

## The Japan Observatory at Milano Unica 2025AW

### ■ The 39<sup>th</sup> Milano Unica

- Show period: July 9 -11, 2024 (Tue. – Thu.)
- Venue: Rho Fieramilano (Hall 1.2.3.4)
- Organiser: Milano Unica Secretariat



### ■ The 21<sup>st</sup> edition: The Japan Observatory at MU 2025AW

- Venue: Rho Fieramilano Hall 1
- No. of exhibitors: 41 companies (JOB: 36 companies + JOB NEXT by JETRO: 5 companies)
- Total area: 800 m<sup>2</sup> (Exhibitors: 728 m<sup>2</sup> + Trend & Index Corner: 72 m<sup>2</sup>)
- Organisers: Japan Fashion Week Organization / Japan External Trade Organization
- Support: Ministry of Economy, Trade and Industry / Japan Textile Federation

The Japan Observatory (JOB) will be exhibiting at the upcoming Milano Unica on a record scale since its first appearance in September 2014, with a total of 41 companies occupying 728 sqm. The event will feature 13 new participating companies, reflecting the high expectations of export business and the Milano Unica event.

Exhibitors will showcase wide-ranging textiles, including wool, cotton, silk, synthetic fibres, functional fibres, knitted fabrics and lace, alongside fashion accessories. Combining materials from Japanese production regions with sustainable raw materials and advanced processing, including finishing techniques, will help Japan propose unique quality to meet wide-ranging buyer needs.

JETRO has organized a support programme named “JOB NEXT by JETRO” for this event, targeting small- and medium-sized enterprises (SMEs) that are either first-time JOB participants or have participated in fewer than three previous editions. Five SMEs will take part and challenge the export business.

During the previous January exhibition, as part of events to mark the 10th anniversary of JOB, a JOB presentation was held at the Milano Unica Opening Ceremony and the “Omotenashi Project” was conducted in the JOB area. Thanks to positive feedback from many buyers, this project will continue in the JOB area to attract buyers’ attention, promote communication and foster an active and lively environment as a platform for business matching.

Every season, the JOB Trend & Index Corner attracts attention. This season's trend theme is "What matters most", which focuses on the key aspects now, such as consideration for the global environment and people, kindness and attentiveness, alongside compassion. The space will be designed to reflect the positive energy and rhythm of these sentiments, while also proposing the latest Japan trends.

■ **JOB Exhibitors (41 companies)** \* Including JOB-Next: 5 companies

★ **New exhibitors**

(In alphabetical order)

Company Name	PR/Product Characteristics
A-GIRL'S CO., LTD.	Specializing in high-gauge jersey & Terry using luxury fibers.
BVLAK CO., LTD. ★	We generate new possibilities to high fashion industry, with a cutting edge design of fabric beyond expectation,
CHIKUMA & CO., LTD. ★	We are specialized outer wear fabrics with the various sustainable selections for men and ladies.
DEBS CORPORATION	Fabrics made with innovate yarns and special finishing techniques that are luxurious yet functional.
FINE TEXTILE CO., LTD.	At our company, we have around 150 fall/winter items made from woolen fabrics, and about 100 spring/summer items made from natural fibers such as hemp and cotton, in stock at our company or in our partner warehouses. We are ready to deliver immediately upon request.
FIRBEST CO., LTD.	We can develop insulation using the far-infrared functional fiber "KODENSHI" and fabrics centered on denim.
FUJISAKI TEXTILE CO., LTD.	We have wide-ranging products from suppliers all over Japan, and provide fabrics meeting demand by the customers.
HASETORA SPINNING CO., LTD.	We can develop and deploy various fabrics, such as circular knitting and woven fabrics, centering on the far-infrared ray functional fiber "KODENSHI". In addition, we can produce special fibers such as (1) artificial protein fiber [Brewed Protein], which can only be produced by our company worldwide.

