

PTJ2021AW /JFW-JC2021 < Outline >

Ref. 2



JFW will continue to prepare for the November shows in accordance with the regulations and guidance for public health and safety set by the government, Tokyo Prefecture and the Japan Exhibition Association, while carefully monitoring the incidence of COVID-19 and closely collaborating with the fair venue, Tokyo International Forum, in particular, to implement the necessary prevention measures with maximum consideration. There is considerable demand from many parties to hold the two shows: Premium Textile Japan (PTJ), celebrating its 19th edition alongside Japan's sole total textile trade show; JFW JAPAN CREATION (JC) in autumn following the cancellation of the previous PTJ edition in May. All of which underlines how both shows, PTJ and JFW-JC, are now acknowledged as key events in the textile-fashion industry.

< Exhibition outline >

- ◇ Dates: Nov. 18 - 19, 2020 (Wed. – Thu.) / Nov. 18 (10:00 -18:30), Nov. 19 (10:00 -18:00)
- ◇ Venue : Tokyo International Forum / Exhibition Hall E (5,000 m²) + Lobby gallery
- ◇ Organiser : Japan Fashion Week Organization / Textile Division
- ◇ Support (provisional):
 - 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

■ Trend & Index Corner and Sustainability Project

The Trend & Index Corner is a perennial visitor favourite thanks to its elaborate layout; comprising a trend area in which JFW-JC/PTJ exhibitors' fabrics are sorted and displayed based on the JFW Textile View 2021A/W trend direction, alongside an index corner showcasing new and recommended fabrics by exhibitors. On this occasion, the area has been surrounded by tarpaulin mesh-like material with high transparency and appropriately designed to limit the total number of fabrics on display and avoid close contact as much as possible.

From this edition onward, the 'JFW SUSTAINABILITY PROJECT' (which was originally slated for implementation in the previous May edition) will be launched. The project will be textile-only initially, before widening the scope to include leather products and supporting materials upon verification.



< Premium Textile Japan 2021Autumn/Winter >

- ◇ Visitors: Buyers and invited visitors only [Admission: free]
- ◇ Exhibitors: Strictly screened exhibitors (documents/fabric samples)
(* Participation by groups/associations prohibited)



□ **Exhibitors: 68 entries / 94.5 booths** (*Record of PTJ2020AW: 85 entries / 116.5 booths) **8 entries: 6 sqm booth**

| | No. of entries | No. of booths | (New exhibitors - 2021A/W) | (New exhibitors - 2021S/S) |
|------------------------|----------------|---------------|-------------------------------|----------------------------|
| Domestic exhibitors | 61 | 87.5 | 4 entries/3 booths | 7 entries/8.25 booths |
| Overseas exhibitors *1 | 7 | 7 | 2 entries/2 booths | 1 entry/1 booth |
| Total | 68 | 94.5 | Incl. 14 entries/14.25 booths | |

* New exhibitors: KASAI CO., LTD. / SATOMURA CO., LTD. / DOCOBO CO., LTD. / YOSHIDA SENKO CO., LTD. / GRANTEX / ZHANGJIAGANG AOYANG WOOL FABRIC CO., LTD.

* 6 Sqm. booths: KASAI CO., LTD. / SATOMURA CO., LTD. / SHINOHARA TEXTILE CO., LTD. / SENDA CO., LTD. / DOCOBO CO., LTD. / HATAOKA CO. - ASUWA KOGYOSYO / YOSHIDA SENKO CO., LTD. / LILY LACE INTERNATIONAL CO., LTD.
(Pls. refer to Attached form 1-1)

< Overseas exhibitors > The number of companies having applied as of the time of recruitment was ten (four (4) from Italy, Turkey, Thailand and China and three (3) from Korea.) However, the lack of clarity on when travel restrictions would be lifted led three companies to cancel, with a further four companies set to decline if travel restrictions are not lifted two months before the show (Sept. 18). The three companies having confirmed participation will be managed by Jap. subsidiaries (2) or a Jap. agency (1).

