

Final Report – JFW Textile Fairs 2014AW –

< Dates > Nov. 20 – 21, 2013 (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 of 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



The concurrent shows, < Premium Textile Japan 2014 Autumn / Winter (PTJ2014AW) > and < JFW JAPAN CREATION 2014 (JFW-JC2014) >, organised by the Japan Fashion Week Organization took place over 2 days, Nov. 20-21, at the Tokyo International Forum at Yurakucho, Tokyo.

Relocating to the Tokyo International Forum from last year was a move well-received by visitors, who evaluated it as more convenient and accessible. They also voted with their feet – both shows attracted record attendances. The JFW-JC has won new popularity, filling to capacity in record speed; leading to numerous waitlisted applications. This is also largely thanks to the synergy of the concurrent 'PTJ' fair, awareness of which has soared.

< Visitors >

The shows recorded a total of 19,681 visitors, which far surpassed expectations this time (122% increase over the previous year of 16,152) thanks to the acclaim of the previous year and partly due to the favourable weather throughout the fair period. Considering the fair lasted only 2 days on a limited scale, this figure represents an amazing achievement worthy of the team 'worldbeating', particularly when compared with major overseas fairs such as 'Intertextile Shanghai' (65,000 visitors in 4 days boasting the world's largest space and the greatest no. of visitors / exhibitors) or 'Premiere Vision' (46,000 visitors in 3 days). The surge was mainly due to the 2,340 extra buyers (in apparel / retail / wholesale and trading sectors) for a total of 14,466 (cf.12,126 the previous year), as well as the 1,267 extra visitors attending the PTJ. Incidentally, the only slight decline came in the number of students attending JC shows the, reflecting the declining birth rate.

Breakdown of visitors / < JFW-JC2014> & <PTJ2014>

	Wholesalers/Trading companies/planning companies	Apparel/retailers	Press	Organiser's/Related visitors/groups	Visitors/Others	Students	Total (by fair)	Total No.*
JFW-JC2014	7,425	7,041	241	118	1,818	1,097	17,740	19,681
PTJ2014AW					1,941		16,766	

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



■ **Trend Corner** (Tokyo International Forum – B1F / Lobby gallery)

The trend corner featuring and displaying fabrics submitted by exhibitors according to thematic trends and based on the direction highlighted by the JFW Textile View 2014-15A / W, is a perennial visitor favourite thanks to its its elaborate design. This time, the design was inspired by a 'big box'



containing abundant fabrics of Japanese origin and reflecting such trends. It featured the letters of JAPAN in bold cut-out capitals, showcased the dynamic contrast between the black outside walls and the white inner walls; creating a strong impact and attracting the attention of numerous visitors.

< No. of displayed fabrics > 702 pcs.

- Profound Mirage
- Rondo
- Obstinate Pride
- Eternal Love Line



■ **Index Corner** (Entrance area – PTJ & JFW-JC venues)

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

No. of displayed fabrics:

< PTJ Index Corner > 186 pcs.

< JFW-JC Index Corner > 184 pcs.



■ Premium Textile Japan 2014 Autumn / Winter

The Premium Textile Japan (PTJ), a forum aiming to unite top buyers and market providers of authentic brands / products with leading makers of high-quality added-value textiles, celebrates its 6th anniversary.

With a remarkable track record of success over the past 5 shows to date, the fair assembled 64 companies (covering 90 standard booths) in Hall 2

(2000 sqm) including overseas exhibitors (3 companies from Turkey and Taiwan in 4 booth spaces), also achieving record visitor numbers and catalysing abundant negotiation throughout the fair venue.



Exhibitors' categorization/details : 64 companies / 90 standard booths

(*Previous year : No. of companies / booths : 76 / 85.5 incl. *J Factory : 11/11)

Zone	Exhibits (items)	No. of exhibitors / booths (8 m ² / unit)
A	Staples (cotton / linen / wool / blends)	26 companies / 35 booths
B	Filaments (man-made/silk/functional/blends)	18 companies / 29.5 booths
C	Dyeing/finishing/prints/embroidery-lace/leather	9 companies / 9.5 booths
D	Supporting materials/accessories/knits/twisted yarns	11 companies / 16 booths

■ Business matching programme

A well-received event, the business matching programme has been fine-tuned on various occasions to date, in an effort to optimally meet participants' demands. Indeed, requests from exhibitors are transmitted in advance, as well as the usual pre-selected fabrics from the buyers' side, while in-booth matching is also executed alongside meetings in specially prepared dedicated spaces. Moreover, we successfully met the long-held request this time to invite buyers in different fields, which saw a shoe maker, Italy Co., Ltd. make its matching programme debut this time!

