

Intertextile Shanghai Japan Pavilion 2024 Autumn Edition – Outline –

Following the resounding success of the Intertextile Shanghai Apparel Fabrics Spring Edition 2024, held in March, the Autumn Edition promises even more dynamic cross-border business opportunities. Bolstered by China's expanded visa exemption policy, which attracted a significant surge in international buyers, the upcoming event is set to be a vibrant hub for global textile exchange. With its rich history and status as one of the world's leading trade fairs since its launch in 1995, Intertextile Shanghai is approaching its 30th anniversary milestone.



■ Intertextile Shanghai 2024 Autumn Edition – Outline -

- ◇ Exhibition name: Intertextile Shanghai Apparel Fabrics – 2024 Autumn Edition
- ◇ Dates: Aug.27 - 29, 2024 (Tue. – Thu.)
- ◇ Organizers: Messe Frankfurt (HK) Ltd.,
CCPIT, China Textile Information Center (CTIC)
- ◇ Venue: National Exhibition and Convention Center (Shanghai) China

intertextile
SHANGHAI apparel fabrics

The Japan Pavilion (JP), which constantly draws attention in the International Hall, is returning to its pre-pandemic scale for the autumn exhibition with 34 companies, including seven new exhibitors, as an enhanced convergence.

■ The 21st < Japan Pavilion > Outline

- ◇ Location: Within the International Hall (Hall 5.1)
- ◇ Structure: Business Corner + Japan Trend Corner—
- ◇ Scale: 34 companies (750 m²) + JFW (54 m²)
= Total 804 m²
- ◇ Organiser: Japan Fashion Week Organization (JFW)
- ◇ Support :
Ministry of Economy, Trade and Industry (METI)
JAPAN EXTERNAL TRADE ORGANIZATION (JETRO)



< Photos from the previous edition in March, 2024 >

■ Japan Trend Corner < Booth no. 5.1-E55 >

Every season, the Japan 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.

■ 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.

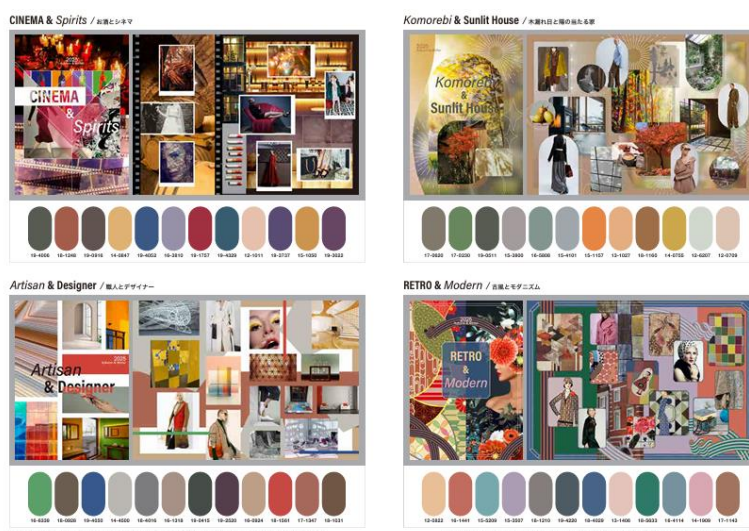
◆ Overall colour trends :

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)



Japan Pavilion- Exhibitor List : 34 companies (750 sqm)

* In Alphabetical order

★ New exhibitors (7 companies)