■ **Related programme (provisional)**

● **Textile Workshop - Let's learn about Japan fabrics -**

JFW organises a <Textile Workshop> program inspired by a terakoya (literally 'temple school') for younger employees (with fewer than five years' working experience), inviting lecturers from major textile-producing regions from each batch of PTJ/JFW-JC exhibitors to lecture on different thematic fabrics and aiming to improve insights into and knowledge of Japanese fabrics and regions. This time, the event will feature social distancing and a limited number of participants.

- Participants: Young employees working at apparel/textile-related makers, retailers, designer maisons and those involved in product planning or fabric procurement (with fewer than five years' working experience) (* Students not allowed)
- Thematic fabrics (textile regions), lecturers: TBC



< JFW JAPAN CREATION 2021 >

- ◇ Visitors: Buyers and invited visitors, textile business-related visitors, students
< Limited to visitors having pre-registered online >

JFW
JAPAN
CREATION
2021

□ **Exhibitors: 26 entries / 173.9 booths** (*Record of JFW-JC20120: 47 entries / 210.3 booths)

| | No. of entries | No. of booths | (New exhibitors) | (Returning exhibitors) |
|---------------------|----------------|---------------|--------------------|------------------------|
| Domestic exhibitors | 26 | 173.9 | 1 entry/5 booths | 2 entries/4 booths |
| Overseas exhibitors | 0 | 0 | — | — |
| Total | 26 | 173.9 | 3 entries/9 booths | |

* New exhibitors: BANSHUORI / KITAHARIMA INDUSTRIAL DEVELOPMENT ORGANIZATION (Pls. refer to the attached form 1-2)

* Overseas exhibitors: The Taiwan Textile Federation previously applied for 12 booths, but cancelled their participation on July 27 due to the lack of clarity on when travel restrictions would be lifted by the Taiwan Government.

- Upon cancellation of the Taiwan Textile Federation, secondary recruitment was carried out by reviewing the layout while maintaining the location with sufficient distance (maximum of six booths).

■ Related programmes (provisional)

PIGGY'S SPECIAL - Pigskin Fashion Show -



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

'PIGGY'S SPECIAL' is a timeless attraction; constantly featuring a selection of young designers representing Tokyo. Fashion shows featuring professional/student sections will be held on the second day at the exclusive Tokyo International Forum venue, hosting a total of three shows. The shows will be held by maintaining sufficiently secured timing as well as waiting space for audience and models (for both professionals' & students' shows). (An onsite inspection will be carried out in the presence of representative staff from the Tokyo International Forum)



◆ Show date & time : Nov. 19, 2020 (Thu.) (1) 13:00 – / (2) 14:30 – / (3) 16:00 –

◇ Professional section:

- NAPE_ / Tatsuma Yamashita (ongoing participation from the previous year. Awarded Tokyo New Designer Fashion Grand Prix/Professional Section in 2016)
- MICHAIL GKINIS AOYAMA / Michail Gkinis (Participated a decade ago and still uses pigskin for his garments)
- CHONO / Wataru Nakazono (Initial participation. Awarded the Tokyo New Designer Fashion Grand Prix/Professional section in 2018)

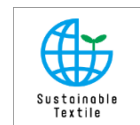
◇ Student section: specialised fashion schools in Tokyo

● **FORM PRESENTATION** - Academic-industrial collaboration – (Organiser: Fashion Business Human Resources Development Executive Committee of the Fashion Business and Education Council of Japan)

* The event was cancelled due to the long-term programme (lasting six months), during which time avoiding the three Cs (confined spaces/crowded places/close-contact settings) would be difficult.

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### ■ JFW SUSTAINABILITY PROJECT



• Objective:

It involves enlightening and promoting sustainable textiles through the JFW-initiated "SUSTAINABILITY PROJECT", reflecting JFW support for activities to promote a sustainable society and global environment to help the textile industry contribute to the movement.

