

## Final Report - JFW Textile Fairs 2015AW -

< Dates > Nov. 5 – 6, 2014 (Wed. – Thu.)  
 < Venue > Tokyo International Forum / Exhibition Hall  
 < Organiser > Japan Fashion Week Organization  
 JFW Textile Division Steering Committee



< Supporters >  
 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

Concurrent shows, < Premium Textile Japan 2015 Autumn/Winter (PTJ2015AW) > and < JFW JAPAN CREATION 2015 (JFW-JC2015) >; both of which organised by the Japan Fashion Week Organization (JFW) took place over two days, Nov. 5-6, at the Tokyo International Forum at Yurakucho, Tokyo. Despite the show being scheduled almost two weeks earlier this year, both visitors and exhibitors exceeded the previous year's totals; sparking enthusiastic negotiations throughout the venue.

< Visitors > The show recorded a total of 19,889 visitors, thanks to the favourable result from the previous year (\* ref. 19,681/previous yr.) Despite other fabric shows partially overlapping our show period, including one of the largest regional textile shows, BME (Bishu Material Exhibition), and a European textile show comprising a certain number of Japanese exhibitors from this year, scheduled for the following week, visitor totals for the JFW shows still achieved a year-on-year increase. A breakdown of visitors revealed a total of 4,167 non-buyers (press / organiser-related visitors / groups, and others) (80% of the previous year), while the total of buyers (apparel / retailers / wholesalers / trading companies etc.) was 15,703, showing an increase of 1,237 (108.5% over the previous year). Consequently the proportion of buyers among all visitors to PTJ/JFW-JC was 80% (\* ref. previous yr. 73.5%), which exceeded 86% at the PTJ fair.

### ◇ Breakdown of visitors < JFW-JC2015 > & < PTJ2015AW >

	Wholesalers/ Trading, planning companies	Apparel / retailers	Press	Organiser related visitors / groups	Visitor/ Others	Students	Total (by fair)	Total No. of visitors
JFW-JC2015	8,256	7,447	193	27	1,263	1,029	18,215	19,889
PTJ2015AW					1674		17,597	

\*Remark :The no. of visitors is counted per fair (PTJ / JC) and thus does not coincide with the total no. of visitors.



< Visitors' feedback >

Mr. Maurizio Sarti from **Faliero Sarti**, an Italian luxury textile maker known for stoles in particular, visited the fair and commented 'I was invited to this show by one of the related members among Japanese exhibitors at Milano Unica in September, to view more Japanese fabrics. I found many denim textile woven with shuttle looms which caught my interest. I was quite astonished by the rich variation although our company occupies the upper elegant zone, targeting a different field. I was equally impressed to see synthetic fabrics with particular finishing techniques unique to Japan.'



'This time I could enter the venue quite smoothly without queuing.' (Creator),  
'Thanks to the newly applied pre-registration pass system, I no longer had to wait in a long queue like before.' (Apparel)

This fair saw the problem of queuing / waiting time eased as well as recording a slight increase in visitor numbers compared with the previous show, welcoming a total of approx. 20,000 visitors in two days.

Several favourable comments were heard regarding the products on show - 'The scope is wider. I look forward to finding something new every time I visit the fair.' (Apparel)

This time we accommodated numerous new and repeater exhibitors alike at both shows, including 31 companies at JFW-JC and 12 at PTJ, adding items newly showcased by newcomers. In addition, 19 of the JFW-JC exhibitors were from accessory categorised fields, while PTJ featured a number of companies handling embroidery / lace-related products.' 'JFW-JC is the only fair showcasing such wide ranges of embroidered/lace in full.' commented a trend-conscious student.

Positive comments at the fair included 'It is my third visit here, and I found many processed fabrics this time.' (Apparel)

'Many original / unique fabrics, just like the previous show' (Apparel),

'I visited the fair for the first time, and found such a wide variety converging...' (Apparel)

These reflect the product diversity on show; ranging from staples to filaments and functional to highly sensitive fabrics and treated with elaborate dyeing techniques.