< No. of companies / matching set-ups : 23 / 53 >

< Participating buyers : apparel / retail companies (brands) >

★ Aba House International Co.(qualite / 5351 Pour Les Femme)

★ Tokyo Style Co., Ltd. (SCENE DUEX / STYLE ME / 22 OCTOBRE)

★ Takashimaya Co., Ltd.(Catalogue sales Div./Cross-media business)Catalogue TAKASHIMAYA

★ ITALY Co., Ltd. (Pink Champagne)

< Participating buyers : designers / maisons >

★ A DEGREE FAHRENHEIT /Yu Amatsu (212 Co., Ltd.)

★ DRESSCAMP / Toshikazu Iwaya (IWY Co., Ltd.)

★ Sise / Seishin Matsui (MARK STYLER Co., Ltd.)

★ Yukiko Hanai / Yukiko Hanai (HANAI & Co., Ltd.)



Feedback from buyers who participated:

□ **Aba House International Co** (Ms. Mayumi Makita, in charge of textile development, Production Div.)

This is our second time to participate in the business matching programme. As we procure fabrics via converters, we lack opportunities for direct dialogue with local textile makers, while crowded booths mean we might have to leave soon and have time only to exchange name cards. Thanks to this system, such problems are solved, since we have a dedicated venue in which to negotiate and exchange our mutual views calmly and individually. This facilitates sourcing making the best use of time and furthermore opens up more choice for sourcing fabrics. I hope we can apply it to men's wear as well as ladies in future.

□ **ITALY Co., Ltd.** (Ms. Fumiko Kawamoto, Director / Manager of Planning & Designing)

Our company is a shoemaker, and releases 3 collections a year, each of which includes 120 proposed items. Fabric selection is important as shoe design is normally preceded by checking of fabrics. I think this fair opened up more fabric choices for me through business matching as well as touring the venue.

□ **MARK STYLER Co, Ltd.** (Mr. Seishin Matsui / Designer, Select Group- No. 9 Div. / Sise Div.)

This system allows us to source precisely what we seek by checking pre-selected fabrics before the matching meeting. I think it is a very efficient way to let you pinpoint selections, rather than the enormous time and effort required to scour the entire venue and find it in person. The appointed makers also included some who had checked our brand stance and seemed to be on our wavelength. I am sure we can trust such suppliers for further negotiation in future seasons, too.

□ **HANAI & Co., Ltd.** (Ms. Kazuko Egashira , Textile Designer, Manager, Product Planning Div.)

The main impression I got after having participated in this event is the tenacity of Japanese textile makers. I think I could encounter suppliers who strive ceaselessly to improve their creations; despite increasing sensitivity to price, regardless of material quality. I was impressed to see textile makers including young people, proudly doing their best to maintain quality and creativity. I also discovered new sources of high technicity originating from Japan.



■ JFW JAPAN CREATION 2014

One of the features of the JFW-JC2014 fair will be the extensive new participation by a wide range of leading companies: major raw yarn makers such as INVISTA JAPAN and DUPONT-TORAY,

ISLAND COTTON JAPAN PROJECT, targeting sales expansion of sea island cotton, JP TEX showcasing paper yarn,

SHINNAIGAI TEXTILE, promoting organic / tencel base items, while others include TOKOYODA, a premium cut and sewn maker, SUN LOOK, presenting elaborate laces and fancy products, and IWATE INDUSTRY PROMOTION CENTER comprising top 8 selected sewing companies, as well as a leading indigo maker 'blue Farm' (Hong Kong) showcasing denim based items. There were also a total of 33 overseas exhibitors (covering 37 booth areas) from Korea, Taiwan, Hong Kong and Thailand. The JFW-JC is particularly acclaimed as a great show, which meets all expectations of most overseas companies involved, who would otherwise lack direct contacts with Japanese customers and encouraging them to repeat their attendance the following year, even expanding their booth in some cases. The show proved successful with healthy visitor numbers throughout the 2 day fair period.



