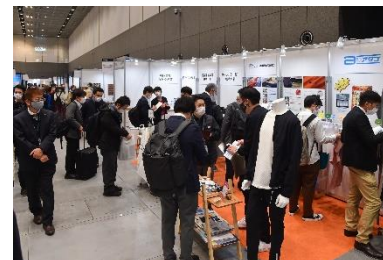


PTJ2022AW / JFW-JC2022 <FINAL REPORT>



On this occasion, we announced the 21st edition of the business-oriented textile salon, < Premium Textile Japan (PTJ) > as well as celebrating the 30th holding of our standalone and comprehensive national textile show: < JFW-JAPAN CREATION (JC) >, since the initial launch back in 1998 (then named 'JAPAN CREATION'). Despite confirmed pandemic infections peaking in July and August during the application period, demand to hold the fair remained strong among textile companies throughout Japan, with the prevailing mood strongly in favour of proceeding. This reaffirms the importance of an in-person show at which visitors can 'touch fabrics and communicate directly on site' and reflects the status of both PTJ and JFW-JC as must-go key events in the textile and fashion industry.

< Exhibition outline >

- ◇ Dates: Dec. 7 – 8, 2021 (Tue. – Wed.) (10:00 -18:00 both days)
- ◇ Venue: Tokyo International Forum / Exhibition Hall E (5,000 m²) + Lobby gallery
- ◇ Support (provisional): - Ministry of Economy, Trade and Industry
 - Organization for Small & Medium Enterprises and Regional Innovation, Japan
 - Japan External Trade Organization (JETRO)
 - Japan Apparel-Fashion Industry Council
 - The Japan Textiles Importers' Association / Japan Textile Exporters' Association

■ No. of Visitors: PTJ2021AW & JFW-JC2021 (Record from previous year:12,626)

Exhibition name	Apparel/ retailers	Wholesalers Trading Planning companies	Press	Organiser related visitors/groups	Visitors	Students	Total (by fair)	Total no. of visitors
PTJ2022AW	4,354	3,652	74	184	907	--	9,171	11,387
JFW-JC2022					1,352	864	10,480	

Although the first morning started off on the slow side, visitor numbers soon picked up speed after 3pm, sparking an increasingly enthusiastic atmosphere and active negotiations. Although visitor numbers would normally have peaked on the second morning, fewer than normal attended, partly due to the forecast of rain. Nevertheless, the number of attendees gradually rose over the afternoon, obliging organisers to limit further entry for an hour between 2-3 pm, with a maximum of 150 people waiting in line. We handled this by distributing complementary drink tickets, but as more and more people arrived, entrance restrictions were imposed on two further occasions until late afternoon. Despite this enthusiasm, reminiscent of past pre-pandemic PTJ shows, the overall number of attendees remained down on last year, with a total of 11,387 visitors, corresponding to 90% year on year.

According to analysis, the decline was primarily attributable to scheduling the shows in December, namely later than normal. However, organisers had to contend with the challenge of reserving the venue in Olympic year – no easy task. The impact of the new Omicron virus from the end of November onward, which could not be ignored, also made its presence felt, despite the number of confirmed cases falling drastically in Tokyo around the show period.



■ Trend & Index Corner (JFW Sustainable Project + JFW Textile Online Salon)

This year's fair space followed a 'Lifestyle' theme and was inspired by a housing façade. The idea was to create a refreshing and comfortable atmosphere for those in attendance, dividing the available space with basswood and plywood louvers as well as trees and plants. This was all intended to reaffirm the key message: 'Keep the environment, regeneration and sustainability top of mind!' The event was also intended to bring home the importance of food, clothing and shelter to all parties our daily lives. The featured display corner of sustainable fabrics was established independently as a layout structure.

Similarly, the digital site, JFW Textile Online Salon (JTO), which has been online since May, was introduced via an explanatory video and info panels to enhance visitor awareness, alongside the abovementioned JFW Sustainability Project.



