

## **Intertextile Shanghai < Japan Pavilion >** **2015 Spring Edition**

### **< Outline >**

#### ◆ **Intertextile Shanghai 2015 Spring Edition**

- ◇ Name of exhibition : Intertextile Shanghai Apparel Fabrics Spring Edition 2015
- ◇ Show period : Mar. 18 – 20, 2015 (Wed. – Fri.) 9:00 - 17:00
- ◇ Organisers : Messe Frankfurt (HK) Ltd. / The Sub-Council of Textile Industry, CCPIT / China Textile Information Centre (CTIC)
- ◇ Venue : National Exhibition and Convention Center (SHANGHAI) 中国博览会展览综合体

#### ◆ **Japan Pavilion 2015 Spring**

- ◇ Venue : Intertextile Shanghai Apparel Fabrics Spring Edition 2015 / International Hall (Hall 7.2)
- ◇ Overall structure : Business Corner (comprising negotiation booths) + Japan Trend Corner
- ◇ Scale : 19 companies / groups (44 standard booths) + Trend Corner 6 standard booths  
Total : 50 standard booth space (450 sqm)
- ◇ Related programme : Business matching
- ◇ Organiser : Japan Fashion Week Organization (JFW)
- ◇ Operational support : Mesago Messe Frankfurt Corporation



As the fair celebrates its 20<sup>th</sup> anniversary, the <Intertextile Shanghai 2015 Spring Edition> will be relocated to the National Exhibition and Convention Center, near Hongqiao Airport, which is currently under construction. More visitors than ever are expected at the new venue, thanks to a line-up of concurrent shows, including the YARN EXPO as well as the China International Clothing and Accessories Fair (CHIC); held in the adjacent hall to leverage a synergy effect. The Japan Fashion Week Organization (JFW) will newly organise the 2015 Spring Edition in response to exhibitors' requests, as well as putting on the < Japan Pavilion > Autumn Edition. Despite the current economic slowdown in China, demand from eager Chinese apparel buyers remains strong, enhancing the efforts of luxury brands to seek out more distinguished products. Now is a golden opportunity to promote high-quality Japan fabrics amid the ongoing depreciation of the Japanese yen.



#### **< Exhibitors' List >** (in Japanese alphabetical order)

ICHIMURA SANGYO CO. LTD. / WITH ALL CO., LTD. \* / UNI TEXTILE CO., LTD. \* /  
KAGEYAMA CO., LTD. \* / KUMAZAWA SHOJI CO., LTD. \* / KUWAMURA CO., LTD. /  
KOKKA CO., LTD. \* / SUNWELL CO., LTD. \* / G.Q.T. CO., LTD. \* / SOJITZ FASHION CO., LTD. /  
TAKISADA-NAGOYA CO., LTD. / CHIKUMA INTERNATIONAL LTD / DOKOH SHOJI CO., LTD. /  
TOYOASHIMA & CO., LTD. / NISHIMURA LACE CO., LTD. \* / HAYASHIYO CO., LTD. \* /  
MORIRIN CO., LTD. / YAGI & CO., LTD. / LECIEN CORPORATION \*

### □ Newly installed 'Challenge Booths'

Upon adoption of < The project for supporting collective overseas expansion > by the supplementary budget (FY2013) of the Central Federation of Societies of Commerce and Industry, 50% of the participation fee will be subsidized for a limited number of SMEs meeting the standards set by JFW (JPY324,000/booth – 1 booth/company is eligible for the subsidy.) Moreover, as well as subsidized participation, targeted SMEs will be invited to join services including business matching with Invited buyers, which was arranged by JETRO till last year, or consulting with experts in domestic markets to help plan and develop sales networks. The relevant companies for the challenge booths are the ten companies marked with \* in the above Exhibitors' List.



### □ Business matching & Research into Chinese apparel

Amid increasing concern over the current economic slowdown tendency in China, it is crucial to focus effectively on high-brand targets with certain Potential, hence the current need to realign our trajectory and 'effectively penetrate the Chinese market' via our presentation.

At JFW, we survey the needs of VIP buyers (centring on the results of a feedback survey) in collaboration with the NRI (Nomura Research Institute) as well as engaging in business matching, whereby Chinese apparel companies with high potential will be invited in collaboration with DAISEN (Tokyo/local subsidiary, Shanghai).



