

PTJ2023AW / JFW-JC2023 <FINAL REPORT>

JFW continued preparing for the November shows in accordance with regulations and guidance for public health and safety, while carefully monitoring the incidence of COVID-19 and closely collaborating with the fair venue, Tokyo International Forum, in particular, to implement the necessary preventive measures with maximum consideration.

The textile and fashion industry remains at the mercy of a situation of unprecedented severity, with increasingly harsh elements, albeit a removal of restrictions imposed by the emergency declaration. Uncertainty continues to prevail amid the ongoing pandemic, the volatility and disruption caused by the conflict in the Ukraine, soaring raw fuel costs, lockdown policy by China, global supply chain chaos and more. Even so, demand for our textile fairs - namely the business-oriented textile salon, < Premium Textile Japan (PTJ) > and the comprehensive < JFW-JAPAN CREATION (JC) >, celebrating its 23rd edition, remained strong among textile companies throughout Japan, as reflected in the over 300 exhibitors from all over Japan. Once again, this reaffirmed the status of PTJ and JFW-JC as the two must-go key events in the textile and fashion industry.



< Exhibition outline >

- ◇ Dates: Nov. 1-2, 2022 (Tue. – Wed.) (10:00 -18:00 both days)
- ◇ Venue: Tokyo International Forum / Exhibition Hall E + Lobby gallery
- ◇ Support: - 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: approx. 11,000

Despite a relatively slow first morning, the flow of visitors increased by the afternoon and overseas buyers were also visible here and there, after travel restrictions were eased. However, the second day in particular saw visitor numbers surge for a great venue turnout, reminiscent of pre-pandemic times and with enthusiasm throughout. The emerging trend of numerous young designers visiting the show, as seen in the past two or three occasions, also continued.

< Analysis of visitors >

On this occasion and by popular request from exhibitors, the shows were held at the beginning of November and around 11,000 visitors were recorded in total (92.5% of the previous year's figure). Analysis by category shows the number of visitors from apparel companies almost on a par with the previous year, although student numbers declined by 52%. This was clearly down to scheduling. The following day, November 3, was Culture Day and coincided with the so-called 'GAKUENSAI' (school festival), which was a major event for most of the students. There is also the fact that regional visitors representing trading companies and converters (particularly from Nagoya and Osaka areas) tend to refrain from business travel when national holidays fall in midweek. Nevertheless, the result showed a slight year-on-year increase of 3%, according to the automatic summing system at the Tokyo International Forum, which differed from the number recorded by the scanning device. Another phenomenon that emerged on the first day was despite fewer visitors recorded compared with the second day, the average time each person spent at the fair grew quite substantially, which underlines how the enthusiastic negotiations that ensued throughout the venue.

■ Trend & Index Corner & JFW Sustainability Project

The Trend & Index Corner; a perennial visitor favourite thanks to its elaborate layout, comprises a trend corner displaying fabrics submitted by exhibitors and categorised according to the JFW Textile View 2023 AW trends. There is also an index corner, presenting the flagship fabrics that each exhibitor wishes to showcase or highlight. On this occasion, the corner was further supplemented and enhanced with a sustainable corner; implemented in line with the JFW Sustainability Project. Seven explanatory panels for each categorisation were displayed to provide in-depth insights to visitors, while each panel also featured a QR code to allow visitors to read the explanation on the individual device. Accordingly, visitors were permitted to take photographs within the venue from this edition.



< Premium Textile Japan 2023 Autumn/Winter >

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



□ **Exhibitors : 72 entries / 103 booths** (Record of PTJ2022AW: 66 entries/98.5 booths) (*Year-on-year rate:104.5%)

| ◇ PTJ – No. of entries /no. of booths | No. of entries | No. of booths | New exhibitors | Returning exhibitors |
|---------------------------------------|----------------|---------------|--------------------|----------------------|
| Domestic exhibitors | 65 | 96 | 2 entries/2 booths | 6 entries/5 booths |
| Overseas exhibitors | 7 | 7 | 2 entries/2 booths | 2 entries/2 booths |
| TOTAL | 72 | 103 | 4 entries/4 booths | 8 entries/8 booths |

* **4 new exhibitors:** FINE TEXTILE CO., LTD. / DIAMIC CO., LTD. / GBTL LTD. (INDIA) / IL JOONG GLOBAL CO., LTD. (KOREA)

* **8 returning exhibitors:** BE FREE / TANAKA EMBROIDERY LTD. / TANABE EMBROIDERY CO., LTD., WATANABE SANGYOU CO., LTD. / NAKAJIMA CO., LTD. / HISAYAMASENKO CO., LTD. / MONA KNIT CO., LTD. / SFT INC. (KOREA) / Stella Blue Textile Limited (Hong Kong)