◀ JFW Textile View & Sustainable Project ▶



◆ Eco-Evolution ... comprises fabrics corresponding to the sustainable categories (with sustainable labels attached)



Booth No. **A-1**

(株) ジャパンファッションウィーク

Sample No.: **A-123-45** (2001)

サステイナブル素材分類

☐ オーガニック繊維、生分解性の糸、天然繊維

☐ リサイクル繊維

☒ バイオベース繊維 (植物由来原料 / 環境負荷低減型)

☐ アニマルグア 真毛

サステイナブル減産工程

☐ 環境配慮された染め・後加工プロセス

☐ 非有害化学物質

サステイナブル生産環境

☐ サステイナブルな生産地



◇ Retro-Evolution / Art-Evolution / Pop-Evolution ◇ Index ... comprise both fabrics eligible for sustainable categories (with sustainable labels attached) as well as non-applicable items.

< No. of displayed fabrics > (No. of sustainable fabrics shown in brackets)

○ Eco-Evolution: 119 pcs. (119 pcs.) ○ Art-Evolution: 111 pcs. (21 pcs.)

○ Pop-Evolution: 115 pcs. (31 pcs.) ○ Retro-Evolution: 118 pcs. (15 pcs.)

○ Supporting materials/accessories: 26 pcs. (4 pcs.)

□ PTJ INDEX: 192 pcs. (62 pcs.) □ JFW-JC INDEX: 204 pcs. (53 pcs.)

TOTAL : 885 pcs. (305 pcs.)

< Premium Textile Japan 2022Autumn/Winter >

- ◇ Visitors: Buyers and invited visitors only [Admission: free]
- ◇ Exhibitors: Strictly screened exhibitors (documents/fabric samples)
(* Participation by groups/associations prohibited)



□ **Exhibitors : 66 entries / 98.5 booths** (Record of PTJ2021AW: 66 entries/92.75 booths)

◇ PTJ – No. of entries /no. of booths	No. of entries	No. of booths	New exhibitors	Returning exhibitors
Domestic exhibitors	63	95.5	3 entries / 5 booths	3 entries / 3.5 booths
Overseas exhibitors (Italy, China, Turkey)	3	3	—	—
TOTAL	66	98.5	6 entries / 8.5 booths	

* **New exhibitors:** KOYAMA Co., Ltd. / STYLEM TAKISADA-OSAKA, SECTION 17 /NISHIKAWAKEORI CO., LTD. – ICHITEKI CO., LTD.

* **Returning exhibitors:** AGEHARA VELVET CO., LTD. / ASAHI SENSHOKU CO., LTD. Sol Levante 1918 / ALLBLUE INC.



● Related programme

Textile Workshop - Let's learn Japan fabrics -

JFW organises a <Textile Workshop> program inspired by a terakoya (literally 'temple school') for younger employees (with fewer than five years' working experience), inviting lecturers from major textile-producing regions from each batch of PTJ/JFW-JC exhibitors to lecture on different thematic fabrics and aiming to improve insights into and knowledge of Japanese fabrics and regions. Once again, this year's event retained the theme of 'sustainability,' following critical acclaim for the previous edition.

□ Thematic fabric (textile region) / lecturer:

➤ Dec. 7 (Tue.) 10:30 - : 'Sustainability based on raw material' (Fukui Region)

Mr. Shigeaki Uzui, Textile Division/Branch Manager, Tokyo Office, MEIRIN SENI CO., LTD.

< Lecture content >

Before lecturing on sustainable approaches as a trading company in the local textile region, he explained what their company role as prime contractor entailed, namely: sales activities encouraging apparel companies to obtain orders and arranging to procure yarns. Subsequently, reserving weavers, knitters and dyeing & finishing factories to produce fabrics and then deliver products to customers accordingly. MEIRIN SENI



CO., LTD. has been involved in sustainability-related activities from an early stage, given their special focus on cellulose fibres in particular, such as rayon, acetate and cupro. Currently 60% of their sales comprise exports to Asia, Europe and the USA and 'in most cases, the acquisition of international certification on sustainability is required', according to his comment.

- Dec. 8 (Wed.) 10:30- : 'Sustainability at raw materials – dyeing/finishing' (Wakayama Region)
Mr. Atsuo Yoshida, President/Representative Director, YOSHIDA SENKO CO., LTD.

