



The Japan Observatory at Milano Unica 2023SS

■ The 34th Edition of Milano Unica

- Show period: Feb. 1-2, 2022 (Tue. & Wed.)
- Venue: Rho Fieramilano (Halls 12, 16, 20)
- Organiser: Milano Unica Secretariat
- No. of exhibitors: 344 + JOB: 12, KOB: 5 = Total 361 companies (as of Dec. 9, 2021)

■ The Japan Observatory at MU 2023SS

- Venue: Rho Fieramilano Hall 12 (provisional)
- No. of exhibitors: Ten companies, one group + 12 companies in the JOB Plus area (fabric display)
- Total area: 242 sqm.
- Organisers: Japan Fashion Week Organization / Japan External Trade Organization
- Support (provisional): Ministry of Economy, Trade and Industry / Japan Textile Federation

Japanese companies scheduled to participate in Milano Unica

The 34th edition of Milano Unica will be held over two days, Feb. 1-2, at Rho Fieramilano in Milan, Italy and is set to feature < The Japan Observatory > (JOB), co-organised by the Japan Fashion Week Organization (JFW) and the Japan External Trade Organization (JETRO).

JOB opted against physical participation for a total of three times since the Feb. edition held in 2020 due to the global COVID-19 pandemic. But despite leveraging E-Milano Unica Connect to make its presence felt via digital means, the significance of (and need for) an opportunity and platform for buyers to actually see and touch fabrics remained uppermost in mind all the while, hence this turnaround.

Despite the unfavourable infection status, regular exhibitors are highly motivated to participate and we are delighted to announce the JOB scale as follows: ten companies plus

one group in the physical exhibitors' space, plus fabrics from twelve companies to be displayed in a newly installed JOB Plus booth, providing business opportunities for SMEs who are unable to send in manpower to the fair venue. Prior to the show, we are pleased to introduce the JOB physical participants at Milano Unica, where buyers from globally renowned brands converge.

KAWAGOSHIMASA CO., LTD.	
SILK TEXTILES GLOBAL PROMOTION CONSORTIUM	TANGO OPEN (MIYASHIN CO., LTD./TAYUH TEXTILE INDUSTRY CORP.)
	CREATIVE WORKSHOP ITOASOBI
	TAMIYA RADEN LTD.
	MORISAN CO., LTD.
JAPAN DENIM	SAKAMOTO DENIM CO., LTD.
	SANYO SENKO CO., LTD.
	SHINOHARA TEXTILE CO., LTD.
STYLEM TAKISADA-OSAKA CO., LTD.	
TAKISADA-NAGOYA CO., LTD.	
TOYOSHIMA & CO., LTD.	

● **STYLEM TAKISADA-OSAKA CO., LTD.** / Showcasing a wealth of sustainable fabrics

STYLEM TAKISADA-OSAKA will mark their 12th participation in JOB on this occasion. Assisted by their local subsidiary in Italy and their business agency in Milan, they are capable of handling business at the fair, even in the absence of staff from Japan due to COVID-19 related travel restrictions. Their eagerness to engage in business is clear; summed up as follows: *'Europe is a huge and important market, which is why we have our Milan and Paris bases. We even established a showroom in Milan in 2020.'*

Underpinning their presence are abundant products and colour variations, plus scope to handle even small-batch orders. Highlights include 100% organic cotton amid a comprehensive line-up of other blends on show, most of which use cotton from India and Turkey. Their abundant and varied repertoire, unique and unrivalled, is what sets them apart in no uncertain terms.

They have also been providing axial filaments, supplied as recycled nylon and polyester. *'Although fabrics made with such filaments are often provided as woven taffeta, we can propose alternatives using the same filaments but different weaving methods for even greater variety.'* They even prepare compound fabrics processed by tentering.

In addition to their range are diverse sustainable fabrics, including cupro and acetate, alongside textiles finished with environmentally-friendly methods. We ensure that buyers can look forward to the widest possible convergence of eco-aware fabrics at their booth .

● **SILK TEXTILES GLOBAL PROMOTION CONSORTIUM** / Presenting traditional technicity originating from Kyoto

The business aim of the **SILK TEXTILES GLOBAL PROMOTION CONSORTIUM** is to enhance alignment of the three traditional textile industry players: Nishijin, Tango and Yuzen, from each production hub in Kyoto Prefecture, with five of its companies set to make their debut in the JOB area on this occasion. **MORISAN** from Nishijin will present the 'NISHIJINORI-KINRAN' series, one highlight of which is JAPANBLUE. This textile, as the name suggests, is woven with blue slit-yarns forming three-dimensional motifs, using a technique that paves the way to accelerate the weaving of original motifs in a shorter span. **MIYASHIN**, meanwhile, is set to showcase outstanding textile development ability, including those with hard-twisting silk yarns that generate a three-dimensional surface effect, alongside silk-washi fabrics representing a highly focused ecological material.