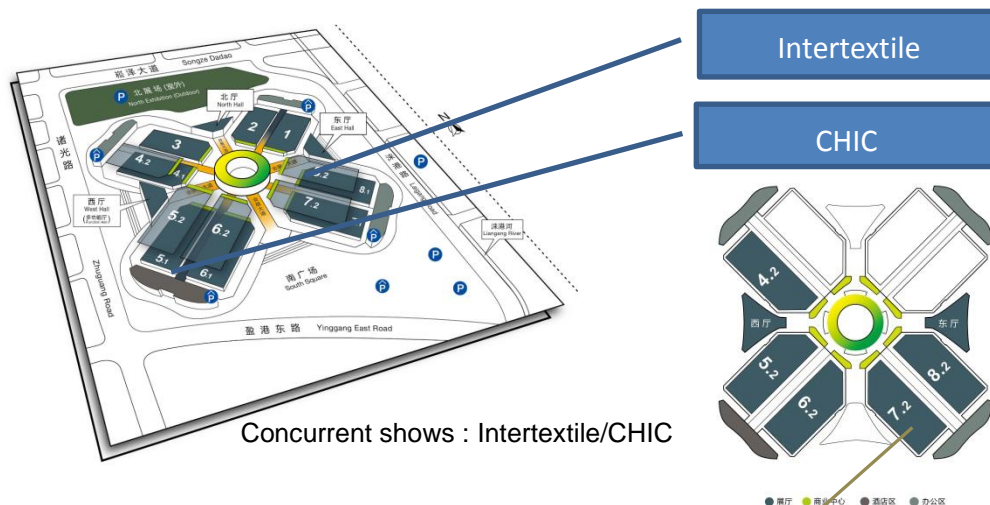
### □ TREND & INDEX Corner

The layout design has been decided by applying the same plan for < The Japan Observatory > at Milano Unica 2016SS held in February. While respecting the open and breezy atmosphere for the seasonality of spring/summer overall, WA (Japanese) taste is finely expressed by separating four thematic areas with 'KOSHI' (lattices) inspired by a 'SHOJI' (Japanese paper sliding door). The display comprises dual elements: fabrics categorised based on the TREND direction by JFW Textile View alongside an INDEX representing highlighted fabrics submitted by every exhibitor. We aim to guide buyers to exhibitors' booths via a display which both maximizes the charm of the fabrics and enhances Japan textile branding.





< New venue - Intertextile Shanghai / Hall Layout > Location of the < Japan Pavilion >

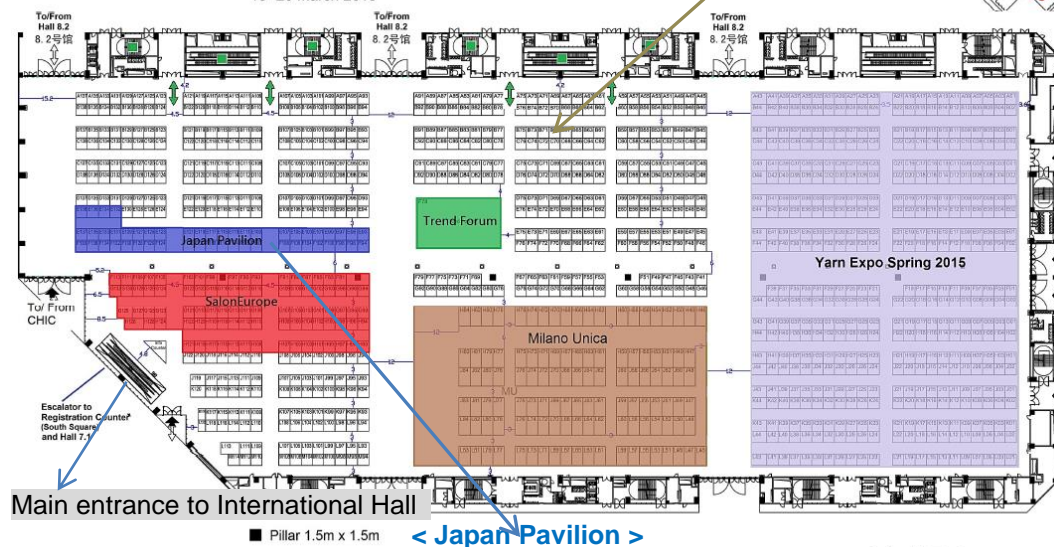


< Hall 7.2: Intertextile Shanghai / International Hall >

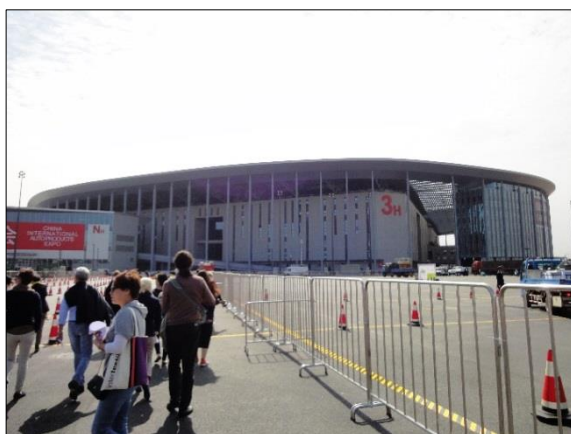
**intertextile**  
SHANGHAI apparel fabrics

