



Exhibiting Information

Japan's **LARGEST!**

FASHION WORLD TOKYO

2021 OCTOBER
2022 APRIL

12th FASHION WORLD TOKYO 2021

OCTOBER October 18 [Mon] – 20 [Wed], 2021

9th FASHION WORLD TOKYO 2022

APRIL April 6 [Wed] – 8 [Fri], 2022

Web www.fashion-tokyo.jp/en/

Venue Tokyo Big Sight, Japan

Organiser RX Japan Ltd. Formerly Reed Exhibitions Japan Ltd.

"Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.

Built by
RX In the business of
building businesses

Japan's LARGEST!

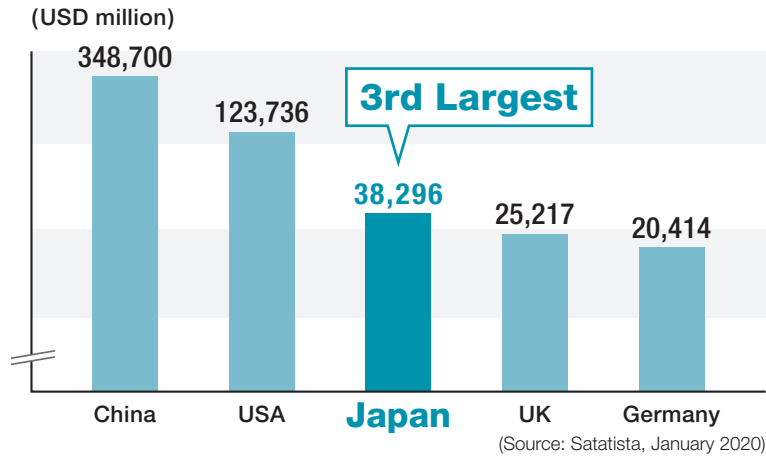
Most Active B to B Trade Show



Join Attractive Fashion Market, Japan

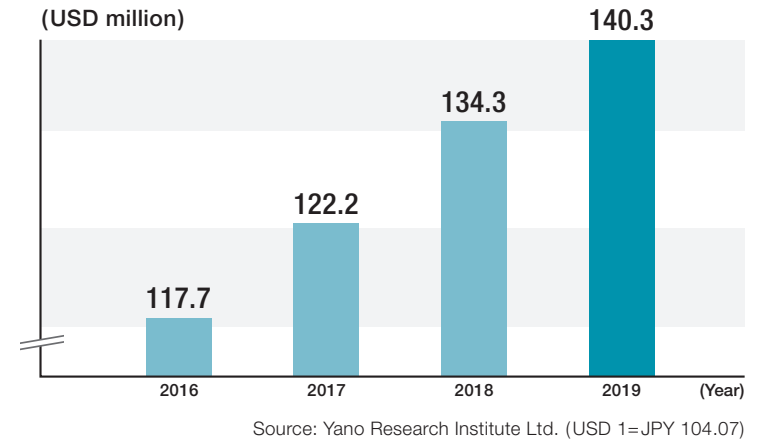
1 Japan - World's 3rd Largest Market

Global comparison - Revenue 2020



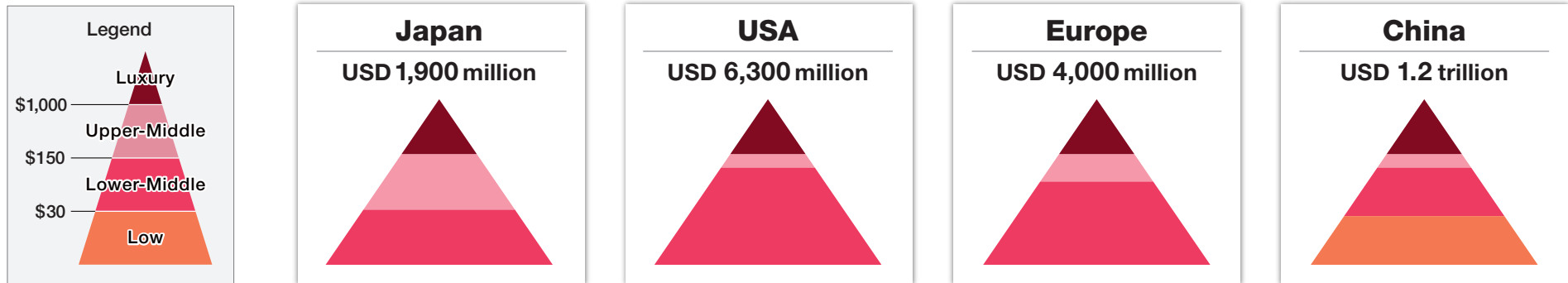
2 Imported Fashion Market in Japan

Growing imported fashion market in Japan



