

## Premium Textile Japan 2019 Spring/Summer

### [Outline]



- ◇ Dates: May 9 – 10, 2018 (Wed. – Thu.) (10:00-18:30/18:00)
- ◇ Venue: Tokyo International Forum / Hall E-1 (3,000 sqm.)
- ◇ Visitors: Buyers and invited visitors only [Admission : free]
- ◇ Exhibitors: Strictly selected exhibitors by screening system  
(documents/fabric samples)  
(Participants by groups/associations not allowed)
- ◇ Support:
  - Ministry of Economy, Trade and Industry
  - Organization for Small & Medium Enterprises and Regional Innovation, Japan
  - Japan External Trade Organization
  - Japan Apparel-Fashion Council
  - The Japan Textiles Importers' Association, Japan Textile Exporters' Association



On this occasion, PTJ celebrates its 15<sup>th</sup> anniversary milestone. Amid the accelerating server environment surrounding the textile/fashion industry, PTJ built on its acclaimed and successful track record to record numerous new applicants. Among others, a remarkable and unprecedented thirteen new exhibitors passed the screening process, while visitor numbers also rose steadily each time. The increased number of apparel buyers for the past few events may well reflect a tendency to source differentiated fabrics during the planning/design phase in particular.

Equally, increasing multiple pre-entry group applications were also registered for overseas visitors recently, reflecting a strong and increasing interest in Japan fabrics. PTJ has established itself as the serious go-to textile event amid an increasing challenge to acquire both exhibitors and visitors at other textile/apparel fairs.

### ■ TREND & INDEX Corner

The TREND & INDEX Corner is a perennial visitor favourite. On this occasion, the corner will feature spring-summery transparency, with the 2019SS overview of 'dialogue' used as a keyword and printed acrylic panels with trendy visual images expressing a dialogic style in pairs. An index corner will be installed on both sides of the trend area categorized in four; elaborately designed to facilitate a healthy number of visitors to observe trends with ease. Most fabrics will also be displayed with a 'hanging' style to give visitors a closer impression of the tensile/draping textures of materials and a total of 823 fabric portions, including supporting materials (partially), will go on display to welcome visitors.

<TREND – No. of displayed fabrics by theme>

- ◇ Moon Night Diver : 139 pcs.
- ◇ Innocent Love : 142 pcs.
- ◇ Biotech Lab : 141 pcs.
- ◇ Daily Spicy : 134 pcs.     Total: 556 pcs.



<INDEX : No. of displayed fabrics> 267 pcs.



■ **Related programme :**

<Textile Workshop – Let’s learn Japan fabrics ! - >

- ◇ Dates: May 9-10, 2018 (Wed. – Thu.)  
at 10 : 30am. - (60 min.) for both dates
- ◇ Venue: Specially located lecture room within the PTJ venue
- ◇ Participants: Young employee working at apparel/textile-related makers, retailers, designer maisons; involved in product planning or fabric procurement (with less than five years of working experience).
- ◇ No. of applicants: 15-20 persons per lecture



\*No students allowed

◆ Thematic fabrics (textile-producing regions): lecturers

- May 9: Denim (Bingo Region) / Lecturer: Mr. Yoshiharu Kaihara, Chairman, Kaihara Corporation
- May 10: Jersey (Wakayama Region) / Lecturer: Mr. Toshinobu Minamikata, Vice President, Kinan Knitting Corp.

## ■ Topics

< Modification of business icons and PR of J∞Quality business >

At PTJ (JFW-JC), four types of business icons have been used for the booth fascia, website or guidebook, to help promote and clarify the features of each exhibitor.



On this occasion, we have modified the design showing the 'business towards eco products'. In addition, newly included is an icon; 'J∞Quality certified company' for products that are 'MADE IN JAPAN', which have attracted attention in recent years. A POP indication with a logo mark showing the certified process (of weaving, knitting/dyeing, finishing/sewing/planning, sales) will also be issued and provided to companies/exhibitors that have been J∞Q certified by the JFIC (Japan Fashion Industry Council) at PTJ this time. Furthermore, with full cooperation by JFW, a J∞Quality PR booth (No. M-3) will also be installed, to further enhance the appeal to exhibitors and visitors.

