

# ABOUT PREMIUM TEXTILE JAPAN



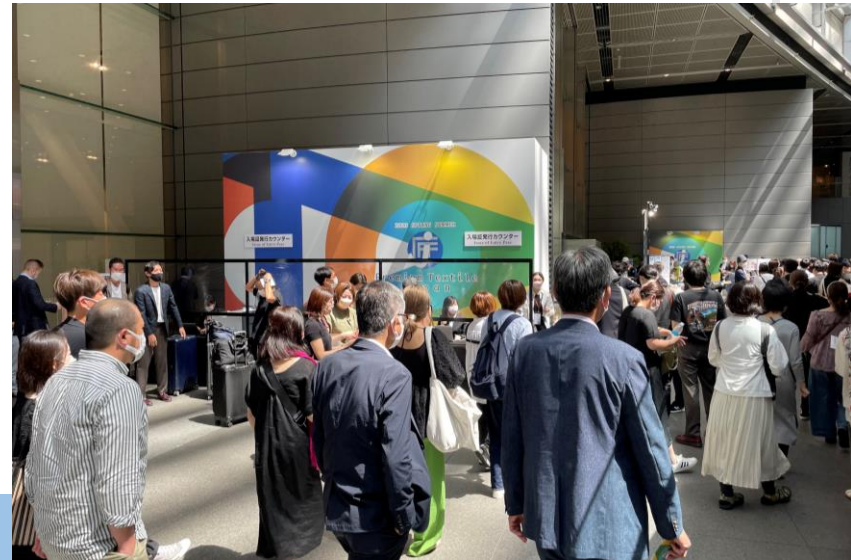


# What makes <PREMIUM TEXTILE JAPAN> a must-go event

1

## Japan's largest fashion textile negotiation salon

The most prestigious and influential negotiation salon within the fashion textile sector in Japan. Hosted twice each year in a top-class venue, this event is an ideal forum uniting domestic and overseas buyers alike. Those taking part will gain numerous insights into the upcoming season and fabrics newly developed and rolled out by exhibitors as well as enjoying a platform synonymous with encounters and creativity.



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2

## Wide ranging exhibitors

The event brings together a strictly screened and high-level selection of domestic and overseas companies under one roof, who showcase the latest newly developed fabrics and proposals via concepts and stories from each textile region. It paves the way for the fashion business to come, by allowing visitors and peers to touch, feel and discuss textiles as the key building blocks from which to manufacture fashion items.





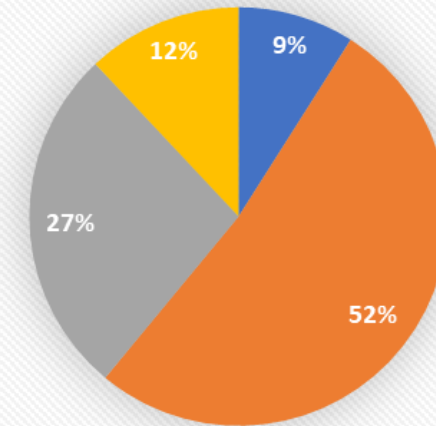
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3

## Exhibitor satisfaction

- Numerous successful negotiations completed.
- On this occasion, our fourth participation, we broke new records for visitor numbers, including new customers.
- We had a good booth location this time round and numerous visitors stopped by.
- Given that it was our first appearance, we saw it as a fulfilling two days.
- We were glad to see more visitors, including those with a clear idea of what they want.

Exhibitor satisfaction



■ Fully satisfied ■ Satisfied ■ As expected ■ Dissatisfied

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4

Exhibition hosted at Japan's best-located, most popular and attractive event hall

The convention and art centre, <Tokyo International Forum>, located in the centre of the capital city, Tokyo, is a hub allowing people from all backgrounds to converge and interact.

It is also an event space launching cultures and information, synonymous with diversity and highly acclaimed for its architecture.

By any criteria, it remains one of Tokyo's most representative landmarks.



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5

## Stylish package booth

We provide stylish and efficient package booths, including all the required equipment for negotiations.

\* No association or group participation admitted.



