

May 1, 2013  
Premium Textile Japan 2014S/S Press release

2014 SPRING SUMMER



## Premium Textile J a p a n

### < Premium Textile Japan 2014 Spring/Summer >

< Dates > May 8 – 9, 2013 (Wed. – Thu.)

< Time > 10:00 – 18:00

< Venue > Tokyo International Forum / Exhibition Hall 2 (B2F)

< Visitors > Buyers and invited visitors only < Admission free >

< 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 Textiles Exporters' Association

The Premium Textile Japan (PTJ) fair, aiming to provide a platform uniting top domestic and overseas buyers and suppliers, celebrates its 5<sup>th</sup> anniversary. Record fair attendees are forecast based on the four events held to date to an exhibition which has won visitor acclaim and earned their recognition as a lively and successful event. The fair was particularly praised in terms of business achievement, since most visitors were apparel designers and merchandisers with decision-making authority for fabric procurement. A greater emphasis on business-orientation and business matching overseen by the organiser also boost its appeal. To enhance the PTJ appeal and end result, we will commence individual export consultations exclusively for PTJ exhibitors. As the sole premium textile salon held in Asia, with authentic brands originating from the same, the PTJ is presently striving to invite textile buyers of luxury brands, from Asia as well as domestic markets, to upgrade the show.

□ Premium Textile Japan – Participant eligibility criteria -

- Companies selling textiles or textile-related/supporting materials
- With a clear indication of the price/quantity(batch)/delivery time of the products and possessing an organized sales system.



- Stationing sales representatives at the venue during the fair.
  - Capable of planning and presenting newly developed products on a continuous basis.
- \*An inspection system is applied by appointed external specialists to verify the above criteria.

- Exhibitors – Details : 67 entries / 85.5 standard booths (Ref.1 : Exhibitors' list)
- < **Zone A** > Staples (cotton / linen / wool / blends) : 32 entries / 38 standard booths
- < **Zone B** > Filaments (synthetics/silk/ functional/blends) : 14 entries / 23.5 standard booths
- < **Zone C** > Dyeing・finishing/prints/embroidery・lace/ leather: 12 entries / 13 standard booths
- < **Zone D** > Supporting materials/accessories/knits/twisted yarns:9 entries/11 standard booths
- \*Overseas exhibitors : 7 entries / 8 standard booths (Thailand/Taiwan/Turkey/India)
  - \*PTJ – newly applied : 9 entries / 11 standard booths

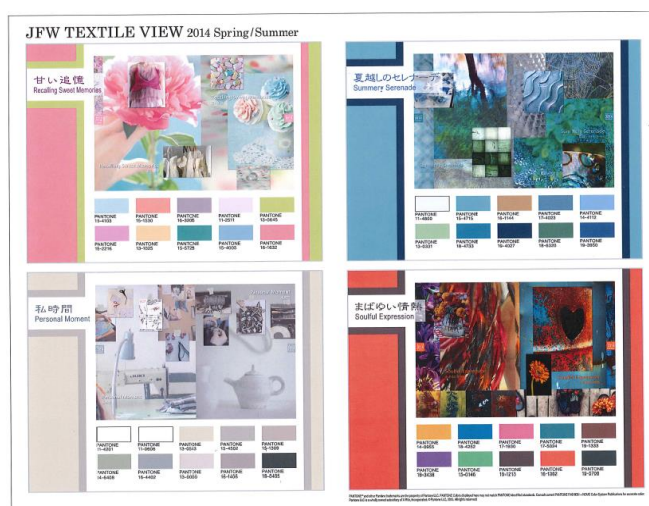
■ Trend & Index Corner : (Ref. Guidebook)

This trend corner will feature our original seasonal trends (JFW Textile View) alongside fabrics submitted by exhibitors and effectively categorised according to thematic trends, guiding visitors to exhibitors' booths.

- No. of displayed fabrics: approx. 518 pcs. (incl. 185 pcs. of INDEX materials)

**2014 Spring / Summer Trend Overview < Strive for self-improvement daily >**

The belief on happiness existing in our daily lives has vanished, accelerating the fear of isolation and reducing our sense of value to rubble at the same time. It is thus now time to confront our fundamental nature as human beings. In search of how we should live amid such desolation, we should strive to cultivate ourselves, improve our daily lives, clean up society, and brighten the world, namely polish everything starting with the self... by coexisting with nature. Let us polish and cultivate our talent, to bring out the true strength and ensure a brighter, happier future.



■ PTJ Business supporting programme

1) Business matching programme

A business matching system for exhibitors and VIP buyers will operate during the fair. Participants will include Aba House International Co., making its debut, and a retailer, 'Ito-Yokado Co., Ltd. <MADE IN JAPAN> Project Team and Takashimaya Co., Ltd., <Catalogue/online sales - 'I-3 (trois)' team> alongside creators/designer maisons having participated in the JFW collection business. We will further strive to make this programme the centrepiece of the PTJ fair, targeting even greater success of the business dialogue organised.