3 Japan is No.1 in Upper-Middle Market

Japan has large proportion for Upper-Middle market compared to other world's fashion markets. This explains Japan is the best marketplace to target to expand your business worldwide.



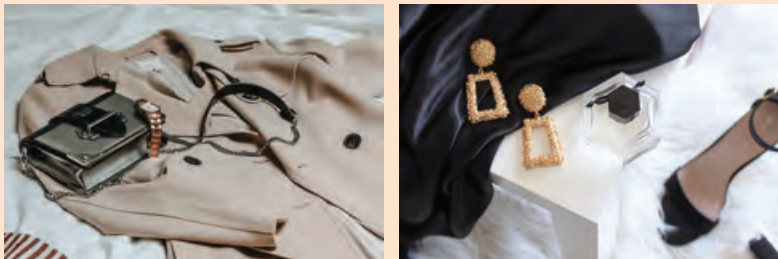
(Source: Ministry of Economy, Trade and Industry)

Best Show to Expand Business in Japan

What is FASHION WORLD TOKYO ?

FASHION WORLD TOKYO is Japan's largest fashion trade show which consists 5 specialized shows. The show gathers 500 exhibitors in October, 2021 and 700 exhibitors in April, 2022, and 20,000 visitors are expected to come in both shows. The show is the best place to start your business in Japan.

INT'L FASHION BRAND EXPO



- Apparel
- Stoles/Scarves
- Accessories
- Bags
- Socks
- Other Fashion Items
- Shoes
- Hats

