

# JAPAN

## PAVILION

### Japan Pavilion set to Participate in 'Intertextile Shanghai'

- Expectations High Amid the Post-COVID Era -

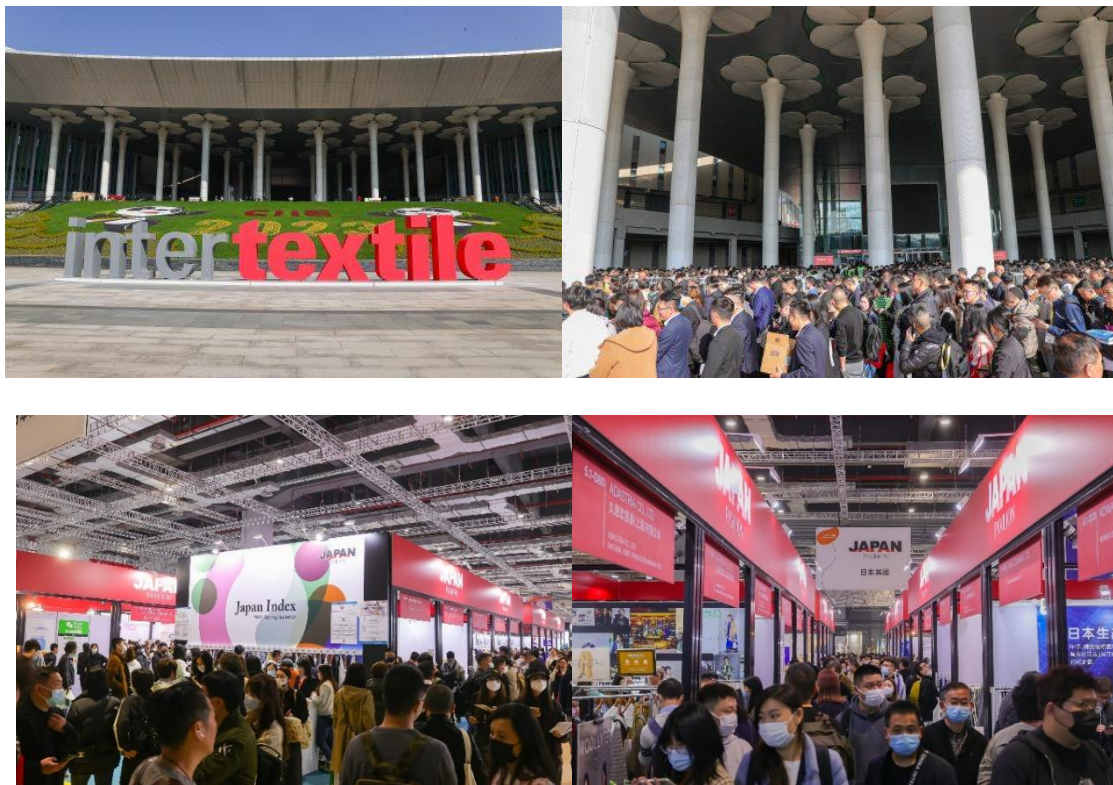
"Following the Autumn Edition exhibition in October 2021, the Intertextile Shanghai exhibition, which had been postponed due to pandemic control measures (under the Zero-COVID Policy), finally took place in March 2023 and was a great success. The next exhibition will be held from August 28-30 (Monday to Wednesday) at the National Exhibition and Convention Center.

After so long without the in-person exchange we all missed, the textile industry looks forward to reconverging in China at the Intertextile Shanghai exhibition, which represents the perfect opportunity for overseas suppliers to meet Chinese buyers. Since the COVID-19 pandemic broke out, new lifestyles have emerged and fresh demands have arisen. There is a growing demand for advanced functional materials and processing technologies and the focus on sustainability has become increasingly crucial.

