

1-3 February 2017
Rho Fieramilano
Hall 16



JETRO

Japan External Trade Organization

Organisers: Japan Fashion Week Organization (JFW)
Japan External Trade Organization (JETRO)
Support : Ministry of Economy, Trade and Industry (METI)
Japan Textile Federation (JTF)

The Japan Observatory

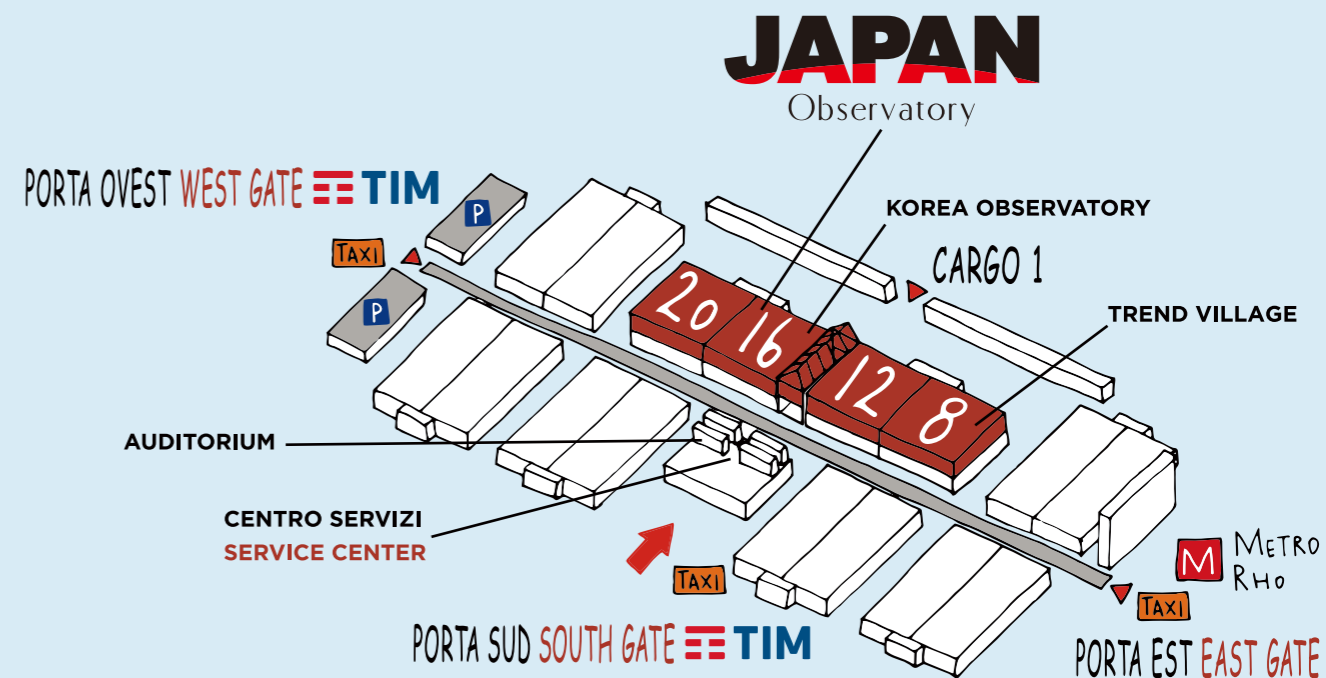
The fashion business is undergoing rapid environmental changes, of ever-growing intensity. Moreover, alongside business uncertainty, a lack of freedom is also apparent. Freed from the shackles of conventional values and having to respond to such changes, we need to reconsider, return to the origin and continue to change; targeting further and better progress. Realising this kind of fulfilling universe means accumulating challenges while constantly retaining our wisdom, inspiration, experience and never-say-die passion – this is the key. Infinite potential awaits. There is no end to what we do - and this is where the great significance lies.

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 40 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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Crystal Jazz Scat

ときめきのスカット

Bouncy, light-hearted rhythm. Moderate, affectionate singing voice to surround an affluent mood. A scintillating instant via emotional resonance, makes us fly beyond ever so airily in glittering shower beats. Amuse sense of well-being with sensitive audacity. Into a dreamy universe as if been strayed in anacatesthesia. Look for an encounter and perceive beauty while humming jazzy notes...with cuteness and a soothing smile on mind.

Colours

A sparkling palette of rhythmical and tender notes in resonance; in a sweet-acid sentimental mood.



Homage to Nature

自然へのオマージュ

'Mother Nature makes flowers on trees, while art weaves them into a wreath.' ... quoting Goethe. Praising the invisible beauty of nature; air, breeze, rain, sound and the glittering nuance of shading. Refining both mind and body; exploiting a fantastic and magnificent imagination, while sensing peace of mind amid nature's blessing where mild sunrays filter through foliage and amusing coolness emerges ... as we search for serenity.

Colours

A refreshing and purified palette awash with the transparency of glittering nature and light; emitting healing power.