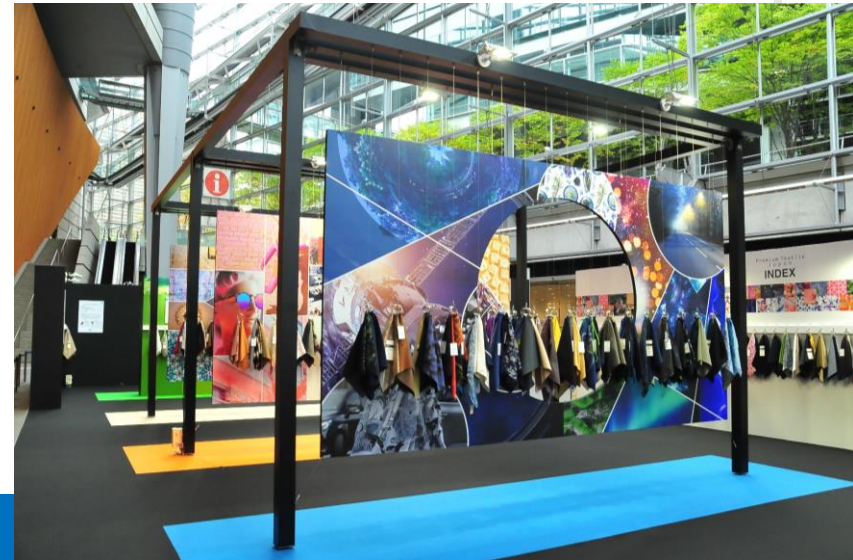


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6

Launching JFW trends with  
widespread appeal

Our <Trend & Index> Corner, in which the upcoming season's product plans are unveiled, prove magnets for both domestic and overseas buyers alike. Spatial designs that evoke emotive stories are used to express JFW trend themes and showcase the fabrics of PTJ exhibitors – the perfect way to fuel buyers' creativity and fabric sourcing and guide them efficiently to each exhibitor's booth.





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7

## JFW Sustainability project



Sustainable  
Textile

At JFW, we strive to bring a sustainable society to fruition and support the global environment. As part of efforts to help the textile industry promote this initiative, the JFW Textile Division initiated the Sustainability Project and is now focusing on raising awareness and promoting targets. The JFW Sustainability Project comprises three main categories (raw materials, production processes and corporate social responsibility), each of which includes seven criteria. Fabrics in each category are on show at the fair.







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**8**

## Uploading to the JTO: JFW Textile Online Salon

Building on the success of our physical show, we provide the <JFW Textile Online Salon>, Japan's first textile portal. A perfect resource for digital research and a place where exhibitors can easily find and access the textile information they need. We offer all the following features in support of textile business: high-resolution visuals from multiple perspectives as tangible evidence of fabric texture, key data on fabric composition and standards, benchmark evaluations of textures, such as lightness, softness and stretchability and direct contact with companies as well as utilising the 'My Page' function.

<https://jfw-textile-online.com/>



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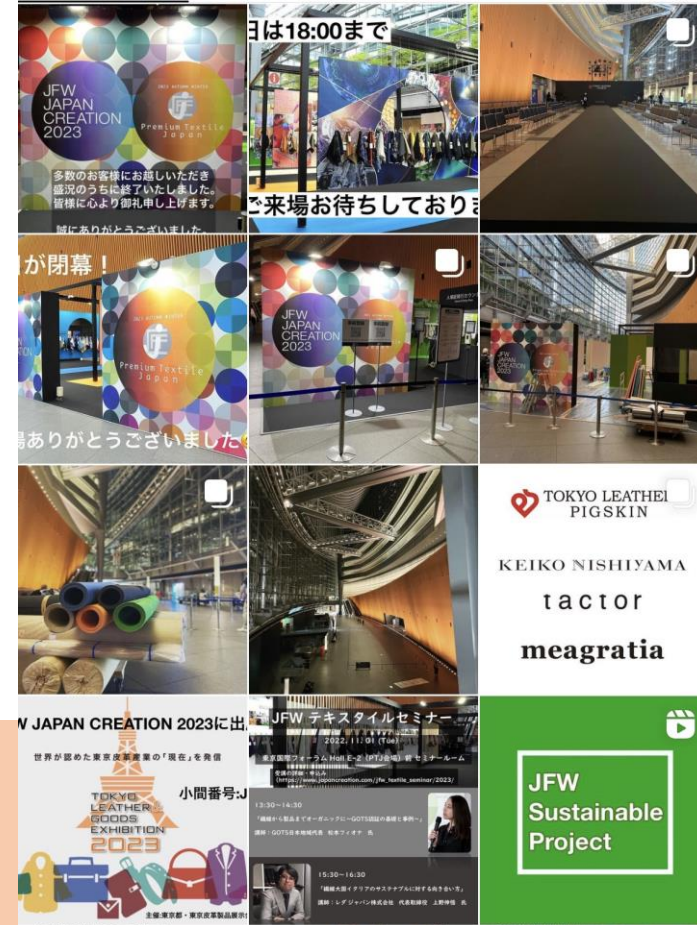
## PTJ promotional activities

