

< The Japan Observatory > at Milano Unica 2017AW < Outline >

- 23<sup>rd</sup> Milano Unica (2017Autmn & Winter) - Outline -
- Show period : September 6 – 8, 2016 (Tue. – Thu.) 9:00 – 18:30
- Venue : Rho Fieramilano (Hall 8, 12, 16, 20)
- Organiser : Milano Unica Secretariat
- Exhibits : Textiles, accessories  
(participants from Italy / Europe, Japan, Korea)
- Admission : free
- No. of visitors : 6,322 companies (+ Prima MU : 706 companies) \*1: record from previous AW fair



The Milano Unica (MU) show held this February saw growth double for both exhibitors and visitors (+6 and +13% respectively). Mr. Ercole Botto Poala, President of Milano Unica commented on the 'Promising results recorded, suggesting a positive outlook for the important changes underway.' The greatest concern of the coming MU show is the venue relocation; from Fiera Milano City (city centre) to Rho Fieramilano (suburbs). Similarly, the exhibition area will be extended to a venue 1.5 times the size; 60,000 sqm., as well as upgrading the interior decoration and unifying all exhibiting zones to the top 'IDEABIELLA' standard. Mr. Botto Poala, MU President, commented 'What we offer will be worthy of the world's highest-level textile show'. The new system includes free circulation by visitors to enter all zones, including the former entry-restricted 'IDEABIELLA' zone, alongside a newly created area; <Origin Passion and Belief>... a convergence of suppliers offering premium quality semi-finished products/OEM. The newly born MU will be anticipated with great interests, not only following its relocation but also the focus on the importance of overall enhanced fashionability.

Milano Unica / Information on the new venue (RHO Fieramilano)

<RHO Fieramilano>

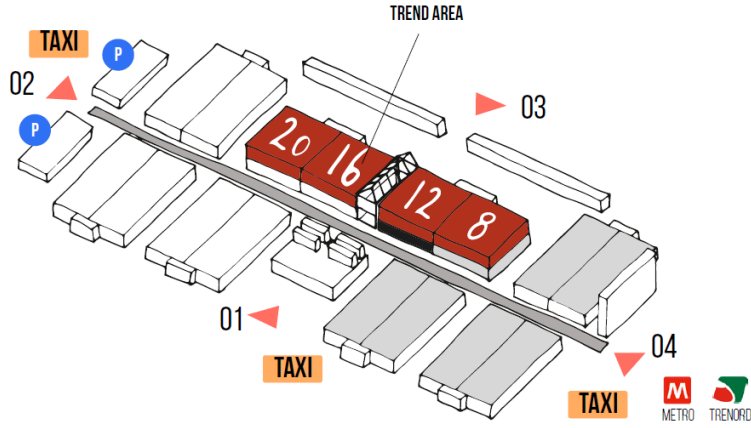
- Foundation: in 2005 (Constructed in the vicinity of Malpensa Airport due to deterioration of the Fieramilano city facility)
- Venue space: 345,000 sqm (third-largest worldwide – encompassing 24 halls)
- Main exhibitions :Milano Salone (furniture, design), MICAM (shoes), MIPEL (bags, accessories), Anteprima (leather), White (apparel products)

◆ By subway: Metro Line 1  
RHO Fieramilano station  
/ by railway: RHO-FIERA  
station



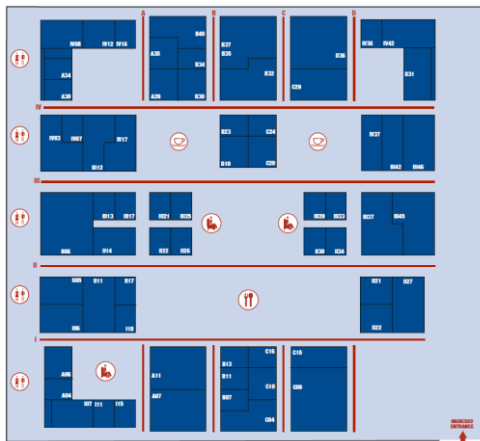
□ <23th Milano Unica > Hall Overview

(Hall.8•12•16•20 : 60,000 m<sup>2</sup>)