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.
HOKKOH CO., LTD.	Printed/uniquely dyed fabrics, organic fabrics and suitable items for menswear.
ICHIMURA SANGYO CO., LTD.	We offer the full range of seasonal fabrics to optimally meet customers' applications and needs.
ITOCHU CORPORATION Textile Company	High quality / Functional fabrics made in Japan.
IWATAKEN KEORI CO., LTD.	Processing natural materials using expert techniques. Composed of brushed products, fancy tweed woven with design yarn.
KAJIRENE INC. – KAJIF ★	KAJIF is the fabric brand made by KAJIGROUP. Distinctive, iconic and sustainable fabrics will attract the interest of many brands.
KAWAGOSHIMASA CO., LTD.	Extensive stock services. Bespoke fabrics with small minimum. Sustainable fabrics. Lowest prices without going through a trading company.
KIYOHARA & CO., LTD. ★	We do development and merchandising based on the world's trend. High designed metal parts is one of our strength.
KOMATSU MATERE CO., LTD.	Komatsu original synthetic woven & knitted fabrics for garment dye.
KUNISHIMA CO., LTD.	100% wool fabric developed for high-end mode brands and mixed weave fabrics with other natural fibers mainly made of wool.
MAEDA CO., LTD.	Completely unique fabrics which retain excellent texture, colouring, and drape derived from our original yarns.
MINAMI CO., LTD. ★	Pile with expressive texture using soft wool yarns, inspired by vintage clothes.
MUTSUMI TEXTILES CO., LTD.	Specialized in the circular-knit field, Mutsumi Textile manufactures and sells jersey material for men's and lady's wear, sportswear and technical materials.
NAKADEN KEORI CO., LTD.	A top manufacturer of wool and synthetic woven and knitted fabrics. Ability to create fabrics for wide-ranging sales channels.

SHIBAYA CO., LTD.	Our strength is that we produce our original fabrics which are mainly made in Japan with traditional skills.
SHOICHI CO., LTD. ★	These are environmentally friendly yarns and fabrics that are spun using a technique known as HANMOU.
SOJITZ FASHION CO., LTD. - VANCET	We supply solution for on-demand-fabrics. Over 1,600 original fabrics with 20,000 color variations in stock!!
STYLEM TAKISADA-OSAKA CO., LTD.	Certified by GRS/GOTS/FSC, we supply fine organic cotton, recycled nylon, recycled polyester and FSC acetate.
SUNWELL CO., LTD.	Various trend fabrics with Japanese craftsmanship are supplied from our stock service.
TAKIHYO CO., LTD. ★	Bradford system representing skilled craftsmanship of the 18th century.
TAKISADA-NAGOYA CO., LTD.	"Weaving the future", from a single thread, idea and textile.
TEIJIN FRONTIER CO., LTD. ★	We propose a creative, innovative & sustainable polyester material that combines high functionality and fashionability.
TOKI SEN-I CO., LTD.	Combining our originally developed yarn with proper type of knitting and dyeing, we produce unique fabrics made in Japan.
TORAY INDUSTRIES, INC. Ultrasuede Dept.	To enrich society through empowered creativity and materials evolution.
TORAY INTERNATIONAL, INC. ★	Please come check our ①Functional fabrics made from nylon and polyester ②Denim developed from original yarn technology.
TOYOSHIMA & CO., LTD.	Collaborating with BVLAK, we inspire the fashion industry with materials with sustainability and excitement.
UNI TEXTILE CO., LTD.	We supply Japanese original fabrics from our stock whenever needed and have 35,000 different items in stock.
YUMETEX CO., LTD. ★	Manufacturing from thread, Distinctive processing of each region in Japan .

## ■ JOB-Next Exhibitors ( 5 companies)

### ★ New exhibitors

CHAMBRAY CO., LTD.	Comfortable, timeless, and indispensable fabric for making clothes.
CURELABO CO., LTD. ★	Yarn made from discarded bagasse is lightweight, quick dry, and has excellent antibacterial and deodorizing properties.
IRIS CO., LTD. ★	We offer buttons made from natural, recycled, and biodegradable materials and natural dyes that further enhance the value of clothing.
PANOCO TRADING CO., LTD.	Collection of luxury textiles featuring soft and bulky touch of cotton and wool.
SAKURAI LACE ★	We manage planning and producing in-house and selling both grey fabrics and processed fabrics at our own risk. We constantly stock 150 patterns and 400 colours . .