SUSTAINABLE FASHION EXPO



FASHION SOURCING EXPO



TEXTILE EXPO



JAPAN FASHION EXPO



< 2021 OCTOBER >

500

Exhibitors

20,000

Visitors

< 2022 APRIL >

700

Exhibitors

20,000

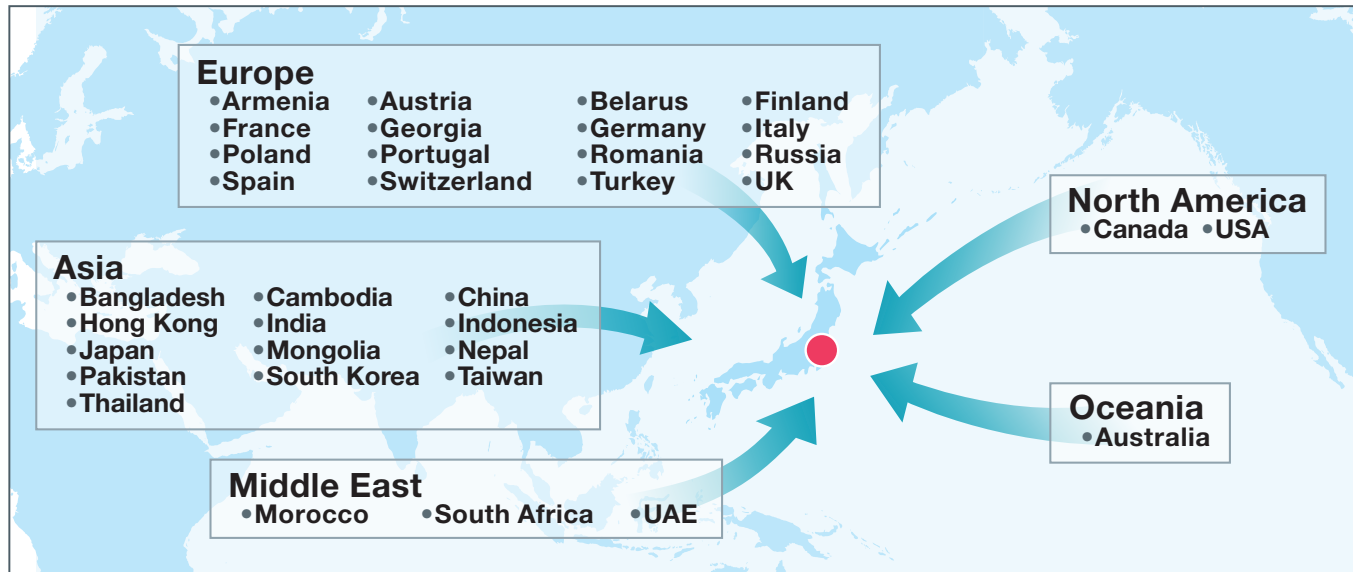
Visitors

(The numbers of exhibitors and visitors are expected.)

What is Int'l Fashion Brand Expo?

This EXPO is designed to focus specially on INTERNATIONAL (non-Japanese) exhibitors. Those will surely increase business chances for you to meet importers and other buyers who look especially for imported products.

Worldwide exhibitors from 35 countries/region (expected)



Many international pavilions

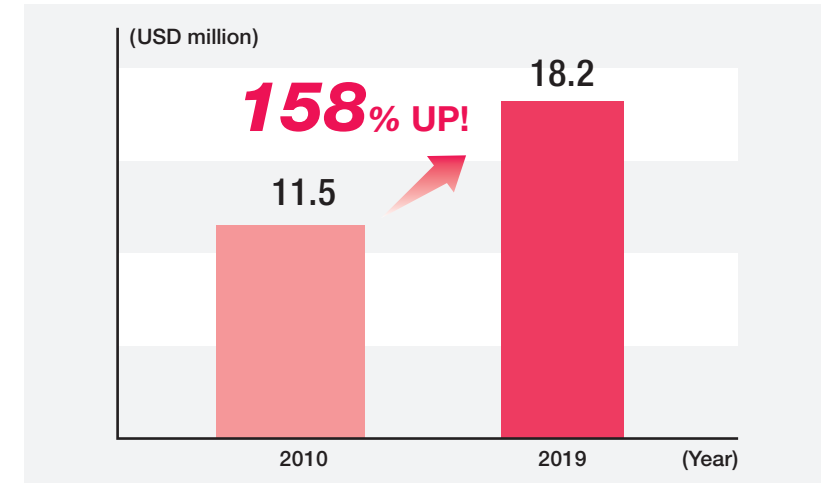


Shoes Zone in INT'L FASHION BRAND EXPO

■ List of Shoes Buyers (excerpts from previous shows)

- ABC-MART, INC.
- G-FOOT Co., Ltd.
- CHIYODA CO., LTD.
- HIRAKI CO., LTD.
- DIANA CO., LTD.
- WA INC.
- STEP INC.
- SHOEMART. INC.
- TSURUYA CO., LTD.
- MARINA CO., LTD.
- NEW BALANCE JAPAN, INC.
- ASICS TRADING CO., LTD.
- REGAL CORPORATION
- LIFE GEAR CORPORATION
- MARUBENI FOOTWEAR
- TOHO LAMAC CO., LTD.
- CHIYODA CO., LTD.
- ROYAL CORPORATION
- MODACLEA CO., LTD.