□ Exhibitors' categorization/details : 261 companies / 225 standard booths

(* Previous year : No. of companies / booths : 246/215.5)

Zone	No. of application	Total no. of exhibitors (companies/groups)	No. of standard booths (6 sqm)
Textile related	59	172	141.5
(incl. overseas exhibitors) *	11	33	37
Textile related products	8	21	19.5
Leather / fur	5	42	44
Supporting materials, embroidery-lace	16	26	20

*Overseas exhibitors :Korea (1 / 16 booths), Taiwan (3 /10 booths), Hong Kong (2 / 6 booths), Thailand (5 / 5 booths)



■ FORUM

Leading industry lecturers discuss current Japanese textiles, fashion and markets, centring on updated information and themes. This year's event featured packed houses, thanks to an even more stringent process for selecting lectures, alongside our stronger promotional activities.

- < **Strong Attachment to 'Made in Japan'** > Mr. Ryuji Yoshioka (President, Daiichi Orimono Co., Ltd.)
- < **Mode and Textile** > Mr. Kosuke Tsumura (Fashion Designer)
- < **Visionary Cotton, sea island cotton** > Mr. Kaoru Ito (Sea Island Club Co., Ltd.)
- < **In quest of valuable creation** > Mr. Shunichi Miyazaki (Matsuya Co., Ltd. Ginza / Buyer)

■ **FORM PRESENTATION** (Organiser: Fashion Business and Education Council)

7th < FORM PRESENTATION > was held at the lobby gallery of the Tokyo International Forum.

'Evolution of Wool · 2' was this year's theme for the academic-industrial collaboration programme, aiming to cultivate human resources for the new generation. Thanks to cooperative support by Japan's representative woolmaker, 'NIKKE' (THE JAPAN WOOL TEXTILE CO., LTD.), new potential to elicit the creative value of wool has been sought and developed. The garments created by students from 8 selected groups comprising the design jury represent dramatic yet contemporary expressions of an official style, wafting a nuanced fusion of tones and fabrics and uniting indulgent, sensual thematic colours with the standard allure of wool, in a collective display. The fabrics used were all selected by students on-site during the factory visit at NIKKE, Ichinomiya office.



The garments by students were placed as shown midway between the NIKKE and Woolmark booths at the lobby gallery. NIKKE displayed 10 completed (sewn) outfits under the theme 'Concentration !', including its new twisted union yarn, 'NIKKE NAGARAGAWA', while WOOLMARK showcased the fabrics of its guild members; 9 companies under the wool 2014A/W trend indication, < The Wool Lab > and < Cool Wool > campaigns. Both companies successfully and comprehensively promoted the expressive quality of 'wool' via such total presentation from raw material – fabrics – garments alongside creative works by students.

< Participating schools >

Ueda College of Fashion / ESMOD JAPON TOKYO / Oda Fashion College / Chubu Fashion College /
Bunka Fashion Graduate University / Bunka Fashion College

■ PIGGY'S SPECIAL

(Organiser: Tokyo Metropolitan Government, Tokyo District Conference of the Tanning Industry)

Pigskin fashion shows < PIGGY'S SPECIAL 2014 > were held during the fair at the Tokyo International Forum (Hall D7). < Yasutoshi Ezumi > (by Yasutoshi Ezumi) and < et momonakia > (by Naoto Joga & Hiroto Tamaki) from the professional section appeared on Nov. 20. < Yasutoshi Ezumi > presented outfits including structured yet soft feel dresses under the theme 'Architectonic', while < et momonakia > chose



'The flowers in full glory ' as a theme; focusing on an elaborate balance between pristine texture originating from leather and 'non-leather-feel' texture by respecting its essence. The show of the student section, comprising 12 schools, proved equally popular with a standing audience on the 2nd day.

< Participating schools >

Oda Fashion College / Miyakawa Bunka Fashion School / Fashion College Sakuragaoka / Bunka Fashion College / Tokyo Fashion Institute / Koto Fashion High School / Hana College of Fashion / Tanaka Chiyo Fashion College / Omori Kasei Technical School / Aoyama Fashion College / Dressmaker College / Futaba Fashion Academy



■ Visitors' feedback

□ A worldbeating fair

Mr. Ro Hee-Chan, Chairman of the Korea Federation of Textile Industries (KOFOTI), visited the fair venue on Nov. 21.

The Japan Fashion Week Organization (JFW) has concluded an MOU with KOFOTI for mutual business and PR activities, and we



welcomed the participation of 16 Korean companies in the JFW-JC fair this time as part of this agreement. Mr. Ro Hee-Chan commented 'This show excels in terms of quality as well as scale. I fully understood Japan is quite strong in its production field fortes. I hope this fair will become a leading event, for the rest of Asia and even globally, as well as Japan. I am convinced we should further cooperate together to lead the Asian market in future.'