■ **No. of exhibitors:** 94 companies/ 125.1 booths ▶ (Pls. refer to the guidebook)

< **Zone A** > Staples (cotton/linen/wool/blends): 37 companies/48.6 booths

< **Zone B** > Filaments (synthetics/silk/functional/blends) : 23 companies/36.5 booths

< **Zone C** > Dyeing, finishing/prints/embroidery, lace/leather, fur : 23 companies/27 booths

< **Zone D** > Supporting materials, accessories/knit fabrics/twisted yarns/piles:  
11 companies/13 booths

\* incl. new exhibitors: 13 companies/13 booths

\* incl. overseas exhibitors: 7 companies/7 booths (Korea x 4, Thailand, Turkey, China)

**[Introducing exhibitors]** - from JFW Textile News -

### – Proposition of denim with new expressions –

Wide-ranging textile suppliers converge to showcase their fabrics originating from various textile regions at the PTJ (Premium Textile Japan). 'Denim' just is one of the items in the mix, now widely sourced as a basic item, not only by companies specializing in jeans, but also general apparel companies. We are pleased to introduce four companies dealing with denim.

#### ➤ **ALL BLUE INC.** (A-57)

They will make their first appearance at PTJ, while aiming to cultivate new customers:

'We expect to establish contact with some overseas buyers, who are reportedly quite numerous.' This time they will be presenting 'towel denim'; made with rope-dyed yarns and woven by a newly installed 160cm-wide towel-weaving machine, applicable as apparel fabric thanks to its extended width. Their highlights include multiple product types, retaining a denim-like surface on the front and white-coloured rear.' We have been test-weaving the product for almost a year to reach this standard, and have already won orders from several companies.' The time has come to officially launch this product and kick-start sales from this PTJ participation onward.

➤ **KUROKI CO., LTD. (A-94)**

A repeat participant, targeting 'the acquisition of new apparel customers and sales promotion. Amid the recent emergence of users in new categories for shoes or furnishing/curtains, they also expect to meet customers from fresh categories other than apparel. Their highlight this time comprises a variation of 'organic cotton' denim, which has been developed for the past year. It is made of Indian cotton, 'highly acclaimed by European SPA companies', alongside lightweight denim with a soft touch, boasting a heavyweight aspect but remaining light to the wearer, whose gap is key – and equally in line with overseas trends. Their colour focus is 'light blue'; also known as 'sky blue', which emits a light tone, without excessive reddish tonality.



➤ **OKAMOTO TEXTILE CO., LTD. (A-74)**

The company is set to participate for the first time. They produce and sell indigo-oriented fabrics in Okayama Prefecture and recently established a factory producing samples at Sakura Shinmachi, Setagaya Ward, Tokyo, where 15 sewing machines are installed. 'Sewing/apparel manufacturing is strict and one of the reasons for establishing the factory was also to develop human resources.' Through their inaugural participation, they are eager to introduce their newly opened factory, 'hoping to receive many visitors to give them an insight into how manufacturing is done.' commented the company. Their highlights will include: unique textiles with an elaborate touch based on indigo-based items, such as fabric with a tweedy-like surface obtained by a special yarn-making process as a new expression of denim.



➤ **JAPAN BLUE CO., LTD.** (A-89)

It is their 5th participation at the PTJ fair with the following objectives: to acquire new customers and make propositions and promotions to existing clients. 'Our company stands out for its high manufacturing capability on a regional basis, enabling textile development closer to apparel companies. They present new textile collections every season while collaborating with certain textile-producing regions and sell products at their own risk; including basic items from denim to jean-related products, including military and/or workwear, paving the way to showcase myriad and wide-ranging product proposals incorporating the latest trends. Highlights on this occasion include: selvage chambray in cotton/linen and reversible camouflage items, alongside hard-twist/loose and washer-finished chino items.



- **Introducing companies from Kyoto where tradition and innovation converge -**

This year, 2018, marks 'the 150th anniversary of the Meiji Period', counting from 1868. Kyoto, which took centre stage during the Meiji restoration during the period of transition from the end of Edo to the Meiji Period, produced and bequeathed multiple diversified cultures and craftworks over generations, including a Nishijin brocade, in the process of becoming a modern state in Japan. 'Kyoto' is above all a symbolic city representing the Japanese cultures, even as seen by overseas tourists. On this occasion, we are pleased to introduce three PTJ participants hailing from this city and constantly striving to enhance product development based on traditional techniques.