We deliver PTJ news and promotions on an ongoing basis via the following channels: PR and promotional activities via domestic and overseas specialist textile magazines and media websites, an email magazine sent to 71,000 subscribers and Instagram social media:

Instagram: [jfw\\_textile\\_div](#)



Premium Textile  
Japan



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**10****A fair with a focus on  
business-oriented buyers**

PTJ is not a promotional platform for companies and groups, but above all, a salon-type exhibition putting business first. The focus of our event are fabric items with reference numbers, to be bought, sold and viewed. Exhibitors are strictly screened while most of the visitors are buyers with clear idea of what they wish to view and procure.

Our PTJ/SS event (3,000 sqm) attracts around 5,000 visitors over two days, while the PTJ/AW event, held alongside JFW Japan Creation, welcomes over 11,000 visitors in total.



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11

## Buyers-decision-makers & budget holders visiting the fair

< Major apparel companies > TSI HOLDINGS, ADASTRIA, WORLD, ONWARD HOLDINGS, PAL GROUP HOLDINGS, MATSUOKA CORPORATION, LOOK HOLDINGS, SANYO SHOKAI, JUN GROUP, BAROQUE JAPAN LIMITED., DESCENT, GOLDWIN, FLANDRE, ITOKIN and OTHERS

< Major retailing companies> FIRST RETAILING, UNITED ARROWS, SEVEN & i HOLDINGS, SHIPS, TOMORROWLAND, BEAMS, ISETAN MITSUKOSHI and OTHERS

< Major trading companies/converters> STYLEM TAKISADA-OSAKA, TAKISADA-NAGOYA, TAKIHYO, TOYOSHIMA, ITOCHU CORPORATION, MN INTER-FASHION, SUNWELL, SOJIZ FASHION, MORIRIN, and OTHERS



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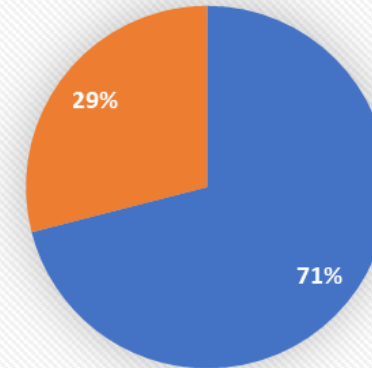
12

## Fabrics demanded by visiting buyers

- Fabrics
  - Natural fabrics: wool / cotton / silk
  - Functional fabrics: bio-derived functional fabrics / sport-mixed / durability / fireproof spec. / water-repellence
  - Knits: double raschel / cut and sewn knits / jersey / tricot / sheer fabrics
  - Lace
  - Synthetic fibres: polylactic acid / Seashell / nylon taffeta
  - Prints: printed fabrics / silk prints
  - Supporting materials: reflective materials
  - Others: embroidered fabrics / checked fabrics / high-density fabrics / hard-twisted fabrics



Did you find the product(s) or information  
that you were seeking?



■ Yes ■ No

# Contact



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Textile division



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