* **7 overseas exhibitors:** Italy, India, Korea, China & Vietnam, Turkey, Hong Kong

| ◇ PTJ (Breakdown by zone) | No. of entries | No. of booths | New exhibitors | Returning exhibitors |
|---|----------------|---------------|--------------------|----------------------|
| A : Staples (cotton / linen / wool / blends) | 30 | 39 | 1 entry/1 booth | 3 entries/3 booths |
| B : Filaments (synthetics / silk / functional / blends) | 21 | 36.5 | 1 entry/1 booth | 0 entry/0 booth |
| C : Dyeing / finishing / prints / embroidery, lace / leather | 15 | 17 | 1 entry/1 booth | 4 entries/4 booths |
| D : Supporting materials / knitted fabrics / twisted yarns / pile fabrics | 6 | 10.5 | 1 entry/1 booth | 1 entry/1 booth |
| TOTAL | 72 | 103 | 4 entries/4 booths | 8 entries/8 booths |

Improved numbers were seen at PTJ, both in terms of exhibitors and booths, compared to the previous year, to help rubber-stamp the recovery from the COVID-19 crisis, exemplified most of all by the numerous returnee exhibitors. The 17 exhibitors having recorded over 20 event participations were accorded priority when it came to the booth configurations. The final implementation (allocating either prioritised corner booths or those facing the passage) was received quite positively by the corresponding companies. Earlier show dates also elicited abundant positive feedback

from many exhibitors, summed up as follows: *‘Later-scheduled shows normally require longer delivery lead times due to the bottleneck of dyeing processes, so earlier dates were appreciated.’*



● **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.



* Open to: young employees working at apparel/textile-related makers, retailers, designer maisons and those involved in product planning or fabric procurement (with fewer than five years’ working experience) (* Students not allowed)

□ **Thematic fabric (textile region) / lecturer:**

➤ **Nov. 1 (Tue.) : ‘Casual menswear universe, shaping the time with cotton-synthetic yarn-dyed fabrics’ (Niigata/Mitsuke Region)**

(Lecture content) The Mitsuke region became the largest textile producer in Niigata prefecture during the Meiji Period (1868 – 1912) and has emerged as a hotbed for yarn-dyed fabrics in the present day. Although certain companies had to close down due to centralisation and restructuring in the 1960s, he explained how ‘we could overcome hardships thanks to high-mix, low-volume manufacturing. He also explained the details of the special spec-dye method using fine dyeing powder in a clump for penetration to achieve unique gradational effects as part of a natural blurred look. Rounding off, Mr. Igarashi commented: *‘I strongly hope our initiatives will help people acknowledge the Mitsuke textile region, despite issues like aging and production decline, alongside ever-increasing costs.’*



➤ **Nov. 2 (Wed.) : ‘Potential of warp knitting derived from the factory brand; tococie, representing Toyama Region’ (Toyama Region)**

(Lecturer) Mr. Tsuyoshi SAKASHITA, Factory Manager, Manager of Planning/Development Dept., K.C.I. WARP KNIT CO., LTD.

(Lecture content) Nationwide, around 900 warp-knitting machines exist in Japan, 600 of which in Toyama prefecture. This makes the Toyama textile region one of the largest warp-knitting producers and our group owns 120 machines. The stand-out that sets the tricot we offer apart is its ‘dual knitting and weaving advantage.’ Knitted fabrics excel in terms of stretchability, breathable comfort and anti-wrinkle qualities, while woven fabrics offer high density and a stable shape, with superior tensility and stiffness. Leveraging these benefits paves the way for wider-ranging applications like business shirts and uniforms. Our group also develops ‘tococie’ as our factory brand, for highly functional performance and a premium feel.



< JFW JAPAN CREATION 2023 >

- ◇ Visitors: Buyers and invited visitors, textile business-related visitors, students
< Limited to visitors having pre-registered online >

JFW
JAPAN
CREATION
2023

- Exhibitors: 54 entries / 261 companies / 198.9 booths (Record of JFW-JC2022: 52 entries/293 companies/187.9 booths)

(*Year-on-year rate:105.8%)

| ◇ JFW-JC : No. of entries/ booths | No. of entries | < Total no. of companies > | No. of booths | <New exhibitors> | <Returning exhibitors> |
|-----------------------------------|----------------|----------------------------|---------------|----------------------|------------------------|
| Domestic exhibitors | 53 | 250 | 192.9 | 3 entries/3 booths | 5 entries / 8 booths |
| Overseas exhibitors | 1 | 11 | 6 | 0 entry/0 booth | 0 entry/0 booth |
| TOTAL | 54 | 261 | 198.9 | 3 entries / 3 booths | 5 entries/8 booths |

* New exhibitors: ceceposya / NISSIN PRINT CO., LTD. / RAKAM CO., LTD.