➤ **EMYU RAKUSAI CO., LTD.** (C-32)

They participated in the JFW-JC fair about a decade ago and then shifted to organizing their own individual exhibition. On this occasion, they are set to make their debut in the PTJ, aiming to 'cultivate new customers at PTJ, where numerous young designers/select shops visit, as previous customers have been replaced over the past decade.' This company specialises in 'ornament-related work', including embroidery processing or print processing and recently newly installed a machine to attach beads automatically, successfully accelerating the process and making it more economical. 'We would like to demonstrate our work using a real machine, but it seems difficult given the excessive size, so we are planning to show it as a movie.' they commented. The Kyoto region is known for printing and they will showcase an elaborate printing technique, which creates 'a synthetic leather-like aspect using polyurethane'. 'We would like to present a secondary processing technique that would bestow added value on the clothes.' they concluded.



➤ **DOKOH SHOJI CO., LTD.** (B-43)

A repeat exhibitor, having participated at PTJ several times. During the previous PTJ show held last May, they showcased brilliantly embroidered silk union fabrics, as well as introducing suede-finished items which retained a sleek texture, unique to silk. Dokoh Shoji, specialised in silk and proposing it as everyday wear, will once again showcase their silk products with abundant originality this time.

➤ **HISAYAMASENKO CO., LTD.** (C-29)

A repeat PTJ exhibitor, commenting 'We narrowed it down to PTJ for a domestic fair, as the visitors we meet there make the most appropriate clients.' Besides proposing fabrics, they also handle OEM and various other items. Kyoto hand-printing is entirely operated by craftworkers for all the dyeing processes originating from traditional Kyoto industry. They have refined it to a hand screen-printing level, leveraging their original technique to the full, which is ultimately highly acclaimed by overseas brands/maisons. On this occasion, they will showcase new fabrics; bonded fabric of two cloths, by melting just one side to retain diverse surfaces; lacy, jacquard-like or quilted-like textures. Equally appealing is their newly developed and unique 'blurry printing', that creates feathering and blurs on patterns.

- **Highlighted Supporting Materials/Accessory Parts -**

As well as apparel-related MD or designers, the PTJ also attracts numerous bag and shoe related buyers. Visitor feedback included the following comment: 'The PTJ is the only fair where lace manufacturers converge.' In this day and age, supporting materials/accessories can be top players depending on trends, despite their backstage player image. We are pleased to introduce a range of unique manufacturers of supporting material parts besides textiles alone.

➤ **TOKYO TAGAWA KAISHA LTD.** (B-61)

On this occasion, they are set to make their debut in the PTJ, aiming to 'cultivate new customers. This company specialises in 'materials/products for rain goods in particular' and their products include water-repellent/proof textiles and umbrellas. They deal in high-density textiles from the Hokuriku region and umbrella cloths from the Fuji Yoshida region, alongside a range of other original items, which are constantly being developed. Their product range goes from polyester, plain weave and yarn-dyed items to prints, with optional water-repellent finishing or light-shielding functions. 'Our fabric is applied across the board, not only for umbrellas but also raincoats in the apparel/fashion industry. We are seeking other fields in which to leverage our fabrics and look forward to positive business talks opening up new potential with visitors at PTJ.' they commented.



➤ **DAISADA CO., LTD.** (D-6)

This company, although a repeat and individual exhibitor at JFW-JC several times, is making its debut at PTJ this time, 'to further cultivate sales channels in the apparel-related field.' They installed a machine to produce a 3D structural, multi-colour torchon lace several years ago as a first in Japan and have since been accumulating know-how, boasting a technique to provide an ethnic-style trimming as a unique feature, unrivalled elsewhere. 'Our highlight item, 'Tyrol lace', is a three-dimensional Tyrolean-tape-like torchon lace, which can be made with metallic yarns for a shimmering effect.' They also specialise in torchon lace using ultrafine yarns.



➤ **FREES CO., LTD.** (D-10)

This company is a repeat PTJ exhibitor, aiming to cultivate new customers. Their strength lies in their speedy service system, from sample provision to mass production, thanks to stock sales dealing in diverse ornaments, rhinestones and processing wholesales. 'We have wide-ranging material part variation; items from shimmering to natural taste, applicable to fit trends or specific brand directionality. We strive to propose new products while broadening our scope. We are also eager to showcase our newly developed material parts on this occasion.' they commented. They aim to promote their range all out, not only to apparel-related buyers but also to those involved with bags and shoes.