Intertextile Shanghai Apparel Fabrics - Spring Edition 2015

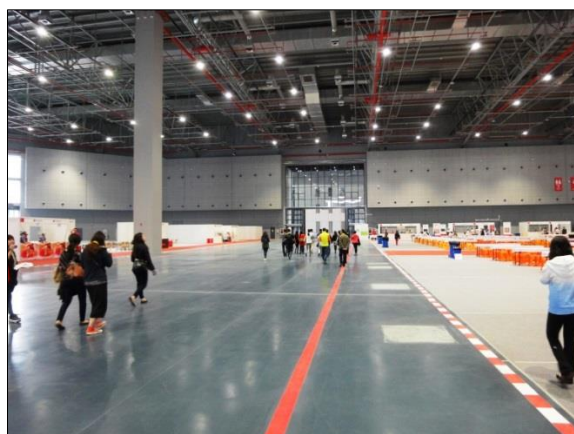
National Exhibition and Convention Center (Shanghai)  
18- 20 March 2015



Hall 7.2



General facility view



Hall 7.2

**< Highlighted fabrics of Intertextile Shanghai exhibitors >**

- **ICHIMURA SANGYO CO. LTD.** : As a company specializing in yarn processing by blending various synthetic-based raw materials, they will concentrate on stretch products, including an evolved version of cellulose blends (acetate and/or rayon) which is the top recommended and highlighted item this time. Embodying stretchability with a yarn processing technique make this a real must-see.
- **WITH ALL CO., LTD.** : Their focal appeal remains the diversity of surface-change effects, primarily on synthetic items. Fabrics retaining a surface-change nature such as jacquard and dobby will be introduced as jacket/pant items within the spring/summer 2016 collection. The number of stock risk items will also be increased for previously showcased colours.
- **UNI TEXTILE CO., LTD.** : Retaining swift product delivery as a stock-sales company, they will be increasing the proportion of plain items along fabrics for men and women. Main exhibits include thin polyester fabrics alongside those with crease effects or a chintz or organdie finish.
- **KAGEYAMA CO., LTD.** : Excelling in shirt fabrics in particular, they will feature products centring on cotton jacquard and linen products this time; promoting indigo-vintage inspired tonality for linen.
- **KUMAZAWA SHOJI CO., LTD.** : A wealth of tri-acetate blends is set to go on show. Also on show will be a rich variety of quilted jerseys, including fabric-looking items or products leveraging the uneven texture of the same materials, alongside double-weave items. Fabrics following Première Vision trend colours and simple solid fabrics will also be available.
- **KOKKA CO., LTD.** : Own a stock-sales system featuring original-design prints. The repertoire this time will extend to prints on linen and cotton dobby alongside fabrics with salt-shrinking finishing.
- **SUNWELL CO., LTD.** : Applying a stock-sales system of original products, they will be showcasing at a wider venue this time, aiming to promote specially customized fabrics to existing customers.
- **G.Q.T. CO., LTD.** : Showcasing mainly vintage-like casual cotton fabrics this time. Will promote a used and vintage feel via indigo-dyed or easy-colour-fading items while also focusing on presentation of finished items, including product washing.
- **DOKOH SHOJI CO., LTD.** : Based on extensive expertise fostered from trading as a silk specialist, silk remains their highlight product, never more so than silk denim. The collection includes both yarn- and piece-dyed items, both of which will be promoted as clean and appealing silk denim.
- **NISHIMURA LACE CO., LTD.** : Dealing with myriad lace items, they will showcase products including jacquard lace; mainly comprising nylon and nylon-cotton for existing customers, plus a special focus on sheeny, pretty-faced lace with ladies in mind.
- **HAYASHIYO CO., LTD.** : Showcasing mainly prints that feature traditional Japanese patterns while retaining European taste. The fabrics are mainly 100% linen and finished with a hand-rubbed look; promoting both the crease effect/form and a natural tone feel.
- **LECIEEN CORPORATION** : Specialized in laces, their highlight items include embroidered organza of 100% silk alongside embroidered French linen items. Also on show are products embroidered with stretchable yarns on elastic material for sport or inner items.