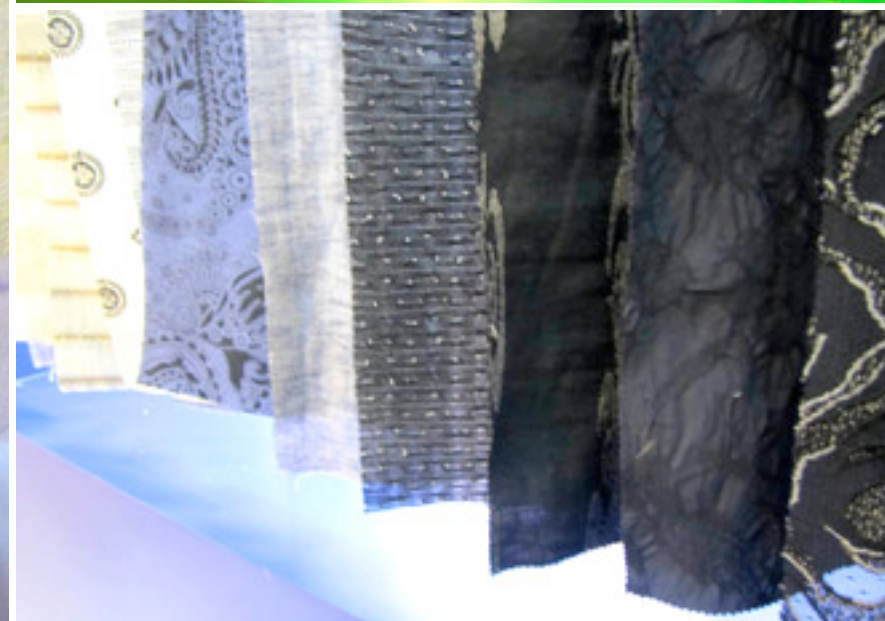


# JFW JAPAN CREATION S/S 2011 PREVIEW

TOKYO BIG SIGHT, JAPAN WEST EXHIBITION HALL 1 / APRIL 21-23

JFW Japan Creation previews S/S 11 fabric  
trends and Japanese-made materials.





## SMART POWER

S/S 2011 THEME

In late April, JFW JAPAN CREATION will feature a **hundred “Made in Japan” apparel textile collections** within its boutique space. Stylesight’s preview of this event highlights the S/S 11 innovations that speak to the show’s theme **“Smart Power as an Attitude to Life.”** Natural and synthetic wovens, knits, laces and prints in all fibers and weights will be on offer. Along with its dedicated high-end clients, Japan’s textile industry is striving to entice the global mass-market with a **wider price point range**.





Ochiai Lace



Cloth Japan



Sakae Lace

16-5930 TCX	14-0445 TCX
16-0235 TCX	18-0426 TCX
18-0119 TCX	16-0639 TCX
18-5620 TCX	15-5210 TCX
15-4105 TCX	19-4127 TCX
18-3949 TCX	

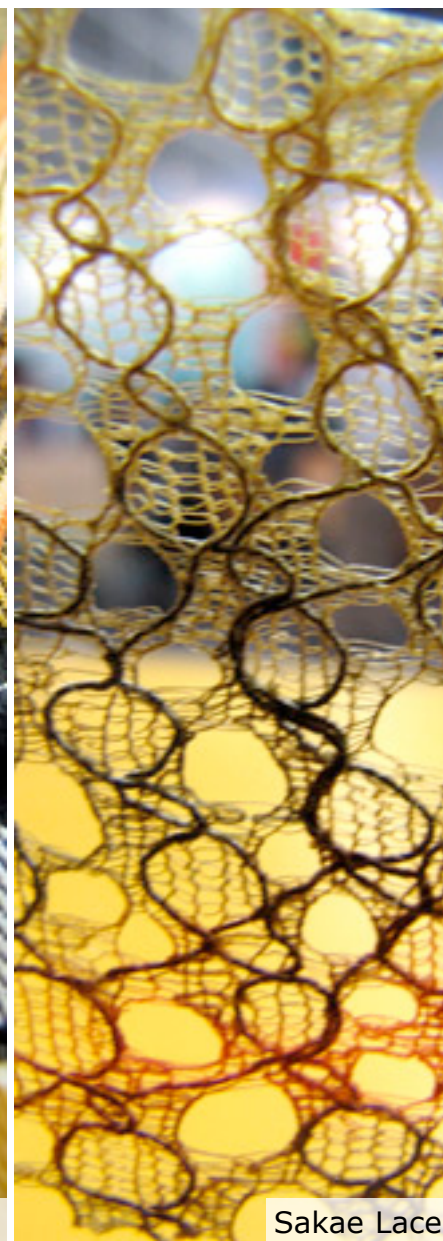
## GARDEN EXTRAVAGANZA

TREND THEME

Summer forests, dense verdant foliage and mystical sylvan-scented rain showers inspire Garden Extravaganza.