fieramilano

<Hall.20: IDEA BIELLA>



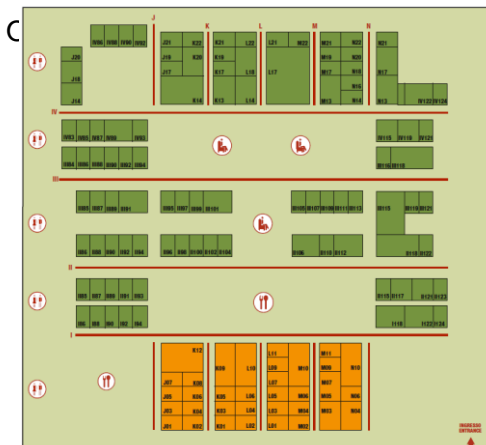
20  
IDEABIELLA

<Hall.16: SHIRT AVENUE, MODA>



16  
SHIRT AVENUE  
16  
MODA IN FABRICS

<Hall.12: MODA IN (Fabrics, Accessories)>



12  
MODA IN FABRICS  
12  
MODA IN ACCESSORIES

<Hall.8: MODA IN (Accessories, >



8  
MODA IN ACCESSORIES

<Hall.8: Japan & Korea Observatory>

■ < The Japan Observatory > at Milano Unica 2017AW - Outline -

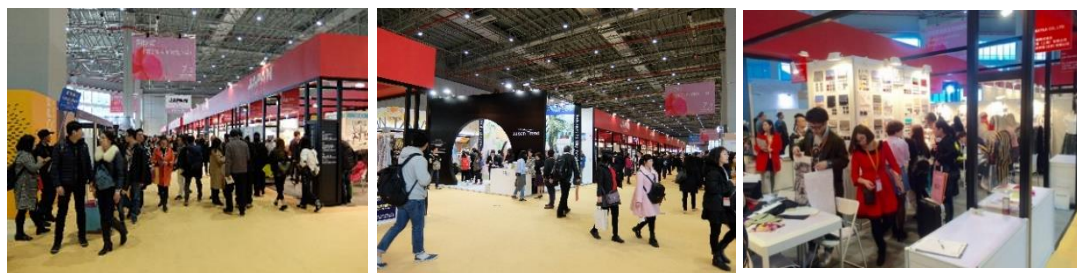


- Venue : Rho Fieramilano (within Hall.8)
- Overall structure : Exhibitors' booths + JAPAN PR booth
- No. of exhibitors : 38 companies/groups (total space : 610 sqm) ... provisional
- Organisers : Japan Fashion Week Organization (JFW)  
Japan External Trade Organization (JETRO)
- Support : (provisional) Ministry of Economy, Trade and Industry / Japan Textile Federation

< The Japan Observatory > (JOB), which made its non-EU debut in September 2014 at Milano Unica (MU), now celebrates its fifth anniversary. Building on the success of each event year-on-year, the JOB has been highly acclaimed by an ever-growing number of repeaters and buyers, who appreciate the weaving/knitting/dyeing/finishing techniques originating from Japan in the collective JOB area. The JOB attracted a record-breaking number of visitors – 5,000 or so - for the show this February, quite stunning considering the drop in numbers compared to the MU autumn edition. While the JOB has been held in an individual area for the past four editions, it will be integrated in Hall 8 as part of the whole MU structure in the next September (AW) edition. The Japan PR Corner, a perennial favourite, will feature 'WA-MODERN' (Modern Japanese-style) inspired by the 'Japanese tea ceremony room' to further promote unique Japaneseness.