– **Overseas exhibitors** –

➤ **Calik Denim Tekstil Sanayi ve Ticaret A.S./Turkey** (A-75)

CALIK DENIM, being one of the companies of CALIK HOLDING in Turkey, was established in 1987. With an annual production capacity of 42 million meters of denim and gabardine fabrics, CALIK DENIM is one of the most prominent companies in the world in its respective field. At Premium Textile Japan,



Calik Denim is seeking to meet their current and potential customers. During the expo, Calik Denim will be showcasing real innovations at their stand A-75. One of them is "Smart Stretch". As Smart Stretch means "comfortable local shaping", it is a milestone for stretch jeans history. Smart Stretch offers advanced shaping where it is needed without sacrificing comfort. Another must-see product concept in Calik's collection is "Fly Jean". Impossible lightness, exceptional flexibility, creamy softness and shape retention are some product features that Fly Jean offers. This concept is a perfect match for athleisure style.

➤ **J VIEW FASHION CO., LTD./China (A-67)**

J View focuses on high quality and high taste fabric with natural material, cotton, linen, silk and wool. We create value and beauty, we take responsibility of the industry, to become a heart-touching brand.

19S/S Design story: Moderation is the theme of this season. Strong, characteristic and energy pink applied to all product

High quality cotton and linen added sports elements. Silk-cotton and pure silk have more casual feeling. Each fabric is designed with an idea of a garment. Garment and people and skin get more link after everyday wearing.



**[Notification - Press conference]**

Date: May 10, 2018 (Thu.) 17:00-18:00 (PTJ/Day 2)

Venue: PTJ site (VIP Room)

Part I (17:00-17:30) Reviewing PTJ2019SS (Mr. Kaihara, Chairman, JFW Textile Div. / Mr. Kawashima, Senior Director, JFW Textile Div.)

Part II (17:30-18:00) About Milano Unica and the Japan Observatory  
(Mr. Ercole Botto Poala, President, Milano Unica / Mr. Kawashima, Senior Director, JFW Textile Div. )

\* Consecutive interpretation in English

◇ Please note that no material will be provided for both Parts I & II and the conference will be executed in an interactive Q+A style.





## JFW textile business – Upcoming schedule

### ◆ Domestic fairs:

#### **Premium Textile Japan (Textile Business Salon)**

Premium Textile Japan (PTJ) is a business salon providing high-quality textiles from strictly selected exhibitors.

#### **- Premium Textile Japan 2019 Autumn/Winter**

Concurrent fair: JFW JAPAN CREATION 2019 (Total textile trade fair)

Dates: Nov. 21, 2018 (Wed.) 10:00AM-6:30PM  
Nov. 22, 2018 (Thu.) 10:00AM-6:00PM

Venue: Tokyo International Forum / Hall E

**\*Application period now open: May 1 (Tue.) – June 8 (Fri.), 2018**

#### **-Premium Textile Japan 2020 Spring/Summer**

Dates: May 21 (Tue.) 10:00AM-6:30PM  
May 22 (Wed.)10:00AM-6:00PM

Venue: Tokyo International Forum / Hall E

**\*Applications scheduled to open mid. Nov. 2018**



Premium Textile  
Japan

### ◆ Overseas fairs: (Japan Pavilion)

Japan Pavilion will promote Japan Quality based on textile trends originating from Japan by combining the selected Japanese exhibitors, maintaining an optimal fairground location, and targeting higher promotional efficiency.

#### □ Milano Unica -The Japan Observatory at MILANO UNICA

##### **- 2019 Autumn/Winter**

Dates: July 10 – 12, 2018 (Tue. – Thu.) 9:00AM-6:30PM

Venue: Rho Fieramilano

**\*Applications – closed.**

##### **- 2020 Spring/Summer**

Dates: Beg. Feb., 2019

Venue: Rho Fieramilano

**\* Applications scheduled to open beg. August, 2018.**

**JAPAN**  
Observatory

#### □ Intertextile Shanghai Apparel Fabrics

##### **- Japan Pavilion 2018 Autumn Edition**

Dates: Sept. 27-29, 2018 (Thu. – Sat.) 9:00AM-6:00PM

Venue: National Exhibition and Convention Center (Shanghai), China

**\*Applications – closed.**

##### **- Japan Pavilion 2019 Spring Edition**

Dates: Mid. March, 2019

Venue: National Exhibition and Convention Center (Shanghai), China

**\*Applications scheduled to open mid. Sept. 2018**

**JAPAN**  
PAVILION