Natural and synthetic blends / Loosely woven silk chiffon to compact linen or cotton canvas / Subtle surface contrast creates depth without being 3-D / Eyelets, surface embroidery, topstitching / Layered floral patchwork / Revitalizing forest palette





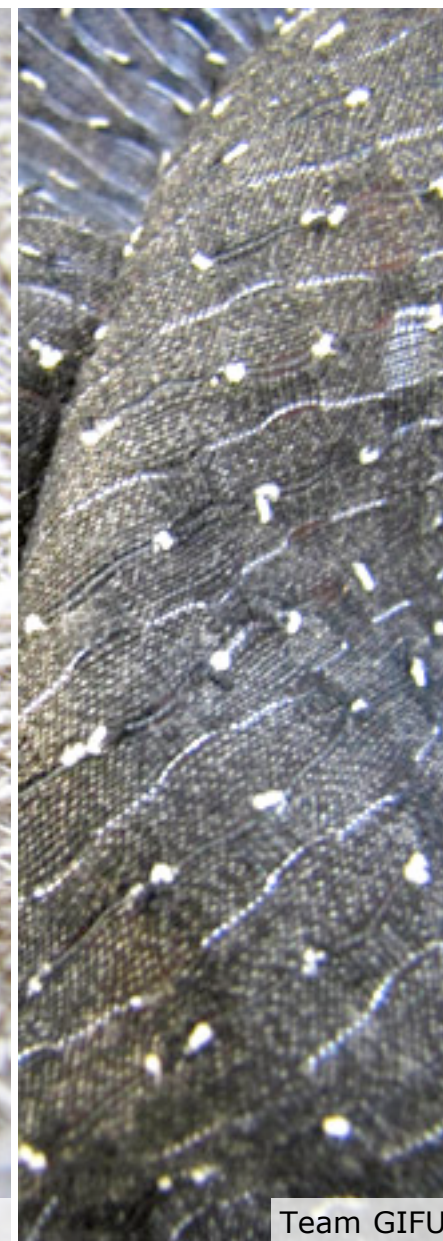
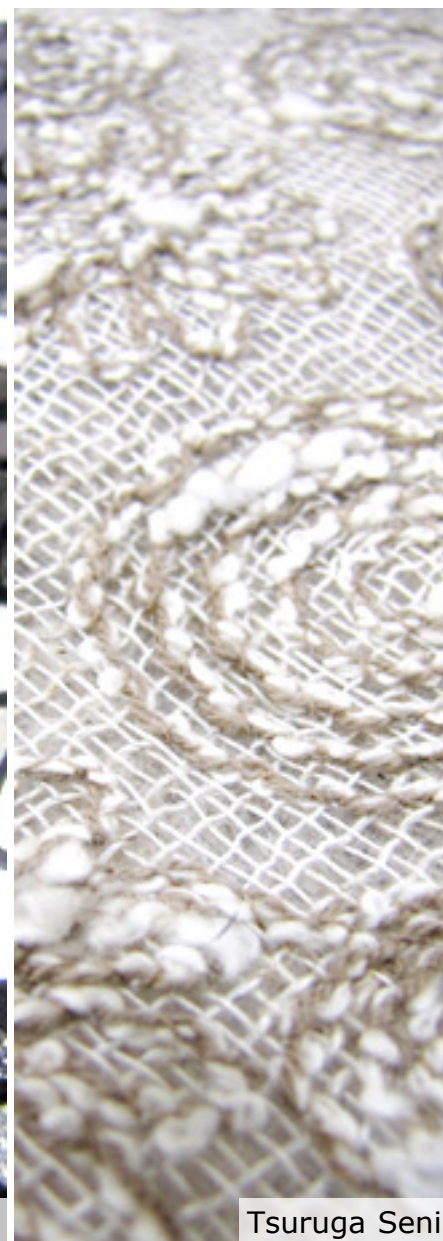
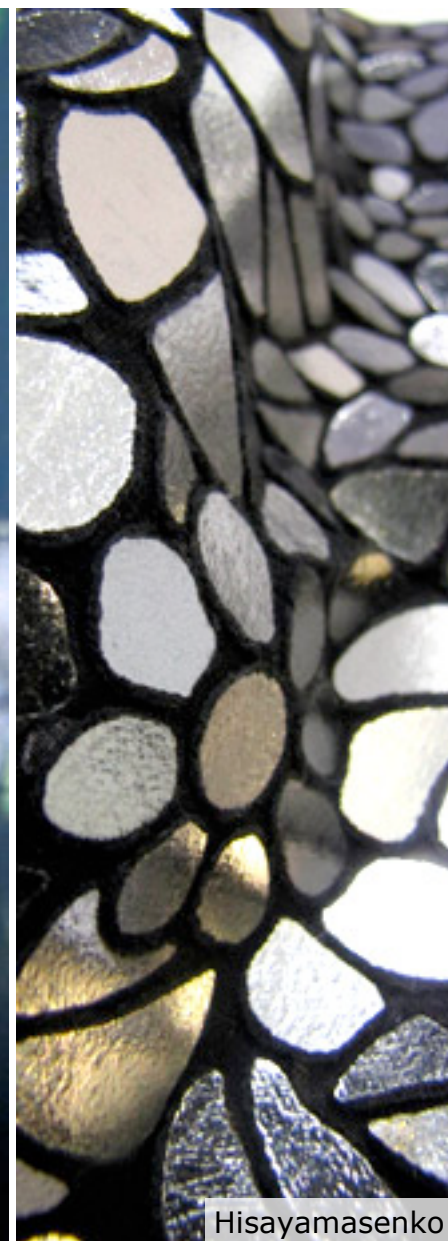
## EATRIP - EAT ON BEAT