| The Japan Observatory at Milano Unica Exhibitors list                    |   |
|--|---|
| TORAY SYNTHETIC TEXTILE CLUSTER  | ( KAYTAY TEXINNO INC. / KOMATSU SEIREN CO., LTD. / SAKAI OVEX CO.,LTD. / TEC ONE CO.,LTD./ NISHIKAWA SANGYO CO.,LTD / FUKUI WARP KNITTING CO., LTD. / MARUI ORIMONO CO., LTD. ) |
| BISHU WOOL COLLECTION<br>( ICHINOMIYA FASHION DESIGN CENTER FOUNDATION ) | ( CHODAI CO., LTD. / TOYAMA & CO., LTD. / NAKADEN KEORI CO., LTD. / MIZUHO KOGYO CO.,LTD. / Team GIFU)  |
| YAMANASHI TEXTILE ASSOCIATION  | ( GEN MAEDA & CO., LTD. / MAKITA CO.,LTD. / MIYASHITA ORIMONO CO.,LTD. )  |
| YONEZAWA TEXTILE CO-OPERATIVE ASSOCIATION                                | ( AOBUN TEXTILE CO.,LTD. / ABEKICHI CO.,LTD. )  |
| ASUWA KOGYOSHO COMPANY / HATAOKA COMPANY                                 |   |
| ITOCHU CORPORATION   |   |
| UNI TEXTILE CO., LTD.  |   |
| A-GIRL'S CO., LTD.   |   |
| KUMAZAWA SHOJI CO.,LTD.  |   |
| KOBATOU TEXTILE CO.,LTD.   |   |
| SAIEI ORIMONO CO., LTD.  |   |
| SUNWELL CO.,LTD.   |   |
| STYLEM CO., LTD.   |   |
| TAKISADA-NAGOYA CO., LTD   |   |
| DESIGN HOUSE KAZE CORPORATION  |   |
| TOKO SHOJI CO.,LTD.  |   |
| TORAY INDUSTRIES, INC.   |   |
| ICHIMURA SANGYO CO.,LTD.   |   |
| NISHIMURA LACE CO.,LTD.  |   |
| FUKUI NUNONOEKI (NAKAJIMAKIGYOUJYO, YAMAZAKI VELVET CO.,LTD.)            |   |
| FUKUDA ORIMONO, LTD.   |   |
| FURUHASHI WEAVING CO., LTD.  |   |
| MAEDA CO.,LTD.   |   |
| YAGI TSUSHO LIMITED  |   |

## Intertextile Shanghai <Japan Pavilion> 2016 Autumn Edition < Outline >



### ◆ Intertextile Shanghai Autumn Edition 2016

- ◇ Name of exhibition : Intertextile Shanghai Apparel Fabrics Autumn Edition 2016
  - ◇ Venue : National Exhibition and Convention Center(SHANGHAI)
  - ◇ Show period: Oct. 11 – 13, 2016 (Tue. – Thu.) 9:00 - 18:00
  - ◇ Organisers: Messe Frankfurt(HK) Ltd. / The Sub-Council of Textile Industry, CCPIT / China Textile Information Centre (CTIC)
  - ◇ Exhibition space: 260,000 sqm / 10 halls (\* Track record in 2015: 228,000 sqm / 9 halls)
  - ◇ No. of exhibitors: 4,642 / 29 countries and regions (\* Record from the previous year)
  - ◇ No. of visitors: 66,256 (\*) / 97 countries and regions (\* Record from the previous year)
- (\*) The total includes the visitors who visited yarn expo/CHIC/PH Value exhibitions.

After relocating to the world's largest event facility last March, the textile trade show Intertextile Shanghai continues to expand. This time, the fair expects over 5,000 exhibitors to attend; breaking past records and even surpassing the previous autumn edition. The fair will also be on an even larger scale with a total floor area exceeding 260,000 sqm; 1.5 times the size of the Spring Edition and taking over ten from the previous nine halls. The event will also be held alongside concurrent fairs; 'YARN EXPO' (yarns), 'PH Value' (knit/OEM) and 'CHIC' (apparel), at which numerous visitors are expected.

The highlight of the show, the International hall, will feature 'Salon Europe' comprising European exhibitors from Germany, France, Portugal, Turkey, Milano Unica (Italy) under the scope of pavilions, while Asian exhibitors from India, Indonesia, Japan, Korea, Taiwan and Thailand will also participate with pavilions. Other group pavilions; Dupont, INVISTA and Lenzing will be present, alongside product zones with exhibitors showcasing supporting materials (accessories), denim, wool, textile design (patterns), sustainability, functional products, categorized by theme and located in several zones.