* Returning exhibitors: ALPHALINE CO., LTD. / THE WOOLMARK COMPANY / SHIN NAIGAI TEXTILE LTD. / TOYOSHIMA BUSINESS SYSTEM CO., LTD. / JAPAN APPAREL FASHION INDUSTRY COUNCIL, J∞QUALITY Division

| ◇ JFW-JC (Breakdown by zone) | No. of entries | Total no. of companies | No. of booths | New exhibitors | Returning exhibitors |
|---------------------------------------|----------------|------------------------|---------------|--------------------|----------------------|
| 1) Textile | 37 | 199 | 142.7 | 1 entry/1 booth | 1 entry/2 booths |
| 2) Supporting materials (accessories) | 7 | 13 | 11 | 1 entry/1 booth | 1 entry/1 booth |
| 3) Textile-related products | 5 | 5 | 8 | 1 entry/1 booth | 3 entries/5 booths |
| 4) Leather/furs | 5 | 44 | 37.2 | 0 entry/0 booth | 0 entry/0 booth |
| TOTAL | 54 | 261 | 198.9 | 3 entries/3 booths | 5 entries/8 booths |

Year-on-year, the number of JFW-JC exhibitors and booths even exceeded the pre-COVID-19 numbers. Moreover, five returning exhibitors were recorded, including the WOOLMARK Company, to whom visitors thronged. Companies from each textile region also participated as part of the associations and groups eager to showcase their sustainability-aware proposals and unique features and advantages. Despite limited scope for individual companies to solve social issues, given the structure of the Japanese textile industry and the fact that each production process is carried out by divisional labour, each company still showcased sustainable fabrics as part of efforts to support the initiative.



■ Related programme

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

 **PIGGY'S SPECIAL**
- PIGSKIN FASHION SHOW -

‘PIGGY’S SPECIAL’ is a timeless attraction; constantly featuring a selection of young designers representing Tokyo. Fashion shows featuring professional/student sections were held on the second day at the exclusive Tokyo International Forum venue (lobby gallery), hosting a total of three shows. The number of seated spectators was limited to 140 (without any standing area reserved as previously), following discussions with Tokyo prefecture.

◆ Show date: Nov. 2, 2022 (Wed.)

(1) 13:00 - (2) 14:30 - (3) 17:00 – (* Limited to invitees/related visitors)

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

KEIKO NISHIYAMA; Keiko Nishiyama

tactor; Nayuko Yamamoto

meagratia; Takafumi Sekine



◇ **Student Section:** 12 specialised schools in Tokyo – Total 80 garments

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



● **JFW Sustainable Seminar** (Venue: Seminar room, Hall E-2, Tokyo International Forum)

The JFW Textile Division launched the Sustainability Project, with a focus on boosting awareness and promoting the specified targets. As part of these efforts, the < JFW Sustainable Seminar > was held as a JFW-JC related program on the second day (PM). Both seminar sessions were fully packed to max. capacity, reflecting the high interest among visitors for sustainability issues.

◇ **Nov. 1, 2022 (Tue.) 13:30 -**

< Making it all organic, from fibres to products – GOTS certification: basic standards and case examples >

【Lecturer】 Ms. Fiona Matsumoto, GOTS Representative in Japan

【Lecture content】

Ms. Matsumoto explained how ‘From now on, certification standards will be indispensable for the textile industry and organic fibres will become part of our daily lives.’ However, some uncertainty over various certifications remains, including GOTS, which are often somehow misunderstood. ‘GOTS is an acronym for Global Organic Textile Standard. To clear up the biggest misunderstanding, it does not refer to a standard for cultivating organic cotton or organic raw materials, which comes under an agricultural scope. What GOTS targets are methods or industry using those raw materials.’

She then continued to explain several other issues including: environmental requirements to ban hazardous substances at all stages of processing, social requirements to ban child labour, excessive overwork and discrimination and rounded off by reporting that the revision of Version 7 to be announced next year is currently underway.



◇ **Nov. 1, 2022 (Tue.) 15:30 -**

< How to approach sustainability by Italy – a textile superpower >

【Lecturer】 Mr. Shingo Ueno, Representative Director, REDA Japan Co. Ltd.

【Lecture content】

Ever since 1865, long before ‘sustainable’ became a ubiquitous concept, the time-honoured Italian fabric brand of REDA has been manufacturing its products with a green-first approach. *‘We renovated and modernised our factories in the 90s by installing rooftop solar panels while monitoring electricity usage. We have also been filtering and purifying water used to manufacture textiles since the 2000s, when we bought a ranch in New Zealand and have been striving to spearhead both human- and animal-friendly efforts.’* explained Mr. Ueno.

He continued *‘This is not about REDA trying to sell sustainable products. Rather, the environmental issues caused by fashion ARE critical - including the issue of microplastics - and far beyond what we can imagine. Using biodegradable fibres in the textile industry makes sense and we consider merino wool the best solution.’* he concluded.



< Photos of the exhibition venue >