< Lecture content >

YOSHIDA SENKO CO., LTD has long been striving to initiate sustainable environmental protection measures by configuring their dyeing plants to run fully automated and around the clock. Spotlighted recently were their efforts to manufacture fibre from discarded banana stem. President Yoshida explained in his lecture that despite multiple different sustainable fabrics developed to date, 'no all-round fabric exists.' For example, recycled cotton reusing dyed raw material reveals an off-white shade.

But despite the difficulty in overcoming such defects through finishing techniques, in his words: 'therein lies a chance as a finishing company,'.



< JFW JAPAN CREATION 2022 >

- ◇ Visitors: Buyers and invited visitors, textile business-related visitors, students
< Limited to visitors having pre-registered online >
- Exhibitors: **52 entries – 187.9 booths** (Record of JFW-JC2021: 47 entries/168.9 booths)

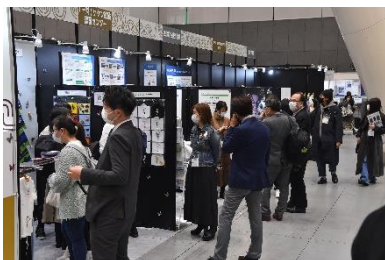
JFW
JAPAN
CREATION
2022

◇ JFW-JC : No. of entries/no. of booths	No. of entries	< Total no. of companies >	No. of booths	<New exhibitors>	<Returning exhibitors>
Domestic exhibitors	50	283	182.9	2 entries/3 booths	3 entries / 8 booths
Overseas exhibitors (USA, Taiwan)	2	10	5	0 entry/0 booth	0 entry/0 booth
TOTAL	52	293	187.9	2 entries / 3booths	3 entries/8 booths

* New exhibitors: CHARMANT CO., LTD. / TEXSIL (NAKANOTO TOWN OF COMMERCE AND INDUSTRY)

* Returning exhibitors: KASAMORI CO., LTD. / KAHOKU CITY OF COMMERCE AND INDUSTRY / JYT THROWING GROUP

* Overseas exhibitors: Taiwan Textile Federation-TTF (Taiwan) / Milliken & Company Polartec (USA)



■ Related programme (provisional)

● JFW Textile seminar – Let's learn certification standards of sustainable fibres right from the start. -

On this occasion a JFW Textile seminar was held during the 'JFW-JAPAN CREATION 2022' and 'Premium Textile Japan 2022' show period. We welcomed Ms. Kikuko Hirasawa from TOYOSHIMA & CO., LTD. as a speaker, who gave a lecture on the



certification standards for sustainable fibres.

- Date & time: Dec. 7, 2021 (Tue.) 14:00 - 15:00
 - Venue: Tokyo International Forum E-2/seminar room
 - Eligible participants: Anyone can participate free of charge. (subject to pre-registration.)
- Lecturer: Ms. Kikuko Hirasawa, Sales Planning Office, TOYOSHIMA & CO., LTD.
- **Profile:** After working in the sales and merchandising field, she relocated to Shanghai, China as a solopreneur, handling the whole process from raw material procurement to finished products. Since returning to Japan in 2015, she has been involved in developing materials and functions as well as planning raw material certification and supporting company-wide sales at TOYOSHIMA & CO., LTD.
- **Comment by the speaker:** 'I will explain and introduce the relevant certification standards for cotton and recycled fibres in an easily understandable manner from scratch, focusing particularly on the most frequent misunderstandings. This is a participatory seminar for collective learning.'

● **PIGGY'S SPECIAL** - Pigskin Fashion Show - (Organiser: TOKYO METROPOLITAN GOVERNMENT)

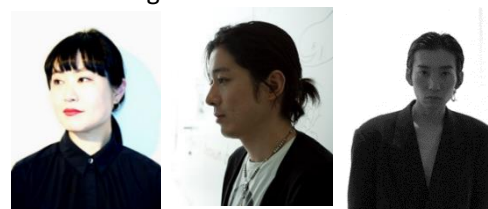
'PIGGY'S SPECIAL' is a timeless attraction; featuring a selection of young designers representing Tokyo on an ongoing basis. The second day saw fashion shows featuring professional and student sections held at the exclusive Tokyo International Forum venue, which hosted a total of three shows under stringent safety measures. Spectators, models performing in both professional & student shows, school-related staff and press were each requested to scan their QR codes on the entry pass, wear masks and have their temperatures measured.