### ◆ Intertextile Shanghai <Japan Pavilion > 2016 Autumn Edition

At the coming October ITSA show, the < Japan Pavilion (JP) > organised by JFW, debuted in October, 2009, will also celebrate its tenth anniversary. Amid increasing demand for luxurious fabrics in the Chinese market, alongside the popular 'Salon Europe' area including Milano Unica pavilion, attracting considerable attention, the Japan Pavilion and its unified and stylish booths representing Japan has become equally appealing and popular,

surpassing the year record in terms of visitor numbers and negotiations year on year.

◆ < Japan Pavilion > - Outline -

- ◇ Exhibition area : International Hall (Hall.6.2)
- ◇ Overall structure : Business Corner (comprising business booths) + Japan Trend Corner
- ◇ Scale : 43 companies / 117 booths + JFW Trend Corner & others :9 booths  
Total : 126 booths (1,134 sqm)
- ◇ Organiser : Japan Fashion Week Organization (JFW)

◆ Tendency of participation styles

The prevailing trend sees large companies, who would formerly participate under the <Japan Pavilion > (JP), changing their style to participate as overseas subsidiaries (China-registered) joining the China local area, in line with recent changes in the China market, instead of participating by forming groups in several booths or customized booths in the JP area. This may deviate from the current Japan Pavilion style, in terms of strong promotion of content/style.

Under such circumstances, a record number of participants in the Japan Pavilion is expected; a total of 43 companies including 10 new exhibitors, most of which manufacturers (compared with the usual 4-5 who newly apply), occupying 126 booths, the second-largest total ever. The fact that several new exhibitors joining the JP used to participate outside the Japan Pavilion to date justifies the mobilization of buyers alongside its efficiency to upgrade company images by participating in the Japan Pavilion.

< Introducing some new exhibitors >

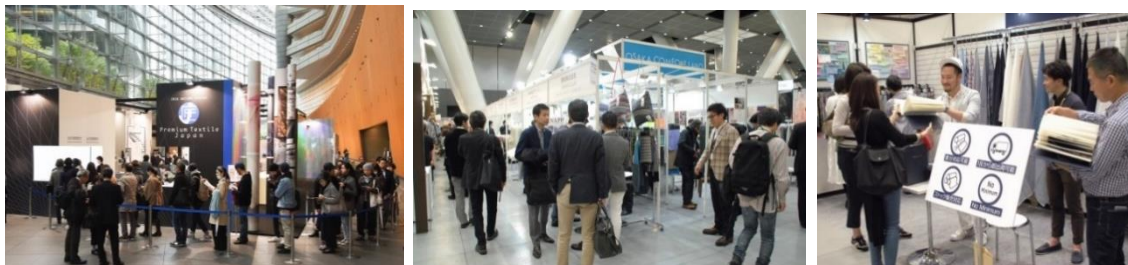
< **OTSU KEORI CO., LTD.** > is one of the few spinning wool makers in Japan, retaining spinning equipment in-house and showcasing their 'AIRY series' centring on fabrics made with originally spun AIR YARN, while < **HAYAZEN TEXTILE CO., LTD.** > produces fabrics using top-grade animal hair and/or fine quality wool for ladies' wear. This time, we are proud to host these companies as new arrivals to our Japan Pavilion, who deal with high-quality Japan wool textile acclaimed by global luxury brands.

< **MIZOROGI & CO., LTD.** > is a Japanese lace maker owning the latest embroidery machine, which showcases collections with value-added finishing originating from Japan.

< **SAKAMOTO DENIM CO., LTD.** > is a denim maker striving to accumulate technological innovations while bequeathing the traditional Japanese cultural technique of 'Aizome' (indigo-dyeing).