Buyers often start by visiting the trend corner to get an overview, before moving to the index corner to source fabric makers that match their images or ideas.' (Apparel)

There are also events where some buyers visit existing business partners and also seek new fabrics by touring the venue.' (Trading company)

Conversely, areas raised for improvement included 'The show itself is awash with enthusiasm, but meticulous responses are lacking from the members in charge at certain association-related booths.' (Fabric maker)



# JFW JAPAN CREATION 2015

JFW  
JAPAN  
CREATION  
2015

- ◇ Dates : Nov. 5 – 6, 2014 (Wed. – Thu.) (10:00-18:00)
- ◇ Venue : Tokyo International Forum / Hall 1 (3, 000 m<sup>2</sup>)
- ◇ Visitors : Buyers and invited visitors, textile business-related visitors, students
- ◇ Admission : JPY 2,000 (same day ticket)  
JPY1,000 (discount ticket for students, Pre-registration)
- ◇ Supporters :

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  
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## □ Exhibitors' categorization / details :

Zone	No. of applications	Total no. of exhibitors (companies/groups)	No. of standard booths
Textile (domestic)	51	158	107.6
Textile (overseas)	12	41	41
Textile related products	5	9	12
Leather / furs	5	40	43.8
Supporting materials	9	19	14
Media stands	2	2	1
<b>Total</b>	<b>84</b>	<b>269</b>	<b>219.4</b>

\* Overseas exhibitors : Korea 1 (19 booths) / Taiwan 5 (19 booths) / China 2 (2 booths) / Thailand 1 (1 booth)

\* New / repeater exhibitors : 11 entries (31 companies) / 16 booths

## ■ Trend & Index (JC) Corner

This time, the area was designed with a layout resembling the < Japan Observatory > at Milano Unica held in September and the < Japan Pavilion > at Intertextile Shanghai held in October this year, using lightweight boards for the ceilings to create a compact space in which several different scenes unfolded for transition by passing through wall panels.

< No. of fabrics displayed in the trend corner > 634 pcs.

Time Slips :173 pcs. / Chic-Kawaii Essence : 159 pcs. / Scented Splendour : 165 pcs. / Playful Collage : 137 pcs.

< No. of fabrics displayed in the Index corner > 175 pcs.



## ■ JFW-JC FORUM

Leading industry lecturers discuss current Japanese textiles, fashion and markets, centring on updated information and themes. This time a total of following 4 sessions were held featuring current topics.

- Nov. 5 / 14:00 - < This is Craftsmanship and Quality originating from Japan >
- Nov. 5 / 16:00 - < Transition of Trends via. Fixed Point Observation over 34 years >
- Nov. 6 / 11:00 - < The Trend for Functional Textiles - adding in Fashion and Eco Elements >
- Nov. 6 / 14:00 - < Capability of Japan – as proven at Milano Unica >

## ■ Academic-industrial Collaboration - 8<sup>th</sup> < FORM PRESENTATION > -

Textile Theme : ' Evolution of Wool 3 ' / Fashion Theme : ' Urban Military '

An academic-industrial collaborative programme; aiming to capitalise on textile knowledge alongside creative ideas for design and foster next-generation human resources. Students of nine groups from nine schools made garments using fabrics provided by NIKKE (THE JAPAN WOOL TEXTILE CO., LTD.), after attending several programmes starting from the 'Wool University' held in May, Jury (presenting the portfolio), and onsite training in textile-producing regions. The garments were displayed in separate booths, arranged by group/school at the entrance to the JFW-JC2015 Exhibition Hall, where students gave presentations to visitors and eagerly promoted their garments.



< Grand Prix >  
DRESSMAKER GAKUJIN  
(massas)



< Merit Prize >  
ESMOD JAPON TOKYO  
(strong delicate)



< NIKKE Award >  
BUNKA FASHION COLLEGE  
(For 2)



Thematic materials

< Feedback from exhibitors and exhibits : JFW-JC >

**TAKUMI DREAM ASSOCIATION** is one of the rare global textile makers capable of producing unrivalled large-patterned yarn-dyed textiles by in-house manipulation of unique warp machines and modified weaving machines. They showcased products championing the company's originality such as 'handworks', 'compressed checks' and 'inkjet untangling weaving'. By seizing this opportunity presented on the occasion of their inaugural participation, they aim to be a 'proposal-based' company, capable in their own words of 'Selling by Themselves'.



The **Bishu Style** booth accommodated an index corner categorised by Bishu exhibitors and based on the JFW Textile View trend direction, promoting the exceptional versatility of wool material, which proved a magnet for numerous visitors. The main exhibits included 'Napoleon', a slowly woven textile using premium, stringent raw material by **MIYUKI KEORI CO., LTD.**, alongside fulling gauge knits and a reversible jacquard of compressed materials by **PALEMO CO., LTD. SOTOH CORPORATION** showcased 'Gemstone', 100% nylon and preprocess-dyed, while **KE'KEN TEXTILE TESTING & CERTIFICATION CENTER** demonstrated testing of animal fibres.

