

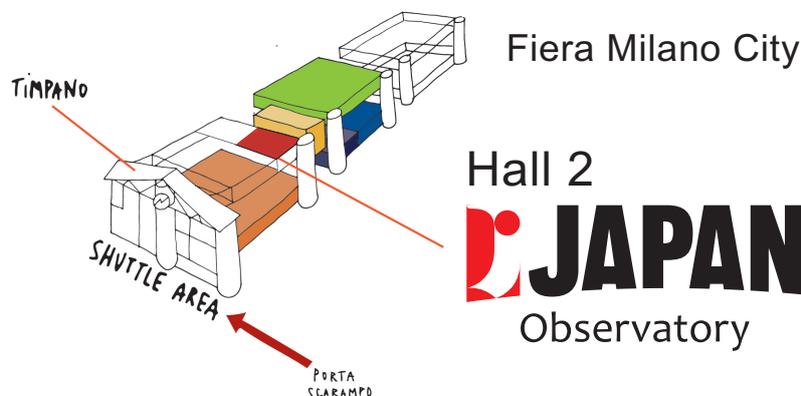
“The Japan Observatory” at Milano Unica 2015A/W

9-11 September 2014
Fiera Milano City
[Hall 2]

The graceful elegance of Japanese beauty; enriched by seasonal natural wealth alongside cutting-edge technology. Unrivalled sensitivity showcased in the fruits of intermingled global culture. Viewing the bigger picture, from a global perspective, 'multiplicity' may be the term best encapsulating Japan. Its craftsmanship boasts 'tradition / culture / technicity' while reflecting Japanese mentality all the while. A closer look at Japanese tradition reveals a universe of 'serene simplicity -subdued refinement' (wabi-sabi) akin to Zen, alongside optimal technicity and retaining the sensitivity imbued in its conception. No less apparent are the uniquely Japanese perspectives of tonality and balance in 'Japanese popular culture', one of the key elements epitomizing modern Japan. In this, our Milano Unica debut, we aim to promote a 'Japan Quality' highlighted by enriched sensitivity and a dual aspect; 'stillness -motion' toward the world ; proudly bearing the 'Japan Observatory' appellation.

The Japan Fashion Week Organization (JFW) and the Japan External Trade Organization (JETRO) jointly operate the Japan Observatory in collaboration with Milano Unica. The Japan Observatory is comprised of business booths by a total no. of 29 companies as well as PR and Trend booths introducing the trends in Japan alongside the representative textiles produced by the exhibiting companies. Please take this opportunity to check the premium quality products carefully selected by the exhibitors and see firsthand the fine-tuned services of Japan and the spirit of craftsmanship.

Location Map



Exhibitors' List

- A-GIRL'S CO., LTD. ●DAIICHI ORIMONO CO., LTD. ●FUKUDA ORIMONO, LTD.
- FUKUI TEXTILE MERCHANTS ASSOCIATION (ASAHI KASEI INTERTEXTILES CORPORATION / HATAOKA CO. / HIKARI SHOJI CORPORATION / TOMITA SHOJI CO., LTD.)
- FURUHASHI WEAVING CO., LTD. ●HAYASHIYO CO., LTD.
- ICHINOMIYA FASHION DESIGN CENTER FOUNDATION (CHODAI CO., LTD. / HIRANO CO., LTD. ISHIKEI KEORI CO., LTD. / MIYATA. WF. CO., LTD. / NAKADEN KEORI CO., LTD. / NIKKO TEXTILE CORPORATION / Team GIFU / TOYAMA & CO., LTD.)
- KAGEYAMA CO., LTD. ●SHINDO CO., LTD. ●TAKISADA-OSAKA CO., LTD.
- TORAY INDUSTRIES, INC. ●TORAY SYNTHETIC TEXTILE CLUSTER (FUKUI WARP KNITTING CO., LTD. / KOMATSU SEIREN CO., LTD. / MARUI ORIMONO CO., LTD.)
- UNI TEXTILE CO., LTD. ●YAGI TSUSHO LIMITED
- YAMANASHI SILK AND RAYON WEAVERS ASSOCIATION (GEN MAEDA & CO., LTD. / ITONONE / KAWAEI CO., LTD.)