

JFW Textile Shows 2017AW

Final Report

[Dates] Nov. 29, 30, 2016 (Tue. – Wed.)

[Venue] Tokyo International Forum / Exhibition Hall E + Lobby gallery

[Organiser] Japan Fashion Week Organization

JFW Textile Division Steering Committee

[Support] 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



Amid the global trend to advance the fabric procurement period, the biggest textile event of the year in the form of the < JFW Textile Fairs > took place over two days on Nov. 29-30. Despite our concern over the late November timing for the fair for the second year in a row, on opening, the venue was soon filled with buyers sourcing newly developed fabrics from domestic textile makers/converters and enthusiastic negotiations ensued throughout. Both fairs; the Premium Textile Japan (PTJ) and the JFW Japan Creation (JFW-JC) were again successful amid increasing acquisition challenges for both exhibitors and visitors at other textile/fashion related exhibitions, even suggesting a questioning gap from the severe surrounding environment. This is most probably due to the increasingly urgent need for apparel companies/converters to source better fabrics among an unprecedented range of products. It also reflects the fact that the PTJ / JFW-JC shows are best able to meet their needs under the circumstances, with carefully screened exhibitors and abundant products showcased by wide-ranging textile producers from all over Japan. Actually, as a manager of one of the new PTJ exhibitors commented, 'Honestly speaking, we never expected to be so successful with negotiations and saw requests for swatches virtually double.' Constituting a firm business response.

■ Trend & Index Corner (Lobby gallery)

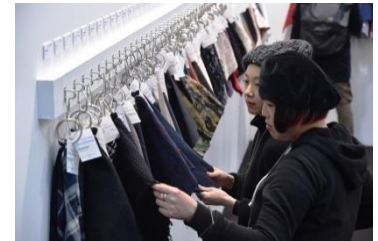
The Trend & Index Corner is a perennial visitor favourite, featuring an eye-catching and elaborate design. The same applied this time, as visitors were welcomed with a modern ZEN-inspired design, the concept of which tallied with overseas fairs at Milan and Shanghai, while being tactfully rearranged with dynamic check patterns and sumi (Japanese ink) graphics for the Tokyo fairs. This corner is the venue for sorting and displaying exhibitors' fabrics based on the JFW Textile View and collected by both JFW-JC and PTJ exhibitors. The Index Corner proved an equally popular spot to showcase newly launched and recommended fabrics; efficiently guiding buyers to exhibitors' booths.



➤ **No. of displayed fabrics by theme**

* Please refer to the separate guidebook (JAPAN TREND)

- Illusory Zen Dialogue: 209 pcs. ○ Graphical = Classical: 205 pcs.
- Wanderer's Memoir: 209 pcs. ○ Infinite Heartful Art: 208 pcs. Total: **831 pcs.**



➤ **Index Corner (No. of displayed fabrics)**

- PTJ: 245 pcs □ JFW-JC : 249 pcs. **Total: 494 pcs.** **Trend + Index/ Total: 1,325 pcs.**

< Premium Textile Japan 2017 Autumn/Winter > - Final Report -

2017 AUTUMN WINTER



Premium Textile
Japan

- ◇ Dates: Nov. 29 – 30, 2016 (Tue. – Wed.) 10 : 00 -18 : 30/18:00
- ◇ Venue: Tokyo International Forum / Hall E 2
- ◇ Visitors: Buyers and invited visitors only [Admission : free]
- ◇ Exhibitors: Strictly selected exhibitors by screening system (documents/fabric samples) * Participation by groups/associations not allowed.

Reflecting the positive overall evaluation of the new PTJ booth model previously introduced; a sharper design featuring white panels with black frames had been appreciated by both exhibitors and visitors and was hence retained for this fair. Equally, a new programme started from the last edition; 'Textile Workshop – Let's learn Japan fabrics !' was conducted, featuring < Pile woven/knitted fabrics > and < Wool fabrics > following the autumn/winter season this time.