Three major sewing companies participated under the scope of **IWATE INDUSTRY PROMOTION CENTER**; making its third appearance. They explained that Iwate prefecture houses a total of around 200 sewing companies, with 7-8% of the workforce in the northern part of the prefecture dependent on the sewing industry. Further developing the sewing industry would therefore help curb depopulation and the declining birth-rate as well as effectively promoting their sewing ability and significance.

12 Korean companies were present under the Korea Pavilion organized by **KOFOTI (Korea Federation of Textile Industries)**, including a new exhibitor as converter, **SFT**, which showcased its print items featuring original/European designs via a system called 'One-stop Solution', attracting numerous visitors to their booth unlike first participants.



The **TAIWAN TEXTILE FEDERATION** also marked its third participation, gathering 13 companies under the 'TAIWAN ECO TEXTILES' banner, an increase of nine companies over the previous year. One of the exhibitors, **SUPERWILL INDUSTRIAL CO., LTD.** is a fabric maker dealing with special knits. 'Although we are in business with innerwear makers in Osaka, we decided to join this fair for the first time, to expand sales of our eco-friendly functional fabrics in Japan.' with new customer development in mind.



## Premium Textile Japan 2015 Autumn/Winter

- ◇ Dates : Nov. 5 – 6, 2014 (Wed. & Thu.) (10:00-18:00)
- ◇ Venue : Tokyo International Forum / Hall 2 (2,000 m<sup>2</sup>)
- ◇ Visitors : Buyers & invited visitors only [Admission free ]
- ◇ Exhibitors : Strictly selected exhibitors by screening system  
(documents/fabric samples)  
(Participation by groups/associations not allowed)
- ◇ Supporters : Ministry of Economy, Trade and Industry  
Organization for Small & Medium Enterprises and Regional Innovation, Japan  
Japan External Trade Organization / Japan Apparel-Fashion Industry Council,  
The Japan Textiles Importers' Association, Japan Textiles Exporters' Association



### ■ Exhibitors' categorization / details : 68 companies / 93.5 booths

(\*Previous year : No. of companies : 64 / 90 booths incl. \* 2 companies/2 booths from overseas : Hong Kong & India)

Zone	Exhibits (items)	No. of exhibitors / booths (8 m <sup>2</sup> /unit)
A	Staples (cotton / linen / wool / blends )	25 companies / 30.5 booths
B	Filaments (synthetics / silk / functional / blends)	19 companies / 31 booths
C	Dyeing, finishing/prints/embroidery, lace/ leather	15 companies / 16.5 booths
D	Supporting materials / accessories / knits / twisted yarns	9 companies / 15.5 booths

### □ PTJ Index Corner

The index corner was located at the entrance of the PTJ venue, where new and highlighted products from exhibitors were displayed, guiding visitors to exhibitors' booths.

\*No. of displayed fabrics : 246 pcs.  
(Textile items : 181 pcs. / accessories : 65 pcs.)



### ■ Business matching programme

A business matching programme for exhibitors and invited buyers organised by JFW was operated during the period of the fair in private rooms reserved for negotiations. Buyers this time included four leading apparel / retail companies as well as four designer maisons having participated in the JFW, alongside 20 PTJ exhibitors for a total of 41 matchings (during show dates: 36 / Pre-fair: 5.)

< Apparel / retail companies : Brands >

- ◆ SANEI INTERNATIONAL CO.,LTD. : JILL STUART
- ◆ Tokyo Style Co., Ltd. : NATURAL BEAUTY
- ◆ RENOWN INCORPORATED : CHARGE
- ◆ ITALY Co., Ltd. : Pink Champagne



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< Designers / maisons : Brands / designers (company names) >

- ◆ mame / Maiko Kurogouchi (Kurogouchi Design Office Co., Ltd)
- ◆ lessthan\*·MIDDLE / Oharu Ando (lessthan Inc.)
- ◆ Sise / Seishin Matsui ( S.I.S.E. Co., Ltd.)
- ◆ YASUTOSHI EZUMI / Yasutoshi Ezumi (Ri Design Co. Ltd.)



< Feedback from participating buyers >

◇ **Renown Incorporated :**

(Mr. Kenichi Shimizu, Manager, CHARGE Unit / Ms. Hiroko Hoshina, Chief designer)

The business negotiations were truly fruitful and I particularly appreciated the logical system allowing us to pre-check fabrics and narrow down suppliers. Since we had already seen their fabrics beforehand, we felt closer to the supplier when we met for the matching meeting. The BM (business matching) also gave us the opportunity to exchange ideas and possibilities and discuss how the fabric is made etc. in individually reserved meeting rooms. We also found some textiles among the proposed materials suitable for other brands in our company. Since the (BM) results far exceeded our expectations, I would certainly like to introduce this system to our other brands.