TREND THEME

“Eating has become a sensitive reflection of our era and the whole world is on the brink of change around the food culture. To eat is to live and to be empowered,” states Sachiko Inoue, trend curator at JFW Japan Creation.

Upbeat, zestful approach to food inspires fabrics / Natural fibers / Patching, unique jacquard constructions and random zig-zag stitching / Resplendent, lavish colors





12-4302 TCX	14-1107 TCX
13-3801 TCX	15-1314 TCX
18-4005 TCX	19-0712 TCX
19-4914 TCX	19-3847 TCX
17-5025 TCX	19-4019 TCX
	19-0508 TCX

## DREAMY MIDSUMMER NIGHT

TREND THEME

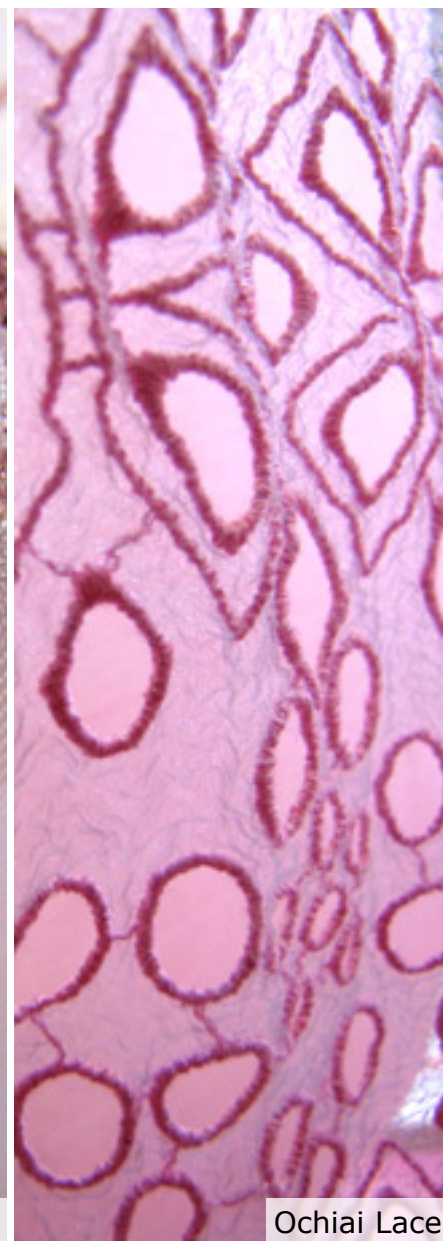
Temptation, fantasy and romance are central themes to *Dreamy Midsummer Night*. Sylphlike figures, whispers, evasion and mysterious allure add drama and intrigue.