Festive Flows

祭りの後先

Navigated by sweet scents, a universe awash with mystic wonder awaits the gathering. Euphoria spanning reverie and reality, amid sensual sleekness. Explosive incoming passion and beauty shaped by ambitious, confident pride; bonding our hearts through myriad people's hands for a path to eternity. Ardent emotions swell from our hearts around festive flows, as exemplified by unforgettable and joyous experiences.

Colours

A stimulative, sensual and energetic range for an emotional tonal session.



My Daily Ritual

日々のしつらえ

Creating your own affluent time to live daily life with contentment. Striving to sustain an everyday life that is lively and enriched, while retaining an aesthetic mindset to cherish this fulfilling and efficient routine. Modernize and simplify personal style; seeking sensitive yet dignified pride and day-to-day comfort ... for a made-to-measure enriching lifestyle.

Colours

A moderate and nuanced tonality – reflecting a liberated and relaxing moment – in a lively and efficient mood. A classy colour arrangement for a dramatic compilation.



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The Japan Observatory Exhibitors' List & Layout of Exhibitors

List of companies

Booth No.	Company name	Main industrial production	URL
16.JOB-10	ABEKICHI CO., LTD. ※6	Jacquard fabrics (natural fibre, chemical synthetic fibre), intermingled fabrics (yarn dyed, piece dyed)	www.abekichi.jp
16.JOB-10	AOBUN TEXTILE CO., LTD. ※6	Stretch polyester, cotton, acetate	www.aobuntex.com/
16.JOB-6	ASUWA KOGYOSHO COMPANY / HATAOKA COMPANY ※1	Synthetics and blends	www.hataoka.jp/
16.JOB-9	avex group holdings inc.	Taima-fu (hemp fabric)	www.majotae.com
16.JOB-2	DAICHO CO., LTD. ※2	Cotton, linen and linen-blends	—————
16.JOB-11	DESIGN HOUSE KAZE CORPORATION	Inkjet printing & hand-printing	www.dhkaze.com
16.JOB-3	FUKUDA ORIMONO, LTD.	Cotton weaving "fine & light" and "compact multiple weave"	www.fukudaorimono.jp/
16.JOB-1	FUKUI WARP KNITTING CO., LTD. ※3	3D spacer fabrics, bi-stretch fabrics, weft insertion technique	www.fukutate.co.jp
16.JOB-11	FURUHASHI WEAVING CO., LTD.	Cotton, wool, bamboo, linen, Manila fiber and interwoven fabrics	www.furuhashi-weaving.jp/
16.JOB-17	HAGIHARA MEDIAS CO., LTD. ※4	Knit fabrics	www.hagihara-meriyas.com/
16.JOB-3	HAYASHIYO CO., LTD.	Linen textiles	www.hayashiyo.com
16.JOB-1	ICHIMURA SANGYO CO., LTD. ※3	Cotton, knit, synthetics, recycled fibres	www.ima-ichimura.jp/en/index.html
16.JOB-16	ITOCHU CORPORATION HOKURIKU TEXTILE SECT.	Synthetics, cotton, linen and others	www.itochu.co.jp
16.JOB-8	KAIKIZA ※5	Organic cotton and blends, synthetic fiber jacquard	maedagen.sub.jp/recruit/philosopy/
16.JOB-17	KANEMASA KNITTING CO., LTD. ※4	New-type knit fabrics made with ultra high-gauge 44	www.kanemasa-inc.jp
16.JOB-1	KAYTAY TEXINNO INC. ※3	Synthetics, functional fabrics	www.kaytay.co.jp/
16.JOB-1	KOMATSU SEIREN CO., LTD. ※3	Synthetics and blends	www.komatsuseiren.co.jp/en/index.html
16.JOB-6	KUMAZAWA SHOJI CO., LTD. ※1	Triacetate blends	www.kmz.co.jp/
16.JOB-7	LILY LACE INTERNATIONAL CO., LTD.	Raschel lace, jacquard lace, raschel warp knit lace	www.lilylace.co.jp
16.JOB-3	MAEDA CO., LTD.	Synthetics, silk and blends	www.maeda-inc.co.jp/
16.JOB-1	MARUI ORIMONO CO., LTD. ※3	Textile of synthetic fibres particularly polyamide	www.marui.co.jp
16.JOB-2	MASHI SHOKAI CO., LTD. ※2	Linen and linen-blends	www.mashi.co.jp/
16.JOB-1	MATSUBUN TEXTILE CO., LTD. ※3	Synthetics and blends	www.matsubun.co.jp
16.JOB-11	MIYASHIN CO., LTD.	Silk and blends	tango-miyashin.com
16.JOB-8	MIYASHITA ORIMONO CO., LTD. ※5	Silk, synthetics and blends	www.miyashita-orimono.jp/
16.JOB-1	NISHIKAWA SANGYO CO., LTD. ※3	Synthetic thin-woven fabrics	www.nishikawa-tex.co.jp
16.JOB-11	SAIEI ORIMONO CO., LTD.	Silk fabrics	www.saiei-orimono.com
16.JOB-1	SAKAI OVEX CO., LTD. ※3	Nylon & polyester fabrics	www.sakaiovex.co.jp/
16.JOB-2	SHIGAASA CO., LTD. ※2	Linen and linen-blends	www.shigaasa.jp/
16.JOB-5	STYLEM CO., LTD.	Cotton, wool, linen & ramie, synthetics, knits, lace, embroidery and others	www.takisada-osaka.co.jp/
16.JOB-4	SUNWELL CO., LTD.	Cotton, linen, cupro, tencel, polyester (woven, knitted & lace)	www.sunwell.jp
16.JOB-2	SUZUKI BLEACH & DYEING CO., LTD. ※2	Cotton, linen and linen-blends	—————
16.JOB-14	TAKISADA-NAGOYA CO., LTD.	High density knit, stretch fabrics	www.takisada-nagoya.jp/