◇ **Mame** (Ms. Maiko Kurogouchi, Designer)

It was our first time to participate in this event and we found this BM system great and quite efficient too. We normally lack sufficient time to source fabrics inside booths, given the fact that the popular booths are always crowded and people rush in non-stop at any fair. This time, we met three fabric makers after pre-selecting the materials which best matched our brand image. We could pinpoint the fabrics at the meeting, since we had already conveyed the kind of materials we sought in our requests. As creators however, we normally face a problem regarding order quantity (small batches) and therefore request surcharges in such cases. Although aspiring for better creation, both parties – the factories (fabric makers) and us as creators should be professional to engage in real business without depending on each other, otherwise neither side will grow.

< Exhibitors' feedback and exhibits : PTJ >

**WADANOBU TEX INC.** participated for the first time, showcasing wide-ranging torsion lace items as components proposing a wealth of potential to create original textiles by combining items by sewing machine. 'Although we do not feel the benefits of the weaker yen when exporting, we still feel the need to cultivate new domestic customers at PTJ.' They explained their reason for participation while eagerly welcoming visitors. Another new exhibitor, **HOKKOH CO., LTD.**, a company excelling in prints, underlines its high satisfaction, saying 'Many visitors will surely help us acquire new customers.' Their exhibits, prints on shape memory fabrics, achieved unprecedented success.

**NOZAKI SENSHYOKU CO., LTD.** also made their PTJ debut.

'We featured products such as acid-dyed nylon and inkjet printing on wool etc. Acid-dyeing allows you to obtain an even glossier feel, even on materials like silk.' They commented and continued, 'We came to promote our unique technique among many other horizontally installed inkjet printing methods, and would like to underline their merits, despite the slightly costly processing charge.'

**CRESCEND YONEZAWA** showcased products including stoles, made of wool-based material and needle-punched with spun-silk sliver. 'We have seen an increase in order receipts', reflecting satisfaction with their steady growth. **MARUI ORIMONO CO., LTD.** presented their own-brand 'Mi Forma' product, aiming to establish distribution through their in-house channel. It is made of 100% nylon and retains a high shape memory

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function and restorability. 'This piece-dyed nylon with a shape memory function is a world-first material.'; developed by selecting, weaving and processing yarns. **SANYO SENKO CO., LTD.** launched a unique technique - 'Sulfide dye leaving the yarn centre undyed.' developed by their original dyeing machine and based on matchless craftsmanship. This ground-breaking technique is highly acclaimed and has been applied by renowned overseas brands.

**SUZUKI BLEACH & DYEING CO., LTD.** increased its range of menswear, as well as proposing a processing technique allowing yarn-dyed cotton fabrics to be transformed into autumn-winter materials. By applying specific processing on one side of the yarn-dyed cotton fabric, the surface texture is made to resemble flannel wool. **blue farm textile** from Hong Kong, a repeat exhibitor, explained 'We make indigo rather than denim and engage in OEM business and fabric sales with annual turnover of 7 billion JPY.' They deal in yarn-dyed denim textile for both warp/weft yarns, which is rare in Japan, and also feature a comprehensive range of indigo-dyed products, such as chinos, jacquard, lace and sweaters.

## < JFW Textile Division – Future business plans in 2015 >

### < Overseas fairs >

- < The Japan Observatory > at Milano Unica 2016 Spring/Summer
  - Dates : Feb. 4 – 6, 2015 (Wed. – Fri.)
- < The Japan Observatory at Milano Unica 2016 Autumn/Winter
  - Dates : Sept. 8 – 10, 2015 (Tue. – Thu.)
  - Venue : Fiera Milano City Hall 2 (provisional)
- Intertextile Shanghai Apparel Fabrics < Japan Pavilion > 2015 Spring Edition
  - Dates : Mar. 18 – 20, 2015 (Wed. – Fri.)
- Intertextile Shanghai Apparel Fabrics < Japan Pavilion > 2015 Autumn Edition
  - Dates : Oct. 13 – 15, 2015 (Tue. – Thu.)
  - Venue : National Exhibition and Convention Center (Shanghai), China (CHINA EXPO COMPLEX)
  - \* New venue

### < Domestic fairs >

- Premium Textile Japan 2016 Spring/Summer / Dates : May 27 – 28, 2015 (Wed. – Thu.)
- Premium Textile Japan 2016 Autumn/Winter / Dates : Nov. 25 – 26, 2015 (Wed. – Thu.)
- JFW JAPAN CREATION 2016 / Dates : Nov. 25 – 26, 2015 (Wed. – Thu.)
  - \* Venue : Tokyo International Forum / Exhibition Hall