The **Creative Workshop ITOASOBI**, specialising in design yarns, sums up Europe as '*An attractive market.*' Gracing their event line-up will be unique go-to products like woven silk-ribbon fabrics using tapes 4mm wide for warp and weft as well as woven textiles combining silk and thinned wood material (regenerated fibre). **TAYUH TEXTILE INDUSTRY CORP.**, in contrast, develops a collection leveraging twisting and weaving techniques nurtured in Tango chirimen (silk crepe) manufacturing. The <Aya-shusu Design> for example, twill/satin with houndstooth, features 100% silk and hard-twisting weft yarn for a specific texture. <Mon Design> (Newspaper), meanwhile, is a woven jacquard fabric with a newspaper motif. **TAMIYA RADEN** optimise the kimono obi technique. <RADEN TEXTILE> is interwoven with yarns made of mother-of-pearl, while leather yarns comprise the <LEATHER TEXTILE>. Even yarns made from washi painted with urushi (lacquer) are available.

● **JAPAN DENIM** / Environmentally-friendly denim

Three companies representing **JAPAN DENIM** from Hiroshima Prefecture will also join JOB. **SAKAMOTO DENIM** has mitigated its environmental impact with zero cleaning agents and harnessed its own original dyeing system using electrolysed and room temperature water to reduce CO₂ emissions. They are pleased to showcase denim fabrics eco-dyed with this technique, alongside natural indigo-dyed denim, denim using organic cotton and other standard denim items that are affordably priced.

SANYO SENKO, who strive to '*enhance recognition of their finishing technique in the US/Europe,*' are set to introduce finishing techniques like gradational discharge and DUSTY/BIGGIE processing. These help them stand out and set them apart, dovetailing nicely with a one-stop handling



approach, handling textile production to sales across the board. Top of mind during this, their third participation, is the intention to *'boost awareness as well as acquire trends and other insights.'*

SHINOHARA TEXTILE is focusing all its efforts on advancing environmental measures, which includes converting and regenerating in-house energy and repurposing it for other equipment to save power. They will be showcasing < TP9106 >; eco-dyed Tencel denim and < PE9-SOLO >; a denim-like twill made with solution-dyed recycled PET. Blending multiple colours during the spinning process elicits a *mélange* effect, excellent anti-pilling property and rubbing fastness.

(Photo: Gradational discharge processing by SANYO SENO CO., LTD.)

- **KAWAGOSHIMASA CO., LTD.** / Outstanding planning ability together with unique creativity.

KAWAGOSHIMASA, now set to debut at JOB, is cultivating the European market by setting up a representative office in London. Its verdict? *'Many areas remain undeveloped in Europe, with significant potential for growth.'*

The company constantly stocks products made in various domestic textile regions and China and sells fabrics such as synthetics, natural fibre-related knits and woven fabrics alike. With peerless planning and a range of textiles on offer, they have been ceaselessly striving to roll out new products unlike larger-scale textile traders, with a wide-ranging genre from menswear, ladieswear and hats right up to industrial materials. They also boast abundant exporting records to numerous overseas countries, reflecting the efforts of their top-ranked team operation in this area with the persons in charge.

Visitors can look forward to eco-nylon fabric using regenerated yarns and a special texture, applied to accessories as well as clothes. The company has also risen to the challenge of post-processing to create product-dyed finishing with nylon: no easy task. The result sees their original grey fabric transformed with an eye-catching fade-out feel, reminiscent of degradation/discoloration. And that's not all - the selection also includes Japan-made washable wool-linen fabric finished with an elaborate twist and with a premium feel; a top-selling staple in Japan.

(Photo: Wool-linen)



- **TOYOSHIMA & CO., LTD.** / Appealing sustainability

The top priority for this, the third participation in JOB for TOYOSHIMA & CO., LTD, is

on their textile exports for Europe, their key market. Toyoshima has scope to transform its range across the board, from raw cotton to textiles. It is also a textile manufacturer that excels in developing original products and trading in locally made products to existing overseas customers in the US and Europe.

Their focus this time will be on its knit jacquard using <REFIBRA>, upcycling waste textiles and products with the circular economy in mind. Complementing it will be woven fabric using cotton/linen for warp and Tencel A100 for weft for a casually mixed end texture featuring charm a-plenty. The crimping for the weft Tencel uses zero polyurethane; emphasizing lightweight and semi-permanent stretchability. Sun-drying - a process ideally suited to the balmy and windy surrounds of the Enshu Region - rounds off the process. Eliciting a dry-touch alongside the creasing that natural drying promotes, it comes courtesy of a sustainable dyeing processing method which cuts water consumption by up to 25-50%.

Finally come Karl Mayer items using a Tencel luxury line, < TENCEL LUXE >. This is an eco-sustainable fabric which remains lightweight, while retaining a premium and luxury feel and texture.