Company name	Booth no	Booth size (㎡)
ASAHI FASTENER CO., LTD.	E55	9
CHAMBRAY CO., LTD. / CHAMBRAY TRADING(SHANGHAI) CO., LTD. ★ New	E61	18
COSMO TEXTILE CO., LTD.	D75	18
CROP OZAKI CO., LTD. / SHANGHAI CROP OZAKI CO., LTD.	D70	9
GRANTEX CN & VN / HATTORI SHOKAI CO., LTD. / SHANGHAI G-ALPHA INTERNATIONAL CO., LTD	E63	9
IRIS CO., LTD. / SHANGHAI IRIS GARMENT ACCESSORIES CO., LTD.	D74	36
KAJITECH CO., LTD. / KAJITECH(SHANGHAI) CO., LTD. ★ New	E105	9
KIRARI CO., LTD / KIRARI(SHANGHAI) CO., LTD	E75	36
KIYOHARA & CO., LTD. / SHANGHAI KIYOHARA & CO., LTD. ★ New	C92	27
KOWA COMPANY, LTD.	E81	18
KURABO INDUSTRIES LTD. / KURABO SHANGHAI CO., LTD	D81	9
KUWAMURA CO., LTD. / SHANGHAI KUWAMURA CO., LTD.	D87	18
MAEDA CO., LTD.	D69	18
MARUI ORIMONO CO., LTD. / MARUI ORIMONO(NANTONG) CO., LTD. ★ New	D66	9
MAYFIS	C74	9
MONA KNIT CO., LTD.	D76	9
NIKKE TEXTILE CO., LTD.	E65	36
NITTO BUTTON CO., LTD. / SHANGHAI NITTO BUTTON CO., LTD.	C80	18
SHIBAYA CO., LTD.	D82	36
SHIMADA SHOJI CO., LTD. / SHIMADA SHOJI (SHANGHAI) CO., LTD.	C82	18
SHINDO CO., LTD. / SHINDO KNIT & TEXTILES SHANGHAI TRADING CO., LTD.	C70	66
SOJITZ FASHION CO., LTD. / SOJITZ VANCET (SHANGHAI) TRADING CO., LTD.	E95	36
SOLOTEX / TEIJIN FRONTIER (SHANGHAI) CO., LTD.	C66	9
STYLETEX CO., LTD. ★ New	C96	9
SUN FASTENING SYSTEMS CO., LTD.	D62	36
SUNWELL CO., LTD. / SUNWELL (SHANGHAI) CO., LTD.	D89	9
TAKIHYO CO., LTD.	D55	54
TAKISADA-NAGOYA CO., LTD. / TAKISADA (SHANGHAI) CO., LTD.	C76	9
TAKU EDGE LLC	E91	54
THE ONE CO., LTD.	C62	18
TOKO SHOJI CO., LTD. / SHIN TOSHO INTERNATIONAL TRADE (SHANGHAI) CO., LTD. ★ New	D80	9

TOYOSHIMA & CO., LTD. / TOYOSHIMA INTERNATIONAL (SHANGHAI) CO., LTD.	D86	27
UNI TEXTILE CO., LTD.	C56	27
UNITIKA TRADING CO., LTD. / UNITIKA (BEIJING) TRADING CO., LTD. ★ New	E69	18

■ Introduction to new exhibitors:

● UNITIKA TRADING CO., LTD. / Fusion of a manufacturer and trading company

This time, UNITIKA TRADING CO., LTD. is featuring the latent crimp polyester fiber "Z-10," a material that is crimped by heat treatment. You can choose from various types to suit your needs. This product is characterized by its stretchability, moderate elasticity, and elastic and repulsive texture. "PALPA" is a multi-layer yarn that has a polyester fiber core and a cotton sheath. It combines the merits of both cotton and polyester, giving a gentle and soft feel against the skin. The material is pill-resistant and features superior sweat absorption and wrinkle-resistant properties.

"TACTEEM" uses UNITIKA's original special composite yarn to form a fine uneven structure on the fabric surface to reduce contact area with water droplets. It is a durable water-repellent material that has excellent water droplet rolling property. UNITIKA is a manufacturer and trading company that integrates the functions of "manufacturing" and "trading." It is a core subsidiary of the UNITIKA Group that distributes a wide variety of materials through its unique technologies and global bases.



● STYLETEX CO., LTD. / Yarn-dyed high-density fabrics

STYLETEX CO., LTD., a long-established company that has a history of 130 years, is an expert in yarn-dyed high-density fabrics. Its yarn-dyed Oxford is a 100% cotton coat fabric made of natural materials, with thread counts reaching the highest limit for high-density fabrics. It is a yarn-dyed product that has not only excellent water repellency but also water pressure resistance comparable to that of umbrellas. Six colors are available.

CLASSIC 100% cotton yarn-dyed gabardine is an authentic classic gabardine developed for the European market in the 1900s. This product uses ultralong cotton in the thread and gives particular importance to the coefficient of twist. It inherits a long tradition as a yarn-dyed coat material. LUXURY cotton silk yarn-dyed gabardine, an updated version of classic gabardine, is made with 83% cotton and 17% silk. While it is a yarn-dyed high-density fabric developed as a coat and outerwear material, it also has the flexibility of silk, with robust physical properties and strong water repellency.



● CHAMBRAY CO., LTD. / Vintage reproduction

CHAMBRAY CO., LTD. is a company with competitive advantages in material proposal and development of yarn-dyed fabrics.

"THE STATES MADE" is a vintage masterpiece fabric that was reissued after a thorough analysis of fabric characteristics such as yarn thickness and fabric density by making full use of modern technology. Oxford fabric, for example, is a reproduction of fabric supplied by one of the most historic apparel brands in the United States in the 1980s. The carefully selected American cotton is characterized by a dry texture owing to its low oil content. Durable and long-lasting, users can enjoy it over time.