## ■ Introduction to new exhibitors:

### ● CHIKUMA & CO., LTD / With a strong recycling commitment

CHIKUMA & CO., LTD, has an agent in Italy and excels when it comes to engaging with sustainability and outerwear fabrics. Meanwhile, their verdict on business negotiations is optimistic: “The impact of the weak yen will keep both European and American markets active.” This exhibition will see them introduce sustainable fabrics to existing and new customers alike.

‘Recycle Nylon 2 Layer Satin’, made of 100% recycled nylon, features a non-fluorine water-repellent finish for a smoother, softer and luxurious fabric. ‘Recycle Polyester Twill’ (100% recycled) is a triple-weave fabric with increased yarn count, making it ideal for outerwear. ‘Organic Cotton/Recycled Nylon Vintage Plain’ is a 78% cotton and 22% nylon mix (both of which recycled). Using recycled yarn for both warp and weft forms tones on the deeper side, while finishing adds a vintage feel.



● **KIYOHARA & CO., LTD / Debuting with supporting materials**

KIYOHARA & CO., LTD, a support material specialist, is one of the companies making its JOB debut on this occasion. 'MORTAR HOOK' is a press-design snap button, the function of which was developed in house. Already a favourite in Japan, it has also been sold in the Asian market. Its distinctive stud portion is designed to prevent fitting failures caused by fabric wrapping or excessive capping to optimise functionality and design integration.

'NATURAL BUTTON with PLATING' involves applying a special process to natural buttons (shell, buffalo horn and nut) and then plating them. Making the journey to next-level luxury while reinventing the design involved applying plating processing to natural buttons, rather than metals as normal. 'STOPPER & CORD END' already a flagship product for decades, has also graced the lineup in recent years: just one of the products brought on board with ultra-refined design, with plenty to offer those after simple and decorative offerings alike.



● **TEIJIN FRONTIER CO., LTD. / Where trading and manufacturing come together**

TEIJIN FRONTIER CO., LTD. combines the conversion expertise of a trading company with the technological mastery of a textile manufacturer throughout the entire manufacturing cycle, from material development to final production. It has a local subsidiary in Germany, branches of the same subsidiary in the UK and France and a sales agent in Italy.

Visitors can look forward to the company's rayon and cupra mixed velvet (65% rayon, 35% cupro), ultra-soft to the touch and with a premium and aesthetically pleasing special finish. They will also present recycled polyester with PU mixed twill (91% recycled polyester, 9% PU), which offers a soft touch, good stretch and recovery. Last but not least, a highly dense and woven ripstop with a wrinkled finish, made from 100% recycled polyester, breathable but with excellent water repellency.

● **SHOICHI CO., LTD. / Handling products scheduled for disposal**

SHOICHI CO., LTD. takes the products and textile materials scheduled for disposal and promotes a game-changing approach to its textile upcycling and recycling business. As things



stand, they have transactions with over 2,000 companies and a track record of purchasing from more than 50 international brands. All the products and textile materials they collect are transformed back into yarn and fabric.

This time they are proposing a recycled woollen yarn (80% wool, 20% nylon) made from wool products sorted by colour, processed into fibre and stripped of all auxiliary materials. The nylon used is also recycled, for a yarn that is lighter and warmer than conventional equivalents, but with the same blend ratio and added bulk. They will also be showing fabric made from recycled wool yarn spun from colour-sorted cuttings left over from the manufacturing processes. The fabric is knitted with a special knit structure and has been brushed on both sides, for even more fluffy warmth and comfort.



● **TORAY INTERNATIONAL, INC. / Presenting a range of originally developed spun yarns**

TORAY INTERNATIONAL, INC., with affiliates in Frankfurt, Germany and Milan, Italy, is exhibiting as part of efforts to boost its presence in the European apparel market and establish as many apparel corporate connections as possible. As part of the Toray Group, the company boasts vertical development capabilities, from materials to advanced processing, offering global solutions.