■ Market of imported shoes



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

■ Visitor's Comment

Hyundai Department Store (Korea) Department Store

We came to see various items but the marketability of shoes are increasing. So We came to source shoes, sneakers and sportswear. We are surprised by the scale and number of international exhibitors. We are definitely visiting the show again!

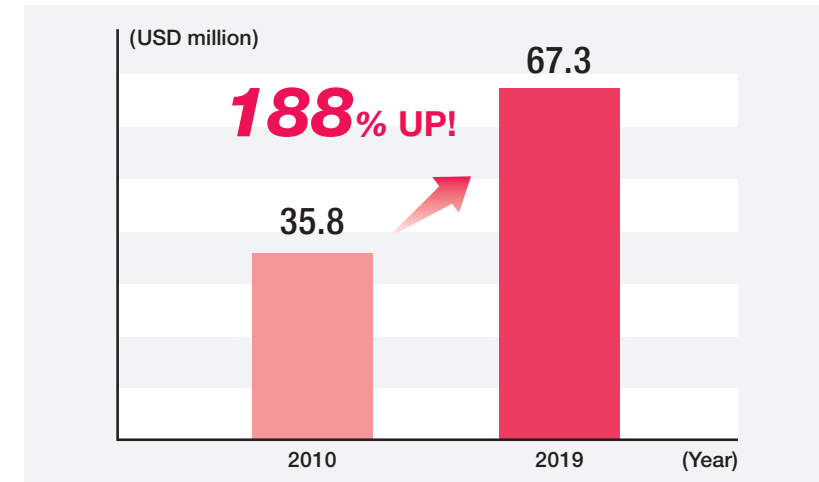


Bag Zone in INT'L FASHION BRAND EXPO

■ List of Bag Buyers (excerpts from previous shows)

- SAC'S BAR HOLDINGS INC.
- HAPINESS & D
- FURLA JAPAN CO., LTD.
- SANPO CREATE
- MORITA CO., LTD.
- KYOWA BAG
- BLBG CO., LTD.
- TATSUYA CO., LTD.
- BARCOS
- KUGIMACHI CO., LTD.
- SAMANTHA THAVASA JAPAN LTD.
- FIT HOUSE CO., LTD.
- BRAND OFF CO., LTD.
- GALLERIA-NISM INC.
- MORITA
- CATTLEYASACS CO., LTD.
- MOTHERHOUSE CO., & LTD.
- KANDAYAKABAN SEISAKUSHO
- IKENOYA
- NOEL YAMAMOTO

■ Market of imported bag and leather accessories



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

■ Visitor's Comment

BEAMS (Japan) Specialty Store

We can see not only different types of fashion styles from street, mode, classic, to casual but also fashion accessories all at once at this venue. FASHION WORLD TOKYO provides the best gateway to find new business opportunities.



Apparel Zone in INT'L FASHION BRAND EXPO

■ At FASHION WORLD TOKYO, you can meet your target customers as below:

Importers/Agents

- DOSHISHA
- MITSUBISHI CORPORATION
- SOJITZ FASHION
- YAGI TSUSHO
- ETOILE KAITO
- MITSUI & CO., LTD.
- KIYOHARA
- ITOCHU
- MORIRIN
- SUMITOMO CORP
- ONWARD
- TAMURAKOMA
- MARUBENI FASHION LINK
- SANEI
- TOYOSHIMA
- UENI TRADING etc.