| Intertextile Shanghai Japan Pavilion Exhibitors list    |  |
|---|--|
| ASAHI KASEI CORPORATION                                 | TAMURAKOMA & CO.,LTD.  |
| Asahi Glass Co.,Ltd.                                    | Chikuma International Ltd.                                       |
| ATAGO AND CO.,LTD.                                      | CHORI CO.,LTD.   |
| UNI TEXTILE CO.,LTD.                                    | TEIJIN FRONTIER CO.,LTD.   |
| SR COMMERCE CO.,LTD. / TOAGOSEI CO.,LTD.                | DOKOH SHOJI CO.,LTD.   |
| OTSUKEORI CO.,LTD.                                      | TORAY INDUSTRIES, INC 'ultrasuede®'                              |
| KAGEYAMA CO.,LTD.                                       | TOYOSHIMA & CO., LTD.  |
| KUMAZAWA SHOJI CO.,LTD.                                 | LILY LACE INTERNATIONAL CO.,LTD.                                 |
| CRYSTAL CLOTH CO.,LTD.                                  | NISSHINBO TEXTILE INC.   |
| CROP OZAKI CO.,LTD.                                     | Nippon Steel and Sumikin Bussan Cprporation                      |
| KUWAMURA CO.,LTD.                                       | HAYAZEN TEXTILE CO.,LTD.   |
| Goda Embroidery Co.,Ltd.                                | FALCON INTL CO.,LTD.   |
| KOKKA CO.,LTD.  | MAEDA CO., LTD.  |
| SAIEI ORIMONO CO., LTD.                                 | MIZOROGI & CO.,LTD.  |
| SAKAI OVEX CO.,LTD. / Sakai Trading (Shanghai) Co.,Ltd. | MURATA MACHINERY, LTD. / VORTEX                                  |
| SAKAMOTO DENIM CO.,LTD.                                 | MEISHODO CO.,LTD.  |
| SUNWELL CO., LTD.                                       | Moririn Co.,Ltd.   |
| SHIBAYA CO.,LTD.  | YAGI & CO., LTD. / PROGRESS (SHANGHAI) CO., LTD.                 |
| SOJITZ FASHION CO.,LTD.                                 | YAGI TSUSHO LIMITED  |
| DAIICHI ORIMONO CO.,LTD.                                | LECIEEN CORPORATION / ZHEJIANG JIAXING LECIEEN TEXTILE CO., LTD. |
| TAKISADA-NAGOYA CO., LTD                                | World Link Inc.  |
| Takihyo co.,Ltd.  |  |
|   |  |

## JFW Textile Shows in 2017AW < Outline >



The biggest textile fair in Japan; < JFW Japan Creation > and the show aiming to match stringently selected exhibitors and buyers; < Premium Textile Japan > will be held concurrently at the Tokyo International Forum next November. This event has previously attracted up to 17,000 visitors, including top-branded apparel companies and designers alongside key figures from trading companies and wholesalers, with leading roles in expanding mail-order sales markets and textile distribution fields. On show will be textiles boasting 'high quality and high added-value'; centring on the original seasonal trends of converging companies from the main textile-producing regions in Japan and Asia.

< Dates > Nov. 29, 2016 (Tue.) 10:00 - 18:30

Nov. 30, 2016 (Wed.) 10:00 -18:00

< Venue > Tokyo International Forum / Exhibition Hall E1, 2 + Lobby gallery

< Organiser > Japan Fashion Week Organization

< 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

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【 JFW JAPAN CREATION 2017 - Outline - 】

◇ Venue: Tokyo International Forum / Hall E2  
+ Lobby gallery, foyer

◇ Visitors: Buyers and invited visitors, textile business-related visitors, students

JFW  
JAPAN  
CREATION  
2017



◇ Admission: JPY 2,000 (same day ticket)

JPY 1,000 (discount ticket for students/pre-registration)

□ No. of exhibitors : 200 / 200 booths (\* Ref. 228 booths ... 2016AW record)

Overseas exhibitors : Korea, Taiwan, Hong Kong (\* Korea & Taiwan – participation by pavilion)

\*For more details on exhibitors, please visit > [www.japancreation.com](http://www.japancreation.com)

## ■ Related programmes

### ● Trend and Index Corner

The trend corner sorts out and showcases exhibitors' fabrics from both JFW-JC and PTJ in line with the JFW textile trend direction. The overview this time will feature 'Inspiration, Efforts and Empathy'; presenting four themes for the 2017 Autumn/Winter season.

< Themes > (4 trend themes) >>> Please refer to the 'JFW TEXTILE VIEW'.

□ **Illusory Zen Dialogue**

□ **Wanderer's Memoir**

□ **Graphical = Classical**

□ **Infinite Heartful Art**

The Index corner is equally a perennial visitor favourite, where recommended fabric items of exhibitors are displayed, guiding buyers to exhibitors' booths.