This time around will see them debut a range of natural textiles using original spun yarns. Alongside natural fibres, the synthetic-fibre spun yarns made by TORAY have already spawned products like stretch cotton, silk-wool blends and recycled nylon. They are also focusing on functional synthetic materials and presenting a range of textiles made from raw nylon and polyester yarns. Collaborating with the TORAY SYNTHETIC TEXTILE CLUSTER, they are developing textiles that balance design and functionality.



● **YUMETEX CO., LTD. / A masterclass in processing techniques**

YUMETEX CO., LTD. sees significant potential in the European market and is

participating at JOB to attract new customers. The company collaborates with diverse production areas in Japan and develops products by processing overseas raw materials in Japan.

They will showcase a polyester fabric with flocking processing, which is light, transparent, and has a warm feel. Another highlight is the fabric that has undergone needle punching on lace, offering a luxurious yet soft and warm texture. Additionally, they will present yarn-dyed fabric with twisted yarns, creating a unique handmade feel through intricate weaving techniques.

#### ● TAKIHYO CO., LTD. / Leveraging British spinning machine

What really helps TAKIHYO CO., LTD. stand out is their use of a British-style spinning machine to create original fabrics. “Premium Shetland Herringbone” uses premium Shetland wool, hand-picked for its fine fibre (approximately 1.5 tonnes per year and 26.5 microns). Spun on a British-style machine, it is soft and voluminous, with an airy feel.

‘Paradise Wool-Silk Serge’ incorporates vividly dyed silk noil fibre during the spinning stage, for a vibrant and voluminous end fibre, spun in the British way to create a nep-like texture.

‘Shetland Pile’ is produced by carefully brushing the pile fabric to an optimal length, then slowly brushing it (rubbing to raise the nap and obtain a sheep-like texture), for an ultra-voluminous and fluffy fabric. And the numerous sustainability certifications they have obtained are ample efforts of their success to date.



#### ● BVLAK CO., LTD. / Peerless planning prowess

“BVLAK CO., LTD. excels in planning and development, turning ideas like "Does this fabric exist yet?" into practical designs for manufacturing. They aim to expand their customer base through this exhibition, noting positive trends among high-end Western brands.

This time, they will showcase a fleece fabric combining nylon and wool (60% nylon, 40% wool), characterised by its unique surface texture. They will also present a delicately knitted ribbed fabric made from ultra-fine wool yarn (56% wool, 44% polyester), known for its transparency. Additionally, they are introducing a cut and sewn fabric that leverages the shrinkage difference of cotton to create an uneven textured surface (97% cotton, 3% nylon),



ideal for outerwear and acclaimed for its distinctive surface feel.”

● **KAJIRENE INC. – KAJIF / Distinctive products with processed yarns**

KAJIRENE INC. – Top of mind for KAJIF is to boost awareness of their namesake in-house material brand, “KAJIF.” Their aim is to work with other group companies to develop head-turning processed yarns and stand out. ‘KAJIF ULTIMATE LIGHT’, an ultra-lightweight series, is made using ultra-fine yarns finer than 17 denier. The ripstop fabric, using 7-denier nylon false twisted yarn, weighs just 20g/sqm and has a tear strength exceeding 10N.

‘KAJIF COMPACTION’ offers a compact texture and peach skin touch without special chemical treatments, thanks to their original and ultra-shrinkable composite false twisted yarn. Their lineup also includes recycled items, such as ‘KAJIF CUTTABLE’ that leverages patented technology for fabrics that can be freely cut. Rounding off the range, a four-way stretch polyurethane fabric, for elasticity, tension and a dry touch. Their lineup also includes recycled items.



● **MINAMI CO., LTD. / Abundant vintage-inspired fabrics**

MINAMI CO., LTD. specialises in applying yarn to create expressive textures, including vintage-inspired designs. Organic cotton-mix linen heavy terry is a heavyweight fleece fabric made using original 17s organic cotton linen yarn and thick yarn on the back. Both yarn usage and stitch spacing have been carefully designed for a front yarn that is as expressive as possible and a fabric that maximises the dry feel of linen.

‘Organic foggy mini stripe’ is a vintage-style border fabric made using a special dyeing method that dyes organic cotton yarn unevenly in an indigo-like shade without dyeing the core. The fabric is processed for softness and stable shrinkage and offers a uniquely soft and vintage feel.