● **TAKISADA-NAGOYA CO., LTD.** / Ability of proposals tailored to the market

TAKISADA-NAGOYA marks their 12th participation in the JOB with the following outlook: *'Despite the fact Europe and the US are different markets, they have one thing in common - they both require environmentally aware fabrics, regardless of the company scale.'* They aim to *'listen to local buyers and update local information so that feedback can be reflected in their further product development.'*

Unmissable exhibits include <1060140>, a fabric with ultra-fine air vents forming ripstop woven patterns and with functionality, water-repellence and stretchability as well as anti-crease qualities. <14-5336>, meanwhile, is a cardboard material using hard-twisting triacetate compound yarns that retains a dry and refreshing skin touch. And the secret to its stand-out silhouette is a fluffy and spongy texture combined with a supple yet tense feel. <81-41069> is a post-processed fabric using recycled polyester but with an overwhelmingly natural feel. It is sustainable, lightweight and well-tailored to the eye, with unrivalled comfort, stretchability and quick-drying qualities.

The company is rolling out a complete range of original fabrics made for the market, which even include hybrid fabrics for the domestic market that have been adjusted and customized for those in Europe. An operational function leveraging an abundance of stock compounds its advantage.

●JOB Plus –12 companies in the JOB Plus area
(fabric display)

HOKKOH CO., LTD.	Printed/uniquely dyed fabrics, organic fabrics and suitable items for menswear.
GEN MAEDA & CO., LTD.	High-quality organic cotton fabrics, plain and jacquard with coloured organic cotton, natural and botanical dyed yarns.
HATAOKA COMPANY - ASUWA KOGYOSHO COMPANY	We will showcase products targeting the high functionality of HERITAGE items; union fabric of acetate and newly developed functional PE.
NAKADEN KEORI CO., LTD.	A top manufacturer of wool and synthetic woven and knitted fabrics. Ability to create fabrics for wide-ranging sales channels.
SHIGAASA CO., LTD.	We produce original-planned textiles by using natural fiber yarn and cupro or washi yarns.
ASAHI SENSHOKU CO., LTD. Sol Levante 1918	Amid digital printing as the mainstream, we will promote fabrics by hand printing that brings out the profound hues of their patterns, alongside a particular hand-crafted-feel.
KANETA ORIMONO CO., LTD.	All fabrics are produced in-house. We produce mainly high-density materials and textile using hard-twist yarns.
WATANUI ORIMONO CO., LTD.	Producing wide-ranging and high-quality yarn-dyed fabrics made from silk and blends, cotton, and wool.
SUNWELL CO., LTD.	Various trend fabrics with Japanese craftsmanship are supplied from our running stock.
FURUHASHI WEAVING CO., LTD.	We specialize in natural fibers (cotton, linen, wool etc.), high-density fabrics, plain weave, using shuttle looms.
DAICHO CO., LTD.	Material innovation, uniting traditional techniques and the latest processing. “New salt shrinkage” “OHMI SARASHI(special bleaching and finishing)” “Surface Change”
KANEMASA KNITTING CO., LTD.	Kanemasa quality is produced by high gauge computer knitting machine 36G-46G. Launching high gauge wool for shirts/suits.

■ 2023 Spring / Summer Japan Trends

Overview:

< Innate qualities and personal values – anchored to the sense of self >

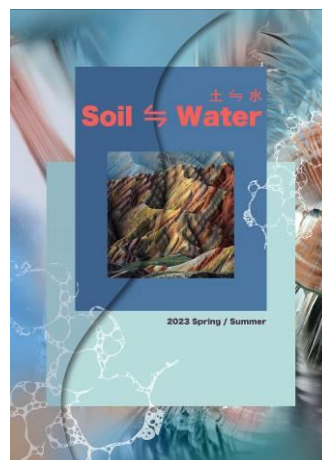
Amid the radical transformations and volatility now unfolding in our era worldwide, how best can we define the innate qualities required to survive? Among the musts to overcome the hurdles in our path: flexibility, intuition and decisiveness. Going forward, we will see societies thrive provided we remain true to ourselves, while treasuring the value systems that underpin our humanity and adapt with the ever-changing times. Our own sense of self and society should mutually enhance each other. People shine brightest when they face life head-on.

< Overall colour trends >

With nature next in line, we welcome a bright and unfaded tonality. A palette comprises circulating tones as the overall balance blends in. Letting hues morph and make their presence felt, leveraging every tonal feature.

< Themes : 2023 Spring / Summer >

- ◇ Voices → Sounds
- ◇ Smell → Scent
- ◇ Soil ⇄ Water



■ JFW Textile Online Salon (JTO)

JFW has launched online textile salon named “JFW Textile Online Salon” (JTO) as a supporting tool for physical JFW textile business salon. It presents domestic/overseas buyers free online opportunities to obtain specific information about textile collection in need by effective searching system. Exhibitors participated in JTO will receive enhanced business development through full-time posting/presentation. JTO aims to develop this as a textile portal site covering not only textile/company information but also knowledge about domestic textile producing region and news/topics.



<https://jfw-textile-online.com/>