- This initiative will take place at the JFW textile fairs
- The scope will be limited to JFW domestic fairs only ⇒ If participating in overseas fairs, JFW will follow and comply with organisers' directions accordingly.
- A 'Sustainable Textile Corner' will be newly added within the current trend corner, starting from the < PTJ2021AW> and <JFW-JC2021> fairs.
- Categorisation of the JFW Sustainability Project and corresponding fabrics
- It comprises three main categories (raw materials, production processes and corporate social responsibility) with seven detailed criteria.

\* In case no certification is acquired for the submitted fabric, the exhibitor must select the applicable category provided the exhibitor is able to fully explain the details. (Self-declaration)

⇒ This system of self-declaration is applied in other fairs by selecting  Other (including a space to describe/specify freely), for wider tolerance.

• **CATEGORIES OF JFW SUSTAINABLE TEXTILES**

Sustainable Category ① (Raw materials: 4 categories)

| Category 1. | Sustainable raw materials                                           | Certification, license number, detailed information                                                                                                                                                                                                                                                                                                                                                                 |
|-------------|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1-a         | Organic materials, biodegradable natural fibers                     | Material criteria: Organic cotton/wool/silk/linen etc. Or biodegradable natural fibers.<br>Certified by: GOTS(Global Organic Textile Standard), OCS(Organic Content Standard), BCI(Better Cotton Initiative) etc. with license number, or other certifications/ commitments with detailed information on traceability.                                                                                              |
| 1-b         | Recycled materials/upcycling materials                              | Material criteria: Recycled cotton/wool/polyester/polyamide etc.<br>Certified by: RCS(Recycled Claim Standard), GRS(Global Recycled Standard) with license number, or other certifications/commitments with detailed information on traceability.                                                                                                                                                                   |
| 1-c         | Bio-based chemical fibers/other low impact processes and techniques | Material criteria: Manmade biodegradable/renewable fibers based on innovative environmentally friend processes, nature based materials.<br>Lyocell, Tencel, Modal, Cupra, hemp, ramie, materials from responsibly managed forests of FSC(Forest Stewardship Council), PLA, corn, soy bean, paper etc.<br>Certified by: Certifications with license number or commitments with detailed information on traceability. |
| 1-d         | Cruelty-free materials                                              | Material criteria: Raw materials used do not involve the use of techniques cruel to animals. No-mulesing wool, cruelty-free angora/mohair etc.<br>Certified by: No-mulesing by RWS (Responsible Wool Standard) etc. with license number, or other commitments detailed information on traceability.                                                                                                                 |

● JFW Sustainable Category ② (Production processes: 2 categories)

| Category 2. | Sustainable production process | Certification, license number, detailed information                                                                                                                                                                                                               |
|-------------|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2-a         | Optimized dyeing and finishing | Process criteria: Manufacturing process with reduced water consumption, energy-saving, saving of CO2 emission, saving of dyes & auxiliary, natural dyes etc.<br>Certified by: OEKO-TEX DETOX TO ZERO, ZDHC, EMAS etc. with license number.                        |
| 2-b         | No hazardous chemicals         | Process criteria: No hazardous chemicals have been used in process of manufacturing, PFC-free, or other sustainable manufacturing processes.<br>Certified by: OEKO-TEX(STANDARD 100, ECO PASSPORT, STeP, DETOX TO ZERO), ZDHC, Bluesign etc. with license number. |

● JFW Sustainable Category ③ (Corporate social responsibility)

| Category 3. | Sustainable corporate social responsibility | Certification, license number, detailed information                                                                                                                                                                   |
|-------------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3           | Sustainable corporate social responsibility | Certified by: DETOX, ZDHC, EMAS, OEKO-TEX STeP, ISO 14001, ISO 50001, OHSAS 18001, SA 8000, GRI(Global Reporting Initiative), Bluesign, fair trade cotton, cotton made in Africa, or other sustainable certification. |