‘Vintage soft wool pile’ is created using a low-gauge pile knitting machine with a high-quality, thick wool blend yarn and applying a fulling process during finishing.



● **CURELABO CO., LTD. / Going all out to ease their environmental impact**

CURELABO CO., LTD. is dedicated to selling products that minimise environmental impact by developing fibres from plant residues that would otherwise be discarded. One of their products is a 13.5-ounce denim fabric featuring eco-dyed natural indigo cotton for the warp and upcycled bagasse paper yarn for the weft. This fabric combines natural indigo dyeing, avoiding chemicals, with undyed paper yarn made from upcycled bagasse, significantly reducing environmental impact.

Another offering is a gabardine made from Super100s yarn for the warp and a twisted yarn combining Super100s and upcycled bagasse paper yarn for the weft. This fabric is characterised by the sleekness of Super100s and the firmness of the bagasse paper yarn. They also present a chambray fabric made from organic cotton for the warp and a blend of cotton nep yarn and upcycled bagasse paper yarn for the weft, distinguished by its random nodulous texture and the unique appearance of the bagasse paper yarn.

● **IRIS CO., LTD. / Showcasing even fish leather**

IRIS CO., LTD. is an apparel accessory maker striving to cultivate new sales channels in Europe. Embracing the concept of “mottainai” is what paved the way for their “fish leather”, reflecting their efforts to reduce waste from food-processing residues. Fish leather, which does not rely on natural resources, is fully traceable through complete aquaculture. By carefully tanning fish skin, they replicate cow leather’s texture for wide-ranging products across industries.

‘NATURIS’ is a button made from tagua nuts, the fruit of the tagua palm, produced in Ecuador. Removing the outer skin reveals an ivory-like material, featuring a beautiful wood grain and glossy finish, commonly used for men’s products and Eco-Tex certified. ‘BIOMASS BUTTON’ is a plastic button containing discarded rice bran, bagasse, pulp and more, which is also Eco-Tex certified.



● **SAKURAI LACE / Proposing original lace**

SAKURAI LACE specialises in developing innovative products. They are eager to

expand their business and make more people aware of Japanese lace by participating in JOB.

Their tweed-like lace uses ten or more previously dyed design yarns, blending various materials such as nylon, polyester, acrylic, wool and lamé. Initially, this product was made using leftover yarns from the factory, reducing waste by processing these materials, with a goal of reducing waste by processing leftover yarns that would otherwise be disposed of in the future.

They can handle small batches and achieve short lead times for custom orders. They have also produced tweed-like lace stoles with leftover yarns. Their recycled polyester lace is a jacquard lace made from Teijin's ECOPET, a material derived from PET bottles. With a PET bottle recycling rate exceeding 85%, this eco-material is emblematic of Japan and with a high global recycling standard.



#### ■ JFW Textile View (Japan textile trends)

##### ◇ 2025 A/W Overview : < What matters Most >

An era of drastically changing time is upon us and an uncertain future without anyone to give answers beckons. All of which underlines the need to look inward for reassurance. Kindness. Attentiveness. And to cherish a future where intangible feelings like these matter. Feelings from an ever-morphing mindset. People remain full of potential. Let's act with a global stance for an ever-changing future, while treasuring the planetary environment alongside individuals and their aspirations.

##### ◆ Overall colour trends :

Upcoming this season is a colour palette that glows with the pride of freedom, while keeping a soft and serene eye on nature. Colours subtly blended in, with unique and innovative tonal combinations, while unfolding in a dramatically expressive tonality.

##### ◆ 2025 Autumn/Winter (Themes):

◇ Cinema & Spirits

◇ *Komorebi* & Sunlit House

◇ Artisan & Designer

◇ Retro & Modern

(\* *Komorebi* ...sunlight shining through leaves)

Press release / Jun. 28, 2024

**CINEMA & Spirits** / お洒落とシネマ



**Komorebi & Sunlit House** / 木漏れ日と陽の当たる家



**Artisan & Designer** / 職人とデザイナー



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**RETRO & Modern** / 古風とモダニズム



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