### ● PIGGY'S SPECIAL – Pigskin Fashion Show –

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

'PIGGY'S SPECIAL' is a timeless attraction and features a non-stop stream of young designers representing Tokyo. On this occasion, both days will feature two shows at the Tokyo International Forum (lobby gallery) including professional/student sections. The lobby gallery, located in the public zone is the venue for what promises to be a gorgeous event, despite sound restrictions. Synergistic effects are also awaited from these concurrent shows, both fashion & textile and both set to attract many visitors to booths showcasing 'Tokyo leather products'.

### ● 10th FORM PRESENTATION (Academic-industrial collaboration)

(Organiser : Fashion Business Human Resources Development Executive Committee of the Fashion Business and Education Council of Japan)

An academic-industrial collaborative programme; aiming to capitalize on textile knowledge and foster human resources awash with creative design ideas. This collaborative programme, < FORM PRESENTATION >, which started in 2007 as JFW inherited the JC business,

celebrates its 10<sup>th</sup> anniversary this year and has broadened its appeal to an increasing number of fans over the years. This time, thanks to cooperative support from a leading Japanese denim company, Kaihara Corporation, the half-year programme mainly focuses on the theme; 'Evolving denim and possibility'. Garments created by students will be displayed and presented as-is at the JFW-JC venue, which is set to attract numerous professionals.

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【Premium Textile Japan 2017 Autumn/Winter – Outline -】

2017 AUTUMN WINTER



Premium Textile  
J a p a n

- ◇ Visitors : Buyers and invited visitors only [Admission : free]
- ◇ Exhibitors : Strictly selected exhibitors by screening system (documents/fabric samples)  
(Participation by groups/associations not allowed)
  
- Exhibitors : 84 entries / 115.6 booths (\*Ref. 88 entries/120 booths ...PTJ2016AW record)  
(incl. overseas 4 exhibitors : Korea (2) / Taiwan (1) / India (1))  
\*For more details on exhibitors, please visit ➤ [www.ptjapan.com](http://www.ptjapan.com)
  
- ◇ Related programme (provisional)  
< 2<sup>nd</sup> Textile Workshop – Let's learn Japan fabrics ! - >
- Dates : Nov. 29, 30, 2016 10:30 - 11:30 (am)
- Venue : PTJ Business Lounge

## Upcoming JFW Textile Show

JFW  
JAPAN  
CREATION  
2017

2017 AUTUMN WINTER



Premium Textile  
Japan

### ◆ Domestic fairs

#### -JFW JAPAN CREATION 2017 (Total textile trade fair)

Venue: Tokyo International Forum Hall E1 (Exhibition Hall)

#### -Premium Textile Japan 2017 Autumn/Winter

(Business negotiation salon)

Venue: Tokyo International Forum Hall E2 (Exhibition Hall)

Dates : November 29 (Tue.) 10:00AM-6:30PM

30 (Wed.) 10:00AM-6:00PM

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#### -Premium Textile Japan 2018 Spring/Summer

Venue: Tokyo International Forum Hall E1 (Exhibition Hall)

Dates : May.9 (Tue.) - 10 (Wed.) 2017

### ◆ Overseas fairs (Japan Pavilion)

The Japan Pavilion, will promote 'Japan Quality' featuring a convergence of the best Japanese companies with original Japan textile trends and from optimal areas of these textile fairs.

#### □ Milano Unica



#### - The Japan Observatory at MU2017 Autumn/Winter

Date: September 6 (Tue.)-8 (Thu.) 2016 9:00AM – 6:30PM

Venue: Rho Fieramilano

#### - The Japan Observatory at MU2018 Spring/Summer

Date: February 6 (Wed.)-8 (Fri.) 2017

Venue: Rho Fieramilano

#### □ Intertextile SHANGHAI

#### - Japan Pavilion 2016 Autumn Edition

Date: October 11 (Tue.)-13 (Thu.) 2016 9:00AM – 6:00PM

Venue: National Exhibition and Convention Center (Shanghai)

#### - Japan Pavilion 2017 Spring Edition

Date: May 15 日 (Wed.)-17 日 (Fri.) 2017

Venue: National Exhibition and Convention Center (Shanghai)

intertextile  
SHANGHAI apparel fabrics