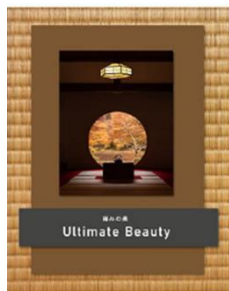
## ■ Operation Plans for the JFW Sustainable Textile Project

### ◆ Sorting/displaying fabrics at the Trend/Sustainable Corner

- Among the four themes of JFW TEXTILE VIEW 2021AW; the entire scope of ‘**Conventional Beauty**’ is a sustainable textile corner, with fabrics corresponding to the above categories ① and ② and resonating with the trend theme of ‘Conventional Beauty’ to be configured and displayed (by attaching sustainable labels).
  - ‘**Ultimate Beauty**’, ‘**Borderless Beauty**’ and ‘**Supernatural Beauty**’ ... comprise both fabrics eligible for sustainable categories (with sustainable labels attached) as well as non-applicable items.
  - INDEX ... sustainable stickers will be attached to the reference no. of fabrics deemed eligible as sustainable.
- \* Fabrics with only corporate certification, but no sustainable category references (①, ②) will not be displayed.



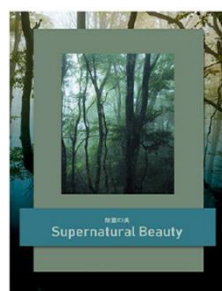
Conventional Beauty



Ultimate Beauty



Borderless Beauty



Supernatural Beauty

|                                     |                                 |
|-------------------------------------|---------------------------------|
| Booth No. <b>A-1</b>                |                                 |
| <b>(株)ジャパンファッションウィーク</b>            |                                 |
| Sample No.:                         | <b>A-123-45 (2001)</b>          |
| <b>サステイナブル原料分類</b>                  |                                 |
| <input type="checkbox"/>            | オーガニック原料、生分解性のある天然繊維            |
| <input type="checkbox"/>            | リサイクル原料                         |
| <input checked="" type="checkbox"/> | バイオベース原料<br>(自然由来原料 / 環境負荷軽減原料) |
| <input type="checkbox"/>            | アニマルケア原料                        |
| <b>サステイナブル製造工程</b>                  |                                 |
| <input type="checkbox"/>            | 最適化された染色・後加工プロセス                |
| <input type="checkbox"/>            | 非有害化学物質                         |
| <b>サステイナブル企業認証</b>                  |                                 |
| <input type="checkbox"/>            | サステイナブルな企業認証                    |

(\* Sustainable card ... sample)

### ◆ Sustainable Cards to be attached to the displayed fabrics

- The category among seven to which the fabric corresponds will be clearly indicated on the card.
- No details will be indicated respecting the visibility.  
(The details can be verified at the exhibitor’s booth.)

### ◆ Sustainable stickers to be distributed

- JFW sustainable stickers will be distributed (free of charge) to exhibitors, so that they can attach the stickers to the fabrics corresponding sustainable categories.
- \* Stickers alone do not guarantee the sustainability by JFW. (Application to be relied on exhibitors.)



### ◆ Business icons (Indication in the company info. on the website/side signboard)

- One of the four previous business icons; ‘Business toward Eco Products’ will be abolished in favour of a new ‘Sustainable Textile’ icon to be created instead.
- \* The company must mandatorily either have corporate certification or over 20% of its exhibits (showcased fabrics) must be eligible for the JFW sustainable textile categories.

### ◆ Application and acceptance of sustainable fabrics

- JFW accepts the applied/submitted fabrics on a self-declaration base and following ‘the Theory of Innate Goodness’ declared by exhibitors as JFW is not a certification institution.
- \* Not all the declared fabrics will be displayed due to limited space in the sustainable corner.
- No document copies will be required for certified fabrics except the indication of the certifying organisation with the certification number – to be indicated on the fabric attachment base/sheet.  
⇒ JFW will remind exhibitors to bring in the certification documents (copies) during the show period.

◆ Further operations

- The operational plans/methods for the JFW Sustainability Project are subject to change in future.
- The application will be extended to items other than textiles in future, such as supporting materials and leather items.