Synthetic fabrics highlight the trend's penchant towards artifice / Metallic and mirrored surfaces contrast with raw, opaque and rough woven hands / Textured weaves and baroque jacquards / Embroidered net knits / Mysterious yet playful nuances combine with pale natural neutrals

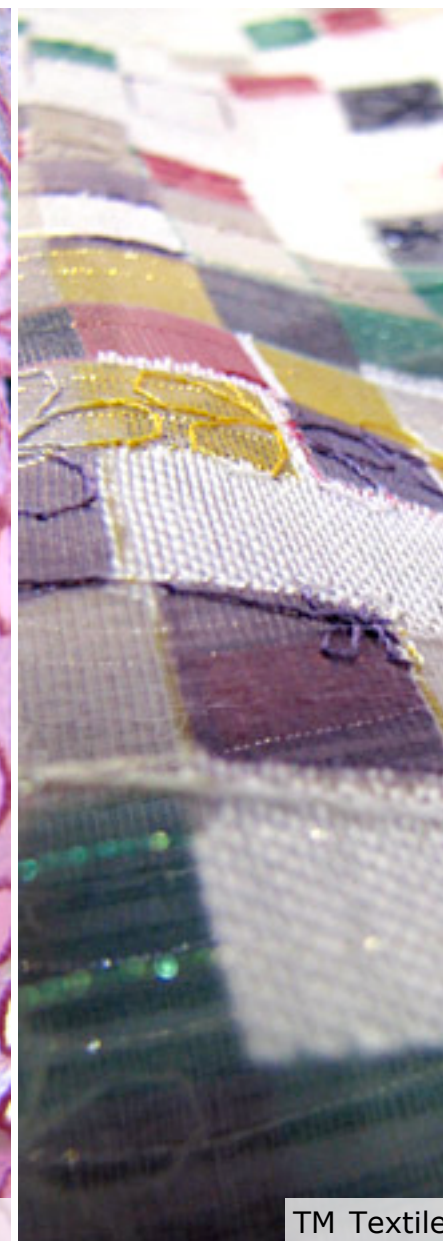




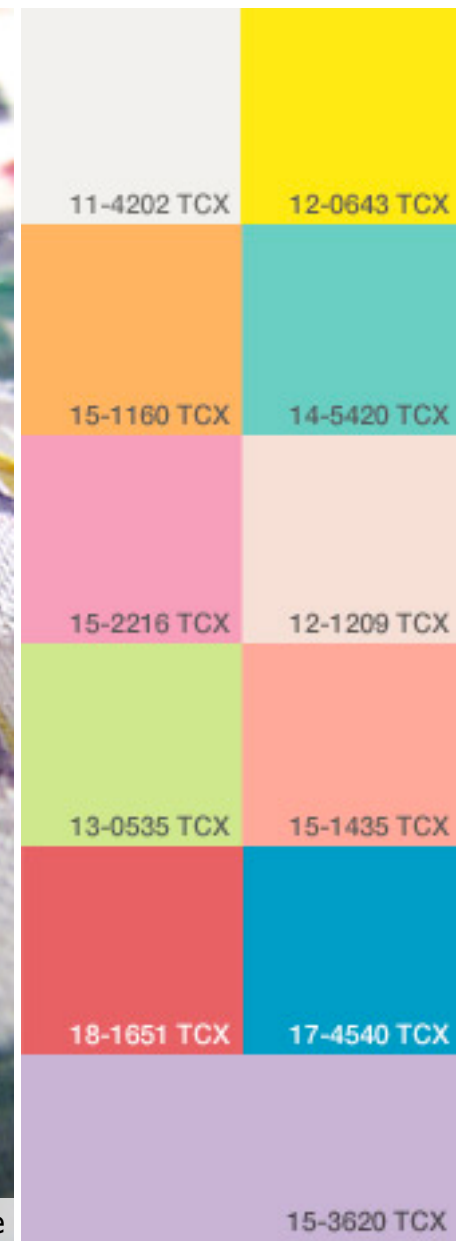
Miwa



Ochiai Lace



TM Textile



## MAKE-UP MOSAIC

TREND THEME

Inspired by healthy lifestyles and human beauty, textile experiments combine playful and athletic elements with magnetic attraction and powerful aesthetics.

