, linen, Manila fiber and interwoven fabrics	www.furuhashi-weaving.jp/
8.JOB-15	GEN MAEDA & CO., LTD. ※3	Organic cotton and blends, silk, synthetics	maedagen.sub.jp/recruit/philosophy/
8.JOB-17	HIRANO CO., LTD. ※1	Wool and blends	—————
8.JOB-12	ICHIMURA SANGYO CO., LTD. ※2	Cotton, knit, synthetics, recycled fibres	www.ima-ichimura.jp/en/index.html
8.JOB-14	ITOCHU CORPORATION HOKURIKU TEXTILE SECT.	Synthetics, cotton, linen and others	www.itochu.co.jp
8.JOB-12	KAYTAY TEXINNO INC. ※2	Synthetics, functional fabrics	www.kaytay.co.jp/
8.JOB-10	KOBATOU TEXTILE CO., LTD.	Jacquard and dobby items	—————
8.JOB-12	KOMATSU SEIREN CO., LTD. ※2	Synthetics and blends	www.komatsuseiren.co.jp/en/
8.JOB-9	KUMAZAWA SHOJI CO., LTD.	Triacetate blends	www.kmz.co.jp/
8.JOB-10	MAEDA CO., LTD.	Synthetics, silk and blends	www.maeda-inc.co.jp/
8.JOB-15	MAKITA CO., LTD. ※3	Synthetics, cotton, wool and others	makita-1866.jp/
8.JOB-12	MARUI ORIMONO CO., LTD. ※2	Textile of synthetic fibres particularly polyamide	www.maruig.co.jp
8.JOB-15	MIYASHITA ORIMONO CO., LTD. ※3	Silk, synthetics and blends	www.miyashita-orimono.jp/
8.JOB-17	MIZUHO KOGYO CO., LTD. ※1	Wool and blends	www.mizuhokogyo.co.jp
8.JOB-17	NAKADEN KEORI CO., LTD. ※1	Wool and blends	www.nakadenkeori.co.jp/
8.JOB-12	NISHIKAWA SANGYO CO., LTD. ※2	Synthetic thin-woven fabrics	www.nishikawa-tex.co.jp
8.JOB-8	NISHIMURA LACE CO., LTD.	Raschel lace, jacquard lace, lace with various finishing	www.lilylace.co.jp
8.JOB-4	SAIEI ORIMONO CO., LTD.	Silk fabrics	www.saiei-orimono.com
8.JOB-12	SAKAI OVEX CO., LTD. ※2	Nylon & polyester fabrics	www.sakaiovex.co.jp/
8.JOB-11	STYLEM CO., LTD.	Cotton, wool, linen & ramie, synthetics, knits, lace, embroidery and others	www.takisada-osaka.co.jp/
8.JOB-6	SUNWELL CO., LTD.	Wool, wool-linen blends, cotton, knits, linen, cupro, tencel, polyester	www.sunwell.jp
8.JOB-16	TAKISADA-NAGOYA CO., LTD.	High density knit, stretch fabrics	www.takisada-nagoya.jp
8.JOB-17	Team GIFU ※1	Wool and blends	jwwa.net
8.JOB-12	TEC ONE CO., LTD. ※2	Nylon, polyester, polyurethane film	www.teccone.co.jp

-The Japan Observatory- Layout of Exhibitors

List of companies

Booth No.	Company name	Main industrial production	URL
8.JOB-12	TOKO SHOJI CO., LTD.	Knits (french terry, jacquard etc.), raschel lace, denim and others	www.tokoshoji.co.jp
8.JOB-18	TORAY INDUSTRIES, INC.	Synthetics	www.toray.com/
8.JOB-17	TOYAMA & CO., LTD. ※1	Fine worsted double face. Heavy melton.	www.toyamasangyo.co.jp
8.JOB-13	UNI TEXTILE CO., LTD.	Synthetics, cotton, lace & embroidery, bonded fabrics, knits and others	www.komon-koubou.com/in
8.JOB-3	YAGI TSUSHO LIMITED	Cotton, synthetics, wool, Japanese denim	www.yagitsu.co.jp/

List of associations

	Booth No.	Association	Main industrial production	URL
※1	8.JOB-17	BISHU WOOL COLLECTION (ICHINOMIYA FASHION DESIGN CENTER FOUNDATION)	Wool and blends	www.fdc138.com
※2	8.JOB-12	TORAY SYNTHETIC TEXTILE CLUSTER	Synthetic textiles etc.	www.gosen-cluster.com/
※3	8.JOB-15	YAMANASHI TEXTILE ASSOCIATION	Silk, cotton, linen, ramie, synthetics and blends	yamanashi-tex.jp/
※4	8.JOB-7	YONEZAWA TEXTILE CO-OPERATIVE ASSOCIATION	Variety of natural and synthetic fibres and blended fabrics	www.yoneori.com

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Japan Fashion Week Organization (JFW Organization)

The Japan Fashion Week Organization (JFW Organization) aims to further strengthen 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 (TOKYO Fashion Week)
- 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

Japan Fashion Week Organization

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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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