

## Premium Textile Japan 2019 Spring/Summer

### < Final Report >



- ◇ Dates: May 9 – 10, 2018 (Wed. – Thu.) (10:00-18:30/18:00)
- ◇ Venue: Tokyo International Forum / Hall E-1 (3,000 sqm.)
- ◇ Visitors: Buyers and invited visitors only [Admission : free]
- ◇ Exhibitors: Strictly selected exhibitors by screening system with documents/fabric samples. (\*Participants by groups/associations prohibited)
- ◇ Support:
  - Ministry of Economy, Trade and Industry
  - Organization for Small & Medium Enterprises and Regional Innovation, Japan
  - Japan External Trade Organization
  - Japan Apparel-Fashion Council
  - The Japan Textiles Importers' Association, Japan Textile Exporters' Association



On this occasion, PTJ celebrated its 15<sup>th</sup> anniversary milestone. Amid the increasingly severe environment surrounding the textile/fashion industry, PTJ built on its acclaimed and successful track record to attract numerous new applicants, with a remarkable and unprecedented thirteen new exhibitors passing the screening process this time. Despite morning thunderstorms and incredibly low temperatures during the fair period, PTJ received 5,987 visitors, exceeding the past record (103% compared with the previous year), with the venue packed with visitors and enthusiastic negotiations ensuing out throughout. More than anything, the ever-increasing number of apparel buyers for recent events amply reflects the tendency to source differentiated fabrics when planning or designing products. Equally, more and more multiple pre-entry group applications (from China) have been registered for overseas visitors recently, reflecting a strong and increasing interest in Japan fabrics. PTJ has established itself as the serious go-to textile event, despite the ever-growing challenge of enticing both exhibitors and visitors given other textile/apparel fairs.

#### ■ PTJ2019SS Exhibitors: 94/125.1 booths (9 sqm./unit)

Zone		No. of companies/booths
< Zone A >	Staple (cotton, linen, wool and blends)	37 / 48.6
< Zone B >	Filament (synthetics, silk, functional and blends)	23 / 36.5
< Zone C >	Dyeing and finishing, prints, embroidery/lace, leather/fur	23 / 27
< Zone D >	Accessories, knitted fabrics twisted yarns, pile fabrics	11 / 13

\* New exhibitors: (13 companies):

ALL BLUE INC. / OKAMOTO TEXTILE CO., LTD. / One-Any CO., LTD. / TAKASAKA TEXTILE CO., LTD. / TOKYO TAGAWA KAISHA LTD. / MIYASHIN CO., LTD. / EMYU RAKUSAI CO., LTD. / KOJIMA SENSHOKU CO., LTD. / DEUX THREE CO., LTD. / NIHON SANMO DYEING CO, LTD. / FUTAWATARI LACE CO., LTD. / DAISADA CO., LTD. / TOP Textile (Korea)

\* Overseas exhibitors: (7 companies): Korea (4), China(1), Thailand(1), Turkey(1)

■ PTJ2019SS No. of visitors

Exhibition name	Apparel/ retailers	Wholesalers/ Trading / Planning companies	Press	Organiser related visitors/groups	Visitors	Total no. of visitors
PTJ2019SS	2,783	2,199	70	85	850	5,987

\*PTJ2018SS fair: 5,813 (103% compared with the previous yr.)

■ TREND & INDEX Corner

The TREND & INDEX Corner, a perennial visitor favourite, featured spring-summery transparency on this occasion, citing the 'dialogue' keyword synonymous with the 2019SS overview as well as printed acrylic panels showcasing trendy visual images and expressing a dialogic style in pairs. An index corner was installed on both sides of the trend area categorized in four; elaborately designed to accommodate numerous visitors there to observe trends in comfort. A total of 823 pcs. of fabrics went on display, most of which in a 'hanging' style, as part of efforts to welcome visitors.



Feedback from overseas visitors included positive comments such as: 'The layout design of the trend corner is really fantastic; awash with spring-inspired transparency this time. The concept is also easily to take on board with enticing visual images.'