« VIP Buyers »

< Apparel / retailing companies / brands >

- Aba House International Co. : devinette, qualite, 5351 Pour Les Femme
- IY Holdings Ito-Yokado Co., Ltd. : < MADE IN JAPAN> Project Team and others
- Takashimaya Co., Ltd. : Catalogue/online sales 'I-3 (trois)' team and others

< Designer maisons : brands / designers (belonging companies) >

- ayumi.mitsukane / Ayumi Mitsukane (T-Three Co., Ltd.)
- DRESSCAMP / Toshikazu Iwaya (IWY)
- HAN AHN SOON / Han Ahn Soon (MARK STYLER Co.,Ltd)
- HISUI / Hiroko Ito (ZEROZEROESUESU Inc.)

- No. of companies participating in business matching : 23

- No. of matching set-ups : 37 (planned)



2) Premium Textile Japan – Individual consultation on exporting (for exhibitors) -

From this fair, by cooperating with JETRO, we will implement an advisory meeting programme on overseas sales channels and expansion of exporting for small- and medium-sized enterprises exhibiting in the PTJ fair. Efficient presentations/proposals with sufficient acknowledgement/understanding of overseas buyers in the negotiations is key, alongside follow-ups which would boost the potential for further achievement. This programme will help and support those attempting to tackle overseas business and needing basic know-how or those experiencing difficulties despite all efforts involved. Taking this PTJ opportunity, we will establish an individual consultation system allowing the lecturer/advisor to render concrete advice onsite while checking the exhibitors' fabric samples, coping on a case-by-case basis.

May 1, 2013

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<Guide to individual consultation>

Organiser: JETRO, Japan Fashion Week Organisation (JFW)

Date / Time: May 8 - 9, 2013 (Wed. - Thu.) 10:00 -18:00

(\* Allocated time per company: approx. 40 min.)

Venue: Within the PTJ fair venue (in each booth)

Participant criteria: Small- and medium-sized textile companies, exhibiting in the PTJ fair

Fixed total no. : 17 companies (free of charge)

< Profile of lecturer/advisor > Mr. Kazuyoshi Muto

Joined Takisada-Osaka Co., Ltd in 1969, mainly involved in a business importing high-end fabrics from Europe. Held posts of Division Manager of the international Dept. and Managing Director of the International & Trading Dept. successively until retiring in Jan. 2012. Established his own company, Muto Planning in April and assumed the position of Representative Director. Constantly endeavours to execute surveys reflecting the actual circumstances of domestic small- and medium-sized textile companies, problems involved in overseas sales strategy, as well as advising on and supporting the future of sales promotional enhancement. Currently active as a researcher at the Japan Textiles Exporters Association and committee member of the JFW Textile Division, as well as the Japan/India Fashion Forum, alongside a domestic coordinator at JETRO (for the 2012 fiscal year)

#### ■ Topics

□ Information on displayed fabrics in the trend corner (Ref. 2 : Exhibitors' PR)

Featuring newly developed and top recommended fabrics, submitted by exhibitors of the PTJ 2014 S/S fair based on the JFW Tex View trend themes.

## <Autumn/Winter fair programmes by the JFW Textile Division for the 2013 fiscal year>

### < Domestic fairs >

The business negotiation salon and the textile trade fair will be held concurrently at the Tokyo International Forum.

#### ■ Premium Textile Japan 2014 Autumn/Winter (Business negotiation salon)

- Dates : Nov. 20 – 21, 2013 (Wed. – Thu.)
- Time : 10:00 – 18:00
- Venue : Tokyo International Forum / Hall 2
- Exhibitors : Textile, dyeing/finishing companies,  
companies dealing with supporting materials
- Visitors : Buyers & invited visitors only <Admission : free>



#### ■ JFW Japan Creation 2014 (Total textile trade fair)

- Dates : Nov. 20 – 21, 2013 (Wed. – Thu..)
- Time : 10:00 – 18:00
- Venue : Tokyo International Forum / Hall 1
- Exhibitors : Textile, dyeing/finishing companies, companies  
dealing with supporting materials, info-related companies
- Visitors : Apparel, trading companies, wholesalers, designers, students and other related members
- Admission : Free (with invitation cards) / JPY2,000 (same day ticket) / JPY1,000(discount ticket)
- Related programmes : Academic-industrial collaboration <Form Presentation> /  
Piggy's Special (fashion show) / Forum and others (planned)



### < Overseas fairs >

Participating in major overseas textile fairs via 'Fair in Fair' style.

#### □ Preview in SEOUL < Promotion -Japan Textile- >

- Dates : Sept. 4 – 6, 2013 (Wed.- Fri.)
- Venue : COEX Convention and Exhibition Center



#### ■ Intertextile Shanghai apparel fabrics 2013 < Japan Pavilion >

- Dates : Oct. 21 – 24, 2013 (Mon. – Thu.)
- Venue : Shanghai New International Expo Centre Hall W2
- Participant eligibility criteria : Japanese-registered companies
- Organiser of < Japan Pavilion > :
  - Japan Fashion Week Organization (JFW)
  - Japan External Trade Organization (JETRO)