Energetic, cosmetic colors and powdered surfaces / Matte contrasts with satin / Discreet glitter via dust application or Lurex / Makeup compacts inspire color blocking / Mosaic of mellow pastels and vivid shades





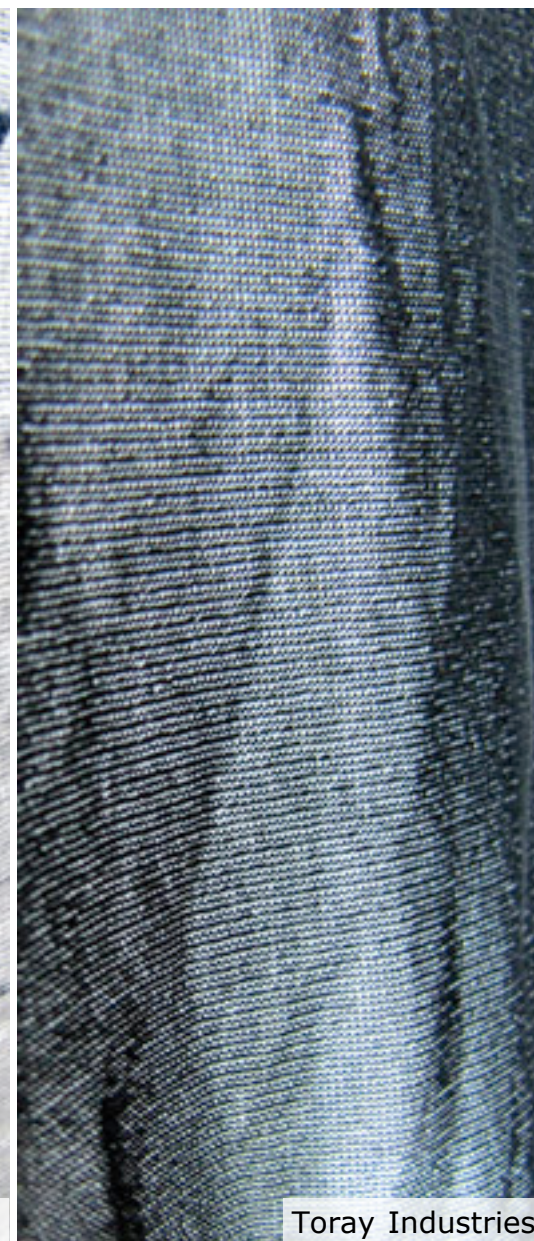
Hayashiyo



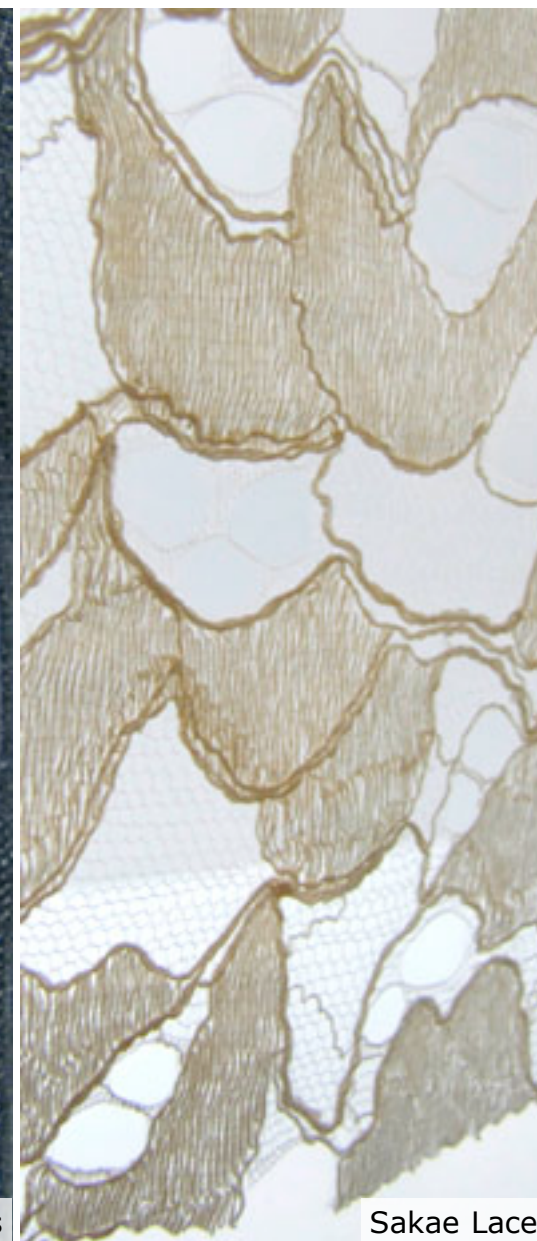
Takashima Textile



Morikiku



Toray Industries



Sakae Lace

## ECO TEXTILES

TREND FORUM

JFW Japan Creation is committed to green textiles with its swatch forum dedicated to eco-friendly and socially responsible raw materials and dyed and finished textiles.

Key fibers: organic cotton and linen, pure linen / Recycled polyester with supple hand for higher quality products / Plethora of textured, natural white fabrics in different weights for shirting, dresses, tops and summer holiday trousers