* Show date: Dec. 8, 2021 (Wed.) (1) 13:00 - (2) 14:30 - (3) 17:00 -



◇ **Professional Section:** three designer groups/10 garments per designer – Total 30 garments

- ① tactor : Nayuko YamamotoTACTOR
- ② MIDDLEA: Ohal Ando
- ③ Re:quaLE: Tetsuya Doi



◇ **Student Section:** 12 specialised schools in Tokyo

- ① Aoyama Fashion College / Tokyo Mode Gakuen / Koto Fashion High School / Dressmaker Gakuin
- ② Futaba Fashion Academy / Fashion College Sakuragaoka / Shibuya Fashion & Art College/ Oda Fashion College
- ③ Tokyo Fashion Institute / Hana Fashion College / Tokyo Fashion Art College / Bunka Fashion College

* 35 garments per section – Total 105 garments



■ **Anniversary event to celebrate the 30th edition of JFW-Japan Creation / the 21st edition of Premium Textile Japan**

< JFW-Japan Creation >, which celebrates its 30th edition this time, started life as 'Japan Creation' (organised by the JC Executive Committee), with the inaugural event hosted at the Tokyo Big Sight venue in January 1998. This was then succeeded by JFW from 2007 to date. Initially, the show was held once a year, then became a twice-yearly event over

the five years from 2006 to 2010.

After another business-oriented business salon, < Premium Textile Japan (PTJ) >, was launched from 2011 (biannual event), the promotion-driven JFW-JC show once again became an annual event and also relocated to the Tokyo International Forum from 2012 onward. In fact, the PTJ show scheduled for May 2021 should have marked a celebratory milestone of 20 such events, but sadly had to be cancelled due to COVID-19. With this in mind, we have decided to organise an anniversary event to commemorate its milestone (20th edition) at this 21st show and mark the 30th edition of the JFW-JC show alongside.

During the event, JFW President Miyake issued greetings reflecting the JFW organiser role, while the President of the Japan Textile Federation, Mr. Kambara, made a speech representing guests. This was then followed by a trophy awarding ceremony for exhibitors having achieved consecutive participations. Although mask-wearing was mandatory except while eating/drinking, the event remained convivial throughout, even with a limited number of attendees.

< Trophy winners > 29 companies

➤ **JFW-JC exhibitors achieving ten consecutive participations** (of shows most recently held):

Nine companies/associations

Taiwan Textile Federation-TTF, Pacific Ocean Trading Co., Ltd. / TOKYO METROPOLITAN GOVERNMENT/TOKYO METROPOLITAN GOVERNMENT / TOYAMA TEXTILE & FASHION ASSOCIATION / JAPAN SILK&RAYON WEAVER'S ASSOCIATION / HACHIOJI TEXTILE INDUSTRIAL ASSOCIATION (Fashion center business) / Bishu Style / WAKAYAMA TANNERIES ASSOCIATION

➤ **PTJ exhibitors achieving ten consecutive participations** (of shows most recently held): 11 companies

KAGEYAMA CO., LTD. / GLOBE CO., LTD. / CLOTH JAPAN / COSMO TEXTILE CO., LTD. / SAI EI ORIMONO CO., LTD.- SAI EI SILK / SANYO SENKO CO., LTD. / SUZUKI BLEACH & DYEING CO., LTD. / MATSUBARA CO., LTD. / MARUI ORIMONO CO., LTD. / MIZOROGI & CO., LTD. / YMAMASA TEXTILE CO., LTD.

➤ **PTJ exhibitors achieving 21 consecutive participations:** Nine companies

ITONONE / UNI TEXTILE CO., LTD. / OCHIAI LACE CO., LTD. / KAIHARA CORPORATION / CORAL CO., LTD. / TSURUGA SENI CO., LTD. / TORAY INDUSTRIES, INC. / HATAOKA CO. – ASUWA KOGYOSYO / FURUHASHI WEAVING CO., LTD.