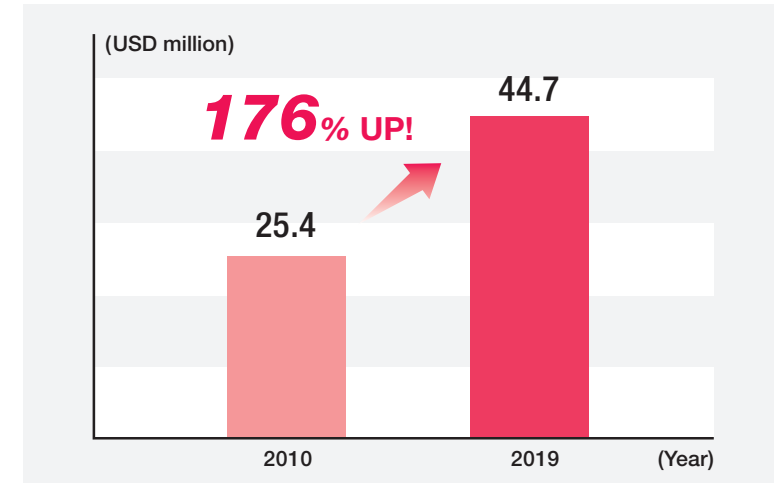
Department Stores

- DAIMARU
- KAWATOKU
- MARUHIRO
- TAKASHIMAYA
- DAIMARU MATSUZAKAYA
- KEIKYU
- MATSUYA
- TOBU
- FUKUDAYA
- KEIO
- MEITETSU
- TOKYU
- HANKYU HANSHIN
- KINTETSU
- ODAKYU
- ISETAN MITSUKOSHI HOLDINGS
- LUMINE
- PARCO
- MARUI
- SOGO & SEIBU etc.

Boutiques

- ABAHOUSE INTERNATIONAL
- ELEMENT RULE
- NANO·UNIVERSE
- SAZABY LEAGUE
- ANAP
- ISSEY MIYAKE
- P & M
- SHIPS
- BAYCREW'S
- JUN
- PRINCESS TORAYA
- UENO-SHOKAI
- BEAMS
- LEILIAN
- RALPH LAUREN
- UNITED ARROWS
- EASTBOY
- MURASAKI SPORTS
- ROYAL
- URBAN RESEARCH etc.

■ Market of imported clothing



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

■ Visitor's Comment

nano universe (Japan) Specialty Store

It is important for us to source products which meets variety of consumers' demand. And FASHION WORLD TOKYO offers us many opportunities to achieve it in many ways.



Extensive Services to Maximise Exhibiting Result

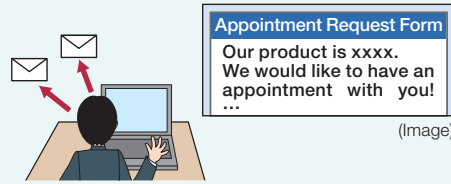
1 FREE Online Matching

You can set up appointments and have meetings with visitors at your booth by this system. You can also receive appointment requests from visitors.

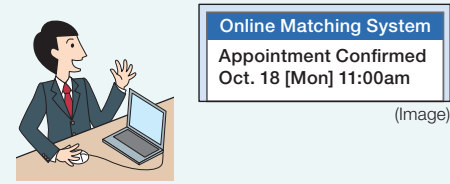
1 Search the database of visitors



2 Send appointment requests



3 Appointment confirmed



4 Meet visitors at your booth



2 FREE Onsite Matching

Show Management will support you set up appointments with international buyers.

■ Promotions to **260,000*** database

■ International Premium Buyers (excerpts, in random order)

Show Management run the promotion before, during, and after the show.



*expected

- Al Tayer (UAE)
- Lunisol (USA)
- momo.com Inc (TAIWAN)
- The maker (AUSTRALIA)
- LOTTE DEPARTMENT STORE (KOREA)
- Mercadona (SPAIN)
- Padini Holdings (MALAYSIA)
- URBAN28 (HONG KONG)
- CHARLES & KEITH(China)
- SanFu Department Store (China)
- TANGS (SINGAPORE)
- KOLON INDUSTRIES (KOREA)

3 FREE Promotion Services

Highlight Page of exhibitor's product at official website



(Image)

Email Blast featuring international exhibitors



(Image)

Online Exhibitor & Product Search for your pre-show publicity.