During the pandemic, a sharp decline in the number of exhibitors from the EU paved the way for many Japanese companies to enjoy more fruitful business negotiations that exceeded expectations. Demand for Japanese fabrics in China continues to rise and the Salon Europe - including overseas pavilions - has become a highly popular exhibition hub. Similarly, the Japan Pavilion, representing Japan with stylish unified booths and alongside the Japan Trend Corner, is a major draw.

During the previous exhibition in March 2023, the Japan Pavilion invited some of the major local apparel players that were interested in business collaboration as part of efforts to nurture the overseas development of 21 Japanese companies. Similar efforts were made to attract luxury women's brands that have thrived in the online fashion market during the pandemic, as well as handling mid- to high-end apparel and designer brands. The exhibition was so popular and hailed as a great success by visitors, who expressed regret at not having enough time to see everything. As well as the return of existing customers, the presence of new brand buyers also helped encourage fruitful business negotiations.

The Japan Pavilion, organised by JFW (Japan Fashion Week), marks its 19th edition on this occasion, surpassing the number of exhibitors from the 2018 autumn exhibition and with 32 participating companies. The Japan Trend Corner, which was on hiatus during the pandemic, has also been revived, targeting further development with the 20th edition in mind.



(Photo: exhibition in March, 2023)

- ◇ Exhibition name: Intertextile Shanghai Apparel Fabrics – Autumn Edition 2023
- ◇ Period: **August 28 – 30, 2023 (Mon. – Wed.)**
- ◇ Organisers: Messe Frankfurt (HK) Ltd. / CCPIT / China Textile Information Center (CTIC)
- ◇ Venue: National Exhibition and Convention Center(Shanghai)

■ **< Japan Pavilion > - Outline**

- ◇ Exhibition area: International Hall (Hall 5.1)
- ◇ Overall structure: Business Corner + Japan Trend Corner
- ◇ Scale: 32 companies / 78 booths (702 sqm) ... including Japan Trend Corner (as of Jun. 30, 2023)
- ◇ Organiser: Japan Fashion Week Organization (JFW)
- ◇ Support : Ministry of Economy, Trade & Industry (METI)

Japan External Trade Organization (JETRO)

**Japan Pavilion – Exhibitor List** (in alphabetical order)

\* 1 booth/9 sqm

(\* New exhibitors : 6 companies)

Company Name (English)	Booth size (sqm)
ADASTRIA CO.,LTD. / NATURAL NINE TRADING(SHANGHAI)LTD.	18
ASAHI FASTENER CO., LTD.	9
CHORI CO., LTD. / CHORI (CHINA) CO., LTD.	18
COSETTE CORPORATION	36
COSMO TEXTILE CO., LTD.	9
CROP OZAKI CO., LTD. / SHANGHAI CROP OZAKI CO., LTD.	9
GRANTEX CN&VN / HATTORI SHOKAI CO., LTD. / SHANGHAI G-ALPHA INTERNATIONAL CO., LTD.	9
IRIS CO., LTD. / SHANGHAI IRIS GARMENT ACCESSORIES CO., LTD.	36
KIRARI CO.,LTD (* New exhibitor)	18
KOKKA CO., LTD. / KOKKA TRADING (SHANGHAI) CO., LTD.	18
KOWA COMPANY, LTD.	18
KURABO INDUSTRIES LTD./KURABO SHANGHAI CO., LTD	9
KUWAMURA CO., LTD. / SHANGHAI KUWAMURA CO., LTD.	18
LAN CO., LTD. (* New exhibitor)	9
MARUSA CO., LTD.	9
MONA KNIT CO., LTD.	9
MORIRIN CO., LTD. / SHANGHAI MORIRIN TEXTILE CO., LTD.	27
NIKKE TEXTILE CO., LTD.	18
NITTO BUTTON CO.,LTD.	18
SEIREN CO., LTD.	36
SHIBAYA CO., LTD.	36
SHIMADA SHOJI CO. , LTD (* New exhibitor)	18
SOJITZ FASHION CO., LTD. / SOJITZ VANCET (SHANGHAI) TRADING CO., LTD.	54
SUN FASTENING SYSTEMS CO., LTD. (* New exhibitor)	9
SUNWELL CO., LTD. / SUNWELL (SHANGHAI) CO., LTD.	36
TAKISADA-NAGOYA CO., LTD. / TAKISADA (SHANGHAI) CO., LTD.	36
TAKU EDGE LLC	9
Teenfeng	18
THE ONE CO., LTD. (* New exhibitor)	18
TOHO BEADS (* New exhibitor)	9
TOYOSHIMA & CO., LTD. / TOYOSHIMA INTERNATIONAL (SHANGHAI) CO., LTD.	36
UNI TEXTILE CO., LTD.	27