"REFABRISH," which uses recycled polyester as raw material, is a well-crafted fabric that imparts comfort and happiness to the wearer all day long. This product was developed to create a fabric that renews values. It is expected that this standard fabric will be cherished for a long time, worn for more than 10 years. "Orgamix"



is 100% organic cotton mélange yarn. As a GOTS-certified fabric, it is characterized by the softness of the top-dyed yarn and the mélange with a deep color.

● KIYOHARA & CO., LTD. / Natural buttons with plating

KIYOHARA & CO., Ltd., a fashion parts and hobby supplies manufacturer, will take part in the exhibition to improve name recognition and attract potential customers. "MORTAR HOOK—BAD633" is a highly popular press-type snap button sold in Japan and other Asian countries. The characteristic stud portion is designed to prevent the fabric from getting caught and to avoid poor fitting owing to the over-punching of the cap, demonstrating a high level of fusion between function and design. It has a wide variety of cap types.

Regarding "NATURAL BUTTON with PLATING," a special process is applied to plate natural buttons (shellfish, buffalo horns, nuts). This plating method, which is usually used only for metals, endows luxury to natural buttons and allows for the development of new designs. The long-selling "STOPPER & CORD END" is widely popular in Europe and the United States as well. New additions include some highly design-oriented products.



● **MARUI ORIMONO CO., LTD. / Offering "NOTO QUALITY"**

MARUI ORIMONO CO., LTD., Japan's largest manufacturer of synthetic textiles, has an approximately 30% share of the total production volume in the country. Casual pant and shirt materials are used by top apparel manufacturers mainly in Europe and the United States. The company creates synthetic fabrics as a substitute for natural materials, the quality of which is known as "NOTO QUALITY." The fabrics being introduced this time include polyester fabrics (using recycled yarn), which are proposed as a substitute for vintage-like 70 single-yarn cotton stretch broadcloth, vintage-like 140 double-yarn cotton/rayon stretch broadcloth, and 140 cotton count double class extra-long staple cotton stretch broadcloth.



In addition, the company offers fabrics that incorporate "quick-drying", "stretching", "light weight," and "windproof" properties to help eliminate the stress of everyday living for users. These products are realized not by processing but by weaving technology.

● **KAJITECH CO., LTD. / Plastic hooks**

KAJITECH CO., LTD., an apparel accessories manufacturer, has a branch office in China (KAJI TECH (SHANGHAI) CO., LTD.). The Chinese market is huge and opportunities abound, but the price competition with domestic Chinese manufacturers for the company's main products has been fierce in recent years. For this reason, the company is participating in the exhibition for the first time with the aim of "developing the Chinese market and enhancing market recognition of its products," by leveraging "brand power, quality dedicated to 'made in Japan,' and uniquely Japanese after-sales services" as its strengths.

This time, KAJITECH will exhibit "SUN GRIP" plastic hooks. This product comes in a wide variety of colors and has obtained the OEKO-TEZ® Standard 100 certification. Metal hooks used in infant apparel face the issue of metal allergy. The company strives to spread security and safety. "SUN TENAC" offers different combinations of hooking/unhooking from soft to hard, creating a lineup according to the purpose of use such as infant apparel, maternity wear, and raincoats.



● **TOKO SHOJI CO., LTD. / Presentation of functional materials**

TOKO SHOJI CO., LTD. has a branch office in China called Shin Tosho International Trade (Shanghai) Limited Company. This is the first time for the company to exhibit its original functional materials at an overseas textile exhibition.

TERAX HOT is a functional material that promotes blood circulation. This was achieved by printing powdered far-infrared ray-emitting mineral ore on the back side of the fabric. A unique combination of several kinds of mineral ore was used for printing. A strong far-infrared effect is realized by this printing treatment as body temperature is directly transmitted to the ore area. In the case of TERAX COOL, this mineral ore formulation was pulverized and printed on the fabric's front side. It is a novel functional material that converts heat inside the clothing into far-infrared rays, which are then efficiently released outside the clothing. Because the fabric itself is made using nylon material, it has a cooling function upon contact. Thanks to its high UV-shielding effect, the material is most suitable for summer outdoor use. Its effects will be optimized in the rainy season and sports and outdoor scenes.



Contact: Japan Fashion Week Organization (JFW) / Textile Division

E-mail: enquiry@japancreation.com www.japancreation.com/english/index2.html