(Previous Online Catalogue)

Promotion by SNS Influencers invited by Show Management



(The Post of the Previous Show by Influencer)

*Show Management may pick up companies to be listed.

NEW Exhibiting Style is Offered!

“Remote Exhibiting Plan” enables you to have your own onsite booth and fix business meetings from your home/office. All you need to do is ship your exhibits (products/materials) to Japan & be available during show dates!

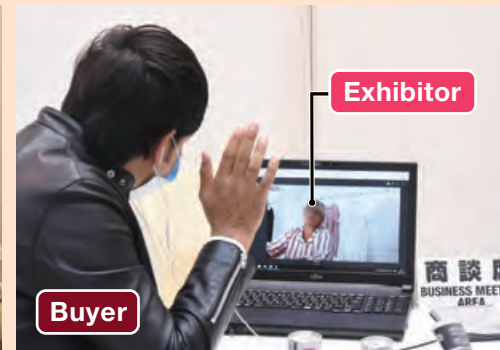
Chosen by many international exhibitors NOW!



Your interpreter act as representative to explain your products to visitors.



Talk to visitors by video call with your products in front.

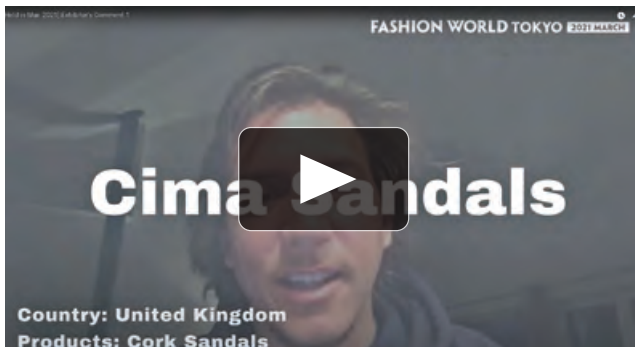


Negotiate business deals during show dates with visitors.



Show Management collect business cards and note the business leads.

Exhibitor's Voice about Remote Exhibiting Plan



Tumar Art (Kirghiz) **Business leads: 169**



Japan is one of the biggest markets in the world, so we decided to participate at FASHION WORLD TOKYO for the first time. We had exhibited at other shows, but this is pure busiest exhibition, and “Remote Exhibiting Plan” exceed our expectations. We booked for next show too!

Exhibit Now to Expand Business into Japanese Market!

Participation Cost We can offer bigger sizes.

[Click here for details](#)

■ **3 booths: 48.6sqm (9m × 5.4m)**



JPY 3,780,000 (USD 36,000 / EURO 30,484)

- Walls & Carpet
- Company Name
- 6 Electrical Outlet
- 1 Rubbish Bin
- Power Supply to 6kW
- 15 Spotlights
- 6 Meeting Tables & 24 Chairs

■ **2 booths: 32.4sqm (6m × 5.4m)**



JPY 2,520,000 (USD 24,000 / EURO 20,323)

- Walls & Carpet
- Company Name
- 4 Electrical Outlets
- 1 Rubbish Bin
- Power Supply to 4kW
- 11 Spotlights
- 4 Meeting Tables & 16 Chairs

■ **1 booth: 16.2sqm (6m × 2.7m)**



JPY 1,260,000 (USD 12,000 / EURO 10,161)

- Walls & Carpet
- Company Name
- 2 Electrical Outlet
- 1 Rubbish Bin
- Power Supply to 2kW
- 8 Spotlights
- 2 Meeting Tables & 8 Chairs

*Corner Charge may be charged according to the number of corners you get. Prices in USD and EURO are for reference only. (\$ 1 = 105 a€ 1 = 124 as of October, 2020)

Booth Availability



Check available booth locations



Remote Exhibiting Plan



Video Call Meeting with Show Management



To Exhibit



Download the application form



Contact

Organiser: **RX Japan Ltd.** Formerly Reed Exhibitions Japan Ltd.
FASHION WORLD TOKYO Show Management

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