\*As of June 30, 2023

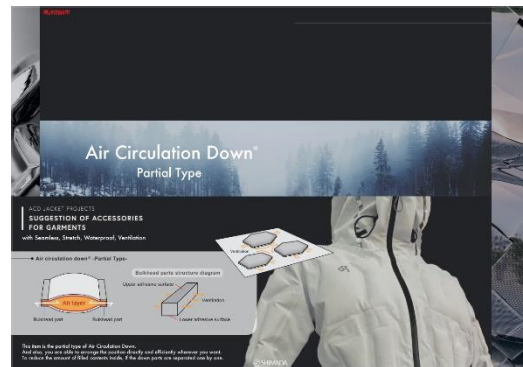
- We are delighted to introduce new exhibitors representing the Japan Pavilion on this occasion.

● **SHIMADA SHOJI CO., LTD.** / Showcasing environmentally conscious supporting materials

<Booth no. 5.1-C88>

SHIMADA SHOJI CO., LTD. is a trading company that sources supporting materials from around the world and supplies them to domestic and international apparel manufacturers. One of their strengths is the ability to develop new products that were previously unavailable by combining backgrounds from many various suppliers.

As to the future Chinese market, they believe that there will be a high demand for high-quality and environmentally conscious products because the country is emphasising environmental considerations through policies. They also note that competition is intensifying and consumers are becoming more cost-conscious while demanding higher quality. To survive in the Chinese market, they consider approaching Chinese brands and expanding business to be the most critical challenges. For this reason, they plan to exhibit many environmentally conscious products and technical items on this occasion. They will be presenting a collection including "CLEANMELL PREMIUM" is an odour-reducing, antiviral and antibacterial spray, alongside STA-GUARD tape, certified with the Eco-Tex Standard 100 Class 1 for static prevention.

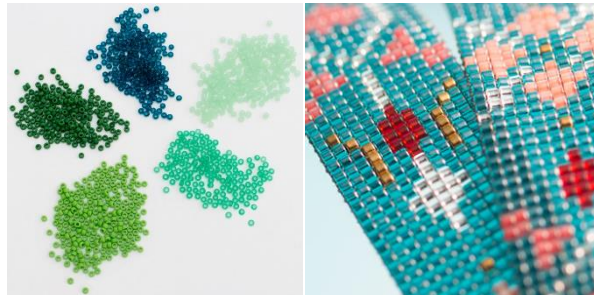


● **TOHO CO., LTD.** / Proposal for new bead products

<Booth no. 5.1-D89>

TOHO CO., LTD. has already established a sales track record in China. On this occasion, they will be aiming to "help our products and brand penetrate into industries other than the main market (accessories and handicrafts) and bring new customers on board."

The glass beads for automatic embroidery machines they put on show allow bead embroidery, traditionally a manual task, to be performed using automatic embroidery machines. These beads have larger holes than those used for hand embroidery, accelerating the embroidery process with sewing needles. They have also paved the way to use ultra-uniform beads in the accessory industry, with thousands of beads used in a single accessory. This allows





designers to create the desired finished form to a high level of precision. For handicraft glass beads, they offer wide-ranging shapes and sizes to meet the demands of accessory designers. Over 1000 colours are also selectable for popular product types.