■ **PTJ2017AW Exhibitors** (* Previous year : 88 entries/120 booths) *Pls. refer to the guidebook

Z O N E	Entries	Booth No.(8 m ² /unit)
A Staple (cotton, linen, wool and blends)	33	40.6
B Filament (synthetics, silk, functional and blends)	24	39.5
C Dyeing and finishing, prints, embroidery/lace, leather	20	21.5
D Accessories, knitted fabrics twisted yarns, pile fabrics	8	14
Total	85	115.6

- Overseas:5 exhibitors/5 booths (Italy, India, Taiwan, Korea 2 exhibitors/2 booths)
- Newly applied/returned exhibitors: 9 entries/11 booths

□ Textile Workshop – Let’s learn Japan fabrics ! -

- ◇ Dates: Nov. 29-30, 2016 (Tue.& Wed.) 10:30 - (60 min.)
- ◇ Venue: Tokyo International Forum / Lecture room specially located within the PTJ veue.
- ◇ Participants: Young employees working at apparel/textile-related makers, retailers, designer maisons; involved in product planning or fabric procurement (with fewer than five years’ working experience) (* Students not allowed.)
- ◇ No. of participants: Approx. 20 / each lecture



【 Programme 】

[1] About textile-producing regions in Japan …<Lecturer> Ms. Mayumi Kuyama, JFW Textile Coordinator

[2] Lectures on textile-producing regions

- Nov. 29 (Wed.) <Pile woven/knitted fabrics>

【Speaker】 Mr. Kiyotake Taenaka, President, Taenaka Pile Fabrics Co., Ltd.

- Nov. 30 (Thu.) <Wool fabrics>

【Speaker】 Mr. Takao Hayakawa, President, Hayazen Textile Co., Ltd.



< JFW JAPAN CREATION 2017 > - Final Report –

- ◇ Dates: Nov. 29 – 30, 2016 (Tue. – Wed.) 10 : 00 – 18:00/18 : 30
- ◇ Venue: Tokyo International Forum / Hall E 1 + Lobby gallery
- ◇ Visitors: Buyers and invited visitors, textile business-related visitors, students
- ◇ Admission: JPY 2,000 (same day ticket), JPY 1,000 (discount ticket for students/pre-registration)
(JPY 500 / student for groups)

JFW
JAPAN
CREATION
2017

■ JFW-JC2017 Exhibitors

(* Previous year : 97 entries/ 279 companies / 227.9 booths)

*Pls. refer to the
guidebook

ZONE	Entries	Companies	Booths(6 m ² /unit)
Textile	73	225	149.2
Accessories	14	24	20
Textile related products & service	5	8	12
Leather & furs	4	45	36
Media stand	2	2	1
Total	98	304	218.2

- Overseas: 6 entries/34 booths (Taiwan:3 entries/17 booths, Korea:2 entries/16 booths, Hong Kong:1entry/1 booth)
- Newly applied/returned exhibitors: 13 entries/16.6 booths



Likewise, numerous overseas visitors, mainly from Asia, also visited the fair and many favourable comments from exhibitors were heard, including: 'Chinese buyers visited us accompanied by a trading company and were all quite serious in negotiating'. This reflects the increased number of buyers with serious intent, unlike previous cases where buyers were merely interested in acquiring swatches. Conversely, overseas exhibitors, including the Taiwan Pavilion organised by the Taiwan Textile Federation and the Korean Pavilion led by the KOFOTI organisation also participated in the show, which brought together a total of 27 companies and groups. Given the impact on both parties of a decline in exports to Europe and the USA, they are even more keen to enter the Japanese market. KOFOTI organised a visiting tour for Korean companies, including four (with exhibiting records at the PV/MU fairs), who showed great interest and intent to participate in the JFW-JC fair.

● Related programme

○ Forum (seminar) < Targeting the NY textile market ! >

- Reporting on the USA textile market tendency & the key to entering the USA market.