□ Non-apparel fabrics also in demand

Several favourable comments were heard from visitors: 'Easily accessible thanks to its compactness' (spinning), 'I have the impression that the fair is packed with many visitors and I feel enthusiasm.' (wholesaler), 'Yuraku-cho is convenient and accessible so I can easily visit the fair anytime I want.' (apparel) As for exhibits; 'We see what exhibitors intend to promote. It would be even better if there were more products like knits and towels.' (spinning), 'It is very easy to see products. To my great surprise, I found many prints and fancy wool fabrics although I had imagined them to be plainer fabric-based.' (student), 'Although I visit the fair every time, I still cannot find really innovative products, I should say. What I expect is dazzling fabrics in colours from e.g. France or Italy.' (wholesaler). An interesting comment from a product designer dealing in household goods; 'A fabric fair is a visual treat. While touring the venue, I imagined what I could use such fabrics to make. Although originally a fabric show for apparel, fabrics are also used in genres other than garments alone. I wish there were more fabrics for non-apparel use as fabrics can also be utilized three-dimensionally.' suggesting a demand for new use.

■ Exhibitors' feed-back

□ Domestic exhibitors

A new exhibitor at PTJ, **SUZUKI BLEACH & DYEING CO., LTD.** is a company mainly handling cotton fabrics alongside various dyeing/finishing processes. By uniting 7 sewing and 11 fabric makers under their cooperative group, they successfully appealed the essence of 'Made in Japan' production to the visitors by elaborating their booth with unique ideas despite its first appearance. **SHINOHARA TEXTILE** held to pursuit of originality, showcasing their strong item, tencel denim and its variation including washi denim, enhancing original fabrics to visitors. 'We designed our booth imagining a shop and it was well-received by visitors.' they commented.

BON from the Banshu region participated in a booth of 20 sqm this time. Their motto is being active to propose new idea products, and they presented an antibacterial item <Cool quick dry > adapted for inhouse drying and resisting *Moraxella osloensis*. They commented 'We received many visitors alongside inquiries for such specific treatments.' In the booth fully packed with visitors.



PIACERE from the Bishu region showcased mainly jacquards and leno weaves.. Their policy is 'What seems difficult to weave can lead to originality, thus something unimitable and competitive with overseas products.' **SHINDO**, dealing supporting materials, showcased their latest collection comprising items of Japan made silk and velvet

which was well acclaimed at 'MODA-IN' fair in September. ' Although we see continuing deflation flow in the market, we receive demands and evaluation for Japan made items from customers who seek for quality and textures.' they explained by fully appealing 'Made in Japan' items.

INVISTA JAPAN participated for the first time in JFW-JC, with their newly developed products such as < COOLMAX ®AIR > and < THERMOLITE ®PRO >, aiming to expand and further promote these items, Especially < COOLMAX ®AIR > which was just globally launched this August. **DUPONT-TORAY** was another new exhibitor at JFW-JC, targeting to further promote super fibre < Kevlar > retaining high-strength/elasticity in the apparel textile field. ' < Kevlar > has been applied by a noted national jeans brand and available in the market. We further enhance our sales promotion as heavy duty textile for the next generation. ' they commented in a booth where many visitors poured in for eager questions.

8 selected sewing companies participated in a united booth **IVATE INDUSTRY PROMOTION CENTER**. Last year < J. Factory > corner was set up within the PTJ venue as part of the East Japan Reconstruction Assistance Project, uniting 14 sewing companies from the affected region, and gained high reputation. Following that example, IWATE Pref, made their debut in the JFW-JC show this year. ' We would like to further enhance textile industry of IWATE Prefecture and reconstruction of the region itself through participation in the JFW-JC in the future, too.', aiming for the recovery from the great earthquake.



■ Exhibitors' feedback

□ Domestic exhibitors

A new exhibitor at PTJ, **SUZUKI BLEACH & DYEING CO., LTD.**, is a company mainly handling cotton fabrics alongside various dyeing / finishing processes. By uniting 7 sewing and 11 fabric makers within its cooperative, they successfully promoted the essence of 'Made in Japan' production to visitors by elaborating their booth with unique ideas, despite making its debut. **SHINOHARA TEXTILE** maintained its pursuit of originality, showcasing their show-stopping tencel denim and its variation, including washi denim, enhancing original fabrics to visitors. 'We designed our booth imagining a shop and it was well-received by visitors.' they commented.