● **KIRARI CO., LTD.** / Also coping with speedy delivery

<Booth no. 5.1-E89>

KIRARI CO., LTD. is a company that stocks products in a Shanghai warehouse and provides short delivery lead times. They note the way the Chinese market is recovering economically after the COVID-19 pandemic and see the potential to expand their sales channels. They also believe that even swifter business operations will be required going forward.

On this occasion, they will propose a tricot weave using a composite processed yarn of different shrinkage mixed-filament polyester and polyurethane for both warp and weft threads. This tricot weave results in a compact, soft-touch and voluminous two-way material. The stand-out feature lies in an excellent kickback performance, only achievable via a special processing technique. They have also developed a basic acetate satin vintage fabric, which combines special post-processing for gloss and vintage processing to create a deep and glossy shine, reminiscent of wax or oil treatment. Meanwhile, the stand-out feature of the Airy Loop Inlay material is the cuteness of loop thread use. Despite a high wool blend ratio, it is a light-weight product which boasts excellent heat retention.



● **LAN CO., LTD.** / A wide-ranging collection including velvet and tweed

<Booth no. 5.1-D87>

LAN CO., LTD. will propose original crushed velvet fabric. Unlike regular chinchilla or crushed fabrics where dark or reverse-nap garments might end up concealing the crushed effect, this fabric is designed to promote the crushed texture from every angle. The processing involves applying a random crushed effect, then setting the pattern in place with rollers.

They will additionally showcase 100% organic cotton fabric, certified by international accreditation organisations. The fabric is finished with a washing process using a jet dyeing machine, for a richer and softer end texture. They have also developed tweed fabrics combining fancy yarns and special design threads. These tweeds are woven on unique Japanese shuttle looms (by Schönherr), giving them a soft texture. They expect items as valuable as these to attract numerous visitors, including designer brands.



● **THE ONE CO., LTD.** / Planning and development with textile regions

<Booth no. 5.1-D60>

THE ONE CO., LTD. works directly on planning and development with various textile production regions in Japan, ensuring consistent quality and stable delivery times across the board, from integrated management up to mass production. It is also affiliated with China Nantong Zhonghe, to facilitate product delivery.

One of the exhibits includes a salt shrinkage-processed double-woven dobby fabric made from a cotton/polyester blend. Weaving 80-count cotton yarn with polyester spandex yarn is highly challenging and requires advanced skills. This fabric offers a gentle texture and a moderate sheer effect. They have also produced a rare dobby two-way fabric made of cotton in the Enshu region. Specially brushed and compactly finished, it results in a very soft and clean surface texture.



The plain double-weave from the Hokuriku region gives the appearance of worsted wool but is actually made of washable rayon. It uses long and short twisted yarns combined, providing both full and a strong twist. The fabric is also processed with SY for a vintage feel and stretchability that encompasses a wide range of items.

● **SUN FASTENING SYSTEMS CO., LTD.** / Blending in sustainability awareness

<Booth no. 5.1-C78>

SUN FASTENING SYSTEMS CO., LTD. consistently delivers products the market wants while handling the whole range of tasks, from product planning to production management and sales. They have a track record of exporting to China and aim to expand their sales channels, which is why they are participating in this exhibition.

The Real Vintage Zipper they will be showcasing is an authentic vintage product made in the USA and perfect for mass production. They have prepared these vintage items in usable condition, for the ultimate sustainable solution. The Japanese-made Plastic Snap Button is produced using an

automated manufacturing system that virtually eliminates production waste. Since its launch in the 1990s, its sales have continued to expand and it has received numerous major design awards worldwide.

The Snap-On Tape is a top-quality product where each snap is meticulously sewn onto the tape. It offers a sleek gapless design when the snaps are attached. The fabric is also gentle to the touch, ensuring a comfortable feel against the skin. The product is designed with a special emphasis on giving users a stand-out pleasant experience.



### 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/>