- ◇ Speaker: Mr. Kazuyoshi Muto (JETRO USA textile-field onsite research mission – specialist)
- ◇ Date & venue: Nov. 29 (Tue.) 16:30 - at the Forum (Organiser:JETRO/ Cooperation:JFW)

JETRO and JFW collaborated to execute market research into the current USA textile market situation (focusing on NY in particular) to seek out potential to enter the market efficiently. Business specialists were sent to NY this July, to visit ongoing textile fairs, including PV in NY, Texworld USA, SPIN EXPO in NY, KOREA Preview in NY and conduct a hearing survey with fabric buyers at apparel companies and agents in charge of fabric sales, alongside exhibitors at such textile fairs. The result, based on this survey and the key points of entering such markets were reported in the seminar and attracted more audience than expected, with almost all seats in the conference room full. It was also highly evaluated by the questionnaire conducted by JETRO and reviewed on the front page of the Sen-I News.



○ < 10th FORM PRESENTATION > (Academic-industrial collaboration)

(Organiser : Fashion Business Human Resources Development Executive Committee of the Fashion Business and Education Council of Japan, Special support: JFW, Sponsor: UA ZENSEN, Support: KAIHARA CORPORATION)

This academic-industrial collaborative programme; < FORM PRESENTATION > (FP), aiming to foster human resources for the next generation, which started in 2007, celebrated its 10th 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, focused on the theme; 'Evolving denim and possibility'. Garments created by students were displayed and presented with various ideas at the JFW-JC venue, which attracted numerous professionals.

[10th FORM PRESENTATION / Final post-screening candidates]

(School name/Group name/Theme)

- ESMOD TOKYO / Int. / Encoutering me in a voyage
- KORAN COLLEGE OF FASHION DESIGN / doodo / Dress-up denim – luxury -
- TOKYO MODE GAKUEN / Capricious world/ Comfortable denim
- DRESSMAKER GAKUIN / Voyage/ tenue de soiree
- NAGOYA FASHION COLLEGE / ‘Yamatonadeshiko’ / Hot spring resort
- NAGOYA MODE GAKUEN / DENIM Lab. / DENIM RUN
- BUNKA GAKUEN UNIVERSITY / CLEAR / CLEAR
- BUNKA FASHION GRADUATE UNIVERSITY/ On the way / On the way from back
- BUNKA FASHION COLLEGE / NEO NOMADISM / NEO NOMADISM



○ PIGGY’S SPECIAL – Pigskin Fashion Show –

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

‘PIGGY’S SPECIAL’ is a timeless attraction, featuring a non-stop stream of young designers representing Tokyo. On this occasion, both days featured two shows at a specially set-up lobby gallery runway for the first time, with a professional section on day 1 and a student section on the final day.

➤ Nov. 29 (Tue.) 13:30~/15:00~ : Professional Section
 (Brand / Designer)

- * MIDDLEA / Ohal Ando
- * TAMAKI FUJIE / Tamaki Fujie
- * Neb aaran do / Eily·Jammy



➤ Nov. 30 (Wed.) : Student Section

(Specialised fashion schools in Tokyo: 11 schools)

- 12:30~ / 15:30~ : Tokyo Mode Gakuen College of Fashion Design, Hana College of Fashion, Dressmaker Gakuin, Tokyo Fashion Institute, Fashion College Sakuragaoka, Koto Fashion High School
- 14:00~ / 17:00~ : Bunka Fashion College, Tanaka Chiyo Fashion College, Omori Kasei Technical School, Aoyama Fashion College, Oda Fashion College



■ No. of visitors : PTJ2017AW, JFW-JC2017

Exhibition name	Apparel retailers	Wholesalers Trading Planning companies	Press	Organiser related visitors/groups	Visitors	Students	Total (by fair)	Total no. of visitors
PTJ2017AW	6,372	5,926	107	183	640	--	13,228	16,285
JFW-JC2017					1,769	1,288	15,645	

* 96% (compared from the previous yr.)

