

< Premium Textile Japan 2015 Spring/Summer - Final Report - >

- < Dates > May 21 – 22, 2014 (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 for 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, which started as a platform uniting top domestic/overseas buyers and suppliers, celebrated its 7th anniversary. Despite the 10-15% increase in the participation fee on this occasion, this show attracted a record number of exhibitors: 74 entries covering 94 standard booths, thanks to its acclaimed track record. Attendance records were also broken with a total of 5,511 visitors, despite the unsettled weather over the 2-day period. This show is highly acclaimed given the fact that most buyers are apparel designers or MDs who make decisions on fabric procurement, making it an effective business-centred salon and reflected in the ratio of buyers; 89.7% on this occasion. Also prominent were the enriched business-oriented programmes, including business-matching coordinated by the organiser. In addition to major domestic buyers, The PTJ will continue striving to invite top branded textile buyers from Asia, specialising in premium textiles and promoting its uniqueness as the only premium textile salon in Asia.



■ Exhibitor details : 74 entries / 94 standard booths (*Previous year : S/S fair 67/85.5)

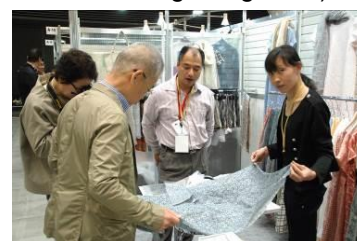
- < Zone A > Staples (cotton / linen / wool / blends) : 31 entries / 37.5 standard booths
< Zone B > Filaments (synthetics / silk / functional / blends) : 15 entries / 24 standard booths
< Zone C > Dyeing, finishing/prints /embroidery, lace /leather:17 entries/ 19 standard booths
< Zone D > Supporting materials /accessories/knits/twisted yarns :11 entries/13.5 standard booths

* incl. overseas exhibitors : 7 companies / 8 booths (Thailand/Taiwan/China/Hong Kong/India)

* incl. newly applied : 11 companies / 13.5 booths

■ No. of visitors : 5,511 (* Previous S/S fair : 5,092)

- Apparel / retailers : 2,449
- Wholesalers / trading companies / Planning : 2,490
- Press : 71
- Organiser's related visitors / groups : 44
- Government agencies, groups and others : 501



■ Trend & Index Corner :

This time, the trend & index corner was designed to feature a contrast of splendid bright tonality and white on the walls, which created an interesting effect, alongside the spring-summery ambience embodied in translucent tarpaulin. Exhibitors' recommended fabrics were optimally showcased alongside fabrics categorised according to our original seasonal thematic trends, guiding visitors to exhibitors' booths.

- No. of fabrics to be displayed at the trend corner : Total : 470 pcs.
- No. of fabrics to be displayed at the index corner : Total 197 pcs.



■ Business matching programme

A business-matching system for exhibitors and VIP buyers has been the fair's centrepiece programme, following on from the initial edition. Participants on this occasion included apparel companies; LE CIEL BLEU (as a new buyer) and TOKYO STYLE, as well as maison brands participating in the JFW Collection programme; retailers such as the TAKASHIMAYA catalogue/Internet sales team as well as the wholesale shoemaker, ITALY Co., Ltd. 52 set-ups were arranged during the fair.

< VIP buyers > 8 companies / No. of companies for matching : 24

- Apparel / retail companies : brands
 - LE CIEL BLEU Inc. : LE CIEL BLEU ▪ ITALY Co., Ltd. : Pink Champagne
 - Tokyo Style Co., Ltd. :22 OCTOBER / STYLE ME / SCENE DUEX
 - Takashimaya Co., Ltd. : Catalogue sales Div./Cross-media business) 'Catalogue TAKASHIMAYA'
- Designers / maisons : brands / designers (company names)
 - A DEGREE FAHRENHEIT/ Yu Amatsu (212 Co., Ltd.)
 - lessthan* / Oharu Ando (lessthan Co., Ltd.)
 - Sise / Seishin Matsui (SISE Co., Ltd.)
 - Ujoh / Mitsuru Nishizaki (Ujoh Co., Ltd.)



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■ Feedback from exhibitors - Total result – (excerpts)

- Questionnaire carried out: 67 companies / No. of responses received: 52 (Response rate: 78%)

Approx. 80% of exhibitors answered our questionnaire, 89% of whom claimed to be satisfied with their achievement. The majority emphasised the very healthy number of visitors and sample selection, also stressing their keenness to link this to successful business. The average no. of visitors per individual booth reached 160 companies, while an average of 70 deals per exhibitor were executed; paving the way for a record number of contracts concluded and a highly satisfactory end result.