BON from the Banshu region participated in a booth of 20 sqm this time. Their motto includes actively proposing products based on new ideas, hence the antibacterial <Cool quick dry > product, adapted for in-house drying



and resisting *Moraxella osloensis*. They commented 'We received numerous visitors alongside inquiries for such specific treatments.' In a booth jam-packed with visitors, **PIACERE** from the Bishu region showcased mainly jacquards and leno weaves.. Their policy: 'What seems difficult to weave can spawn originality, creating something inimitable, which can also compete with overseas products.'

SHINDO, dealing in supporting materials, showcased their latest collection; comprising items of Japan-made silk and velvet, which was well acclaimed at the 'MODA-IN' fair in September. 'Although we see continuing deflationary flows in the market, customer demand for and evaluation of Japan-made items remains intact, reflecting their wish for quality and textures.' they explained by fully promoting 'Made in Japan' items.

INVISTA JAPAN made its JFW-JC debut with a newly developed range of products such as < COOLMAX ®AIR > and < THERMOLITE ®PRO >, aiming to expand and further promote these items, the former of which was only globally launched this August.

DUPONT-TORAY was another new exhibitor at JFW-JC, targeting efforts to further promote the super < Kevlar > fibre retaining high-strength / elasticity in the apparel textile field. '< Kevlar > has since been applied by a renowned national jeans brand and will be available in the market. We further enhance our sales promotion in heavy duty textiles for the next generation.' they commented in a booth to which many visitors swarmed, with eager questions.

8 selected sewing companies participated in a collective booth run by the **IWATE INDUSTRY PROMOTION CENTER**. Last year, the < J. Factory > corner was set up within the PTJ venue as part of the East Japan Reconstruction Assistance Project, uniting 14 sewing companies from the affected region, and widely acclaimed. Following that example, IWATE prefecture made its JFW-JC show debut this year. 'We would like to further enhance the textile industry of IWATE Prefecture and the reconstruction of the region itself by continuing to participate in the JFW-JC in future, too.', targeting recovery from the great earthquake.



□ **Overseas exhibitors**

ORTA ANADOLU TIC VE SAN ISL from Turkey, who participated

in the PTJ for the second time this year after a successful debut,

commented 'The location of the Tokyo International Forum is

excellent. We hope the fair continues to be held here. In Japan,

national jeans brands are struggling, while the number of newcomers is

increasing. Price does not count with such depreciation of the yen.', while showcasing their functional

series <Dare > and < TRUTECH >; retaining softness and low shrinkage.



THE NATURAL SILK LIMITED PARTNERSHIP from Thailand, specialized in silk fabrics, made their 2nd participation in the JFW-JC. 'Our minimum quantity starts from 300m, selling at 700-1000 JPY per meter. We basically sell fabrics, but can also introduce sewing companies in Thailand to apparel makers sourcing finished products.'

KOREA TEXTILE CENTER also made its first appearance.

'Our company is a supporting organisation for overseas marketing.

This time we brought in fabrics gathered from 60 companies.

Every year we participate in 10 or so overseas fairs, not only to showcase them but also to give appropriate advice related to the trading business

.' they explained with an eagerness to export amply in evidence.



Ms. Melody Lin of the **TTF** (Taiwan Textile Federation), who organised the Taiwan pavilion, appreciated their participation and commented 'Last year we participated and occupied 4 booths, which was quite successful, so we doubled our space this year. Thanks to the open and stylish pavilion design, we received a record number of visitors. We would definitely like to further expand our space and hope

JFW will accept our demand.' One of the participants in the Taiwan pavilion, **HANS GLOBAL TEXTILE**, said 'JFW-JC is fantastic.' despite it being their first appearance. They deal with a wide range of products, ranging from yarns to completed products; 80 % of which are exported to Europe and the USA . This time they showcased items based on 100% polyester, such as polyester-cotton,

polyester-nylon, equally retaining functions e.g. water absorbency / quick dry and UV care. **blue farm textile** from Hong Kong mentioned 'Although the buyer quality is good, there are more customers for denim in the PTJ fair, so we would like to switch to that event next year. We deal with fabrics and completed products related to indigo and mainly focus on designing / planning. Our new 2015 Spring / Summer collection will shortly be released in Europe.' promoting their software capability.