<Remark> Actual count; recorded visitor total largely exceeding the previous year’s record (117.6%) according to an automatic laser device at the Tokyo International Hall, mainly due to the system change of issuing exhibitors’ badges (previously limited to five/company), which allows exhibitors to issue as many nos. as desired this time, which meant many exhibitor-related members entered without being counted.

< Exhibitors' feedback >

- We received a surprising number of clients and pick-ups.
(New exhibitor/PTJ)
- Honestly speaking, we never expected this amount of business negotiation; we received more than double the swatch demands. The showcased products were highly efficient as we tagged with a high-grade designer. (New exhibitor/PTJ)
- Despite the decline in visitor numbers due to the unfavourable location (decided by lottery), the calibre of visitor has been improving with each new fair, ultimately spawning intense business. (Repeat exhibitor from the PTJ first edition)
- Our concerns of being at the far end of the location proved unfounded; we are satisfied with our business negotiations with many buyers as usual. (Exhibitor/PTJ)
- This time we changed our presentation; showcasing theme-sorted items rather than technical explanations, which was positively accepted as 'very clear' by visitors. (Exhibitor/PTJ)
- Till this fair, all we could do was organise our private exhibitions and/or in-house sales activities to cover the market area, but on this occasion, our first show participation, we could acquire many new customers. (New exhibitor/PTJ)
- Visitors included big names from apparel companies as well as trading companies, making the overall mood quite positive. (New overseas exhibitor/PTJ)
- We proceeded with our fabric branding in time for the PTJ fair. We hope to continue exploiting this; to review our product ranges and presentations for further improvement despite many visitors at our booth every time. (Exhibitor/PTJ)
- We participated to approach the accessory field apart from apparel application and it was just as we targeted. (New exhibitor/JC)
- We also participate in regional textile shows, but there is no contest with this fair in terms of the ability to acquire customers. This JFW-JC show, held once per year, is crucial as our company cannot afford to maintain an office in Tokyo. (Exhibitor/JC)
- Chinese buyers visited us, accompanied by a trading firm and aiming to arrange/customise our showcased items by eagerly inquiring about minimum special order quantities and/or lead time. Today visitors' objectives vary; not only collecting swatches like in the past. (Exhibitor/JC)
- We remodelled our booth style to make it more open based on the organiser's advice and overall, this was well received by visitors. (Overseas exhibitor/JC)



< Visitors' feedback >

- I find the JFW Trend & Index Corner very useful and something lacking in other fabric fairs and regional textile shows. My routine involves checking fabrics and deciding which booths to go to in this corner. (Regular client/apparel)
- I could encounter a synthetic fabric which felt like natural fibre. I could also reaffirm the quality of Japanese finishing techniques through natural fibre fabrics with textures which belied their appearance. This exhibition always gives me something new to discover. (Apparel)
- Despite the unfavourable market situation, this exhibition is full of enthusiasm each time, with proactive exhibitors. (Leading converter)
- The gap between fully crowded booths and empty ones is due to the variation in presentation ideas/sense. (Specialised trading company)
- Japan fabric maintains a high standard. It is worth paying the airfare to visit this fair as I can source fabrics not found elsewhere. (Overseas apparel)
- There are some fellow traders who would prefer to visit several textile regions, although we lack the time or budget. Accordingly, this exhibition where domestic fabric makers or converters converge in a single venue, is extremely efficient. (Overseas apparel)
- There are undoubtedly more interesting materials made for apparel application than those for industrial use. I come here to source new materials as there are some items that can be utilized for accessories if we add some ideas with cores/interlining etc. (Accessory maker/planning)
- The pigskin show held at the lobby gallery was successful as it brought a gorgeous atmosphere to the venue. (Textile business-related)
- I had only seen fabrics that could be purchased in town for my project, but this show gave me the chance to see and experience many different fabrics for the first time, which brought home to me how I should learn more about fabrics. (Specialised fashion school student)