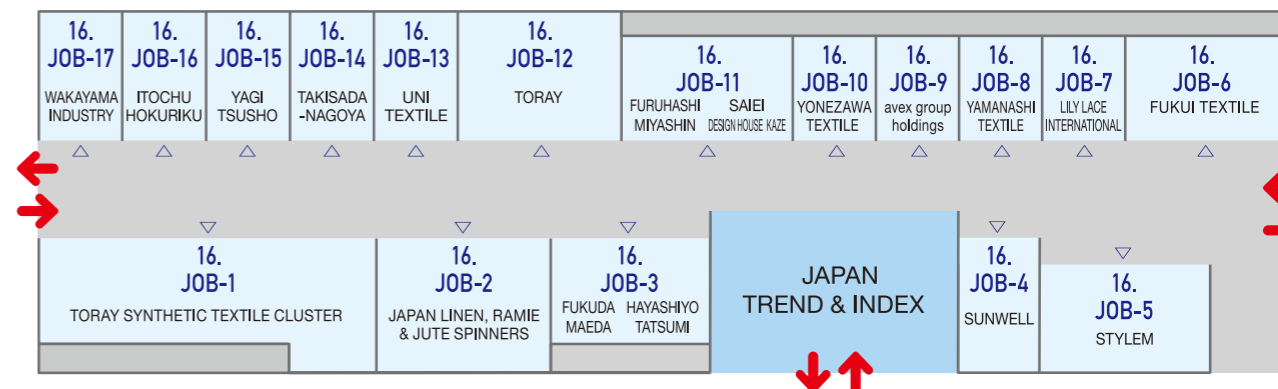
List of companies

Booth No.	Company name	Main industrial production	URL
16.JOB-3	TATSUMI WEAVING CO., LTD.	Cotton, cotton-mix (polyester, nylon, triacetate, cupro), linen	www.tatsumi.jpn.com
16.JOB-1	TEC ONE CO., LTD. ※3	Nylon, polyester, polyurethane film	www.tecone.co.jp
16.JOB-2	TEIKOKU SEN-I CO., LTD. ※2	Linen and linen-blends	www.teisen.co.jp
16.JOB-12	TORAY INDUSTRIES, INC.	Synthetics	www.toray.com/
16.JOB-13	UNI TEXTILE CO., LTD.	Synthetics, cotton, lace & embroidery, bonded fabrics, knits and others	www.komon-koubou.com/index.htm
16.JOB-15	YAGI TSUSHO LIMITED	Cotton, synthetics, wool, Japanese denim	www.yagitsu.co.jp/
16.JOB-17	YOSHIDA SENKO CO., LTD. ※4	Fabrics made of organic cotton or regular cotton	www.yoshidasenko.com

List of associations

	Booth No.	Association	Main industrial production	URL
※1	16.JOB-6	FUKUI TEXTILE MERCHANTS ASSOCIATION	Synthetics and blends	www.oroshisho.jp/
※2	16.JOB-2	JAPAN LINEN, RAMIE & JUTE SPINNERS ASSOCIATION	Linen and linen-blends	www.asabo.jp/english/english.html
※3	16.JOB-1	TORAY SYNTHETIC TEXTILE CLUSTER	Synthetic textiles etc.	www.gosen-cluster.com/
※4	16.JOB-17	WAKAYAMA INDUSTRY PROMOTION FOUNDATION	Textile, knitted fabrics	www.yarukiouendan.jp/
※5	16.JOB-8	YAMANASHI TEXTILE ASSOCIATION	Silk, cotton, linen, ramie, synthetics and blends	yamanashi-tex.jp/
※6	16.JOB-10	YONEZAWA TEXTILE CO-OPERATIVE ASSOCIATION	Variety of natural and synthetic fibres and blended fabrics	www.yoneori.com

Rho Fieramilano [Hall 16]





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 (Amazon 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 (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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