■ Related programme:

<Textile Workshop – Let's learn Japan fabrics ! ->

- ◇ Dates: May 9-10, 2018 (Wed. – Thu.) at 10 : 30am. - (60 min.) for both dates
- ◇ Venue: Specially located lecture room within the PTJ venue
- ◇ Participants: Young employees working at apparel/textile-related makers, retailers, designer maisons; involved in product planning or fabric procurement (with less than five years of working experience).
- ◇ No. of applicants: 15-20 persons per lecture \*No students allowed

◆ Thematic fabrics (textile-producing regions): lecturers

- May 9: Denim (Bingo Region) / Lecturer: Mr. Yoshiharu Kaihara, Chairman, Kaihara Corporation

« Lecture content »

Mr. Kaihara opened proceedings by explaining some technical points; the difference between batch- and rope-dyeing methods, as well as how indigo goes from green to blue after being oxidized and how channels are being transformed; 'Domestic NBs (national brands) are having to struggle amid the onslaught from SPA and online sales.' He then discussed why his corporate business centres on an integrated manufacturing system starting from yarn and production reflecting demands imposed by sewing factories; 'We cannot compete with emerging countries in terms of quantity/price. Our company aims to constantly create and offer new products', focusing on how the Japanese manufacturing industry can find a way to survive.

- May 10: Jersey (Wakayama Region) / Lecturer: Mr. Toshinobu Minamikata, Vice President, Kinan Knitting Corp.

« Lecture content »

The history of Japanese knitted fabric manufacturing dates back to 1872, in Honjo, Tokyo, followed by the Wakayama region in around 1909. Mr. Minamikata explained how it was given further impetus by the 'fleece' boom in the 1980s, while Mr. Takuya Inoue discussed his own experience and how lectures on knitted fabrics were obviously insufficient when he studied textiles at university. He also went on to shed light on technical issues; yarn counts, twisting yarns, differences between mixed and twisted union yarns, single- and double-knit and the meaning of inch and gauge, alongside techniques including dyeing and processing.



■ Topics :

- **Cooperation with J∞Quality business**

At PTJ (JFW-JC), four types of business icons were used for the booth fascia, website or guidebook, to help promote and clarify the features of each exhibitor.

On this occasion, we newly added an icon to showcase 'J∞Quality certified' companies for products actually 'MADE IN JAPAN', which have attracted attention in recent years. A POP indication with a logo mark showing the certified process (of weaving, knitting/dyeing, finishing/sewing/planning, sales) was also issued and provided to the 20 companies/exhibitors having been J∞Q certified by the JFIC (Japan Fashion Industry Council) at PTJ this time. Furthermore and with the full cooperation of JFW, a J∞Quality PR booth was also installed to further boost the appeal to exhibitors and visitors alike.





➤ **Visit and participation in the press conference by Mr. Ercole Botto Poala, President of Milano Unica**

On the second day of the fair, Mr. Botto Poala, MU President, visited the PTJ fair. After visiting the TREND&INDEX corner and exhibitors' booths, including MU participants, he received explanations about certain showcased fabrics. He also participated in the press conference, at which he commented: 'The PTJ fair is great and a very organized show. I strongly felt and reaffirmed the high standard and exceptional creativity of Japanese fabrics.' He also commented on the Milano Unica fair; 'Advancing the show period from September to July for the autumn/winter show has certainly spawned success and bolstered the reputation of MU, particularly in the ladieswear field.' 'For MU, participation by Japanese exhibitors is crucial, he continued, 'Key from now is acting without any fear of risk or failure. What we need is to transmit intangible value; stories behind fabric production and/or sustainability, rather than just explaining about products.' He also reaffirmed the importance of digital transformation. When questioned by a journalist about 'the future tasks/challenges for Japanese companies', he answered; 'Be proud of 'Made in Japan' quality which is a basis for wonderful fabric creation and further efficient appeal.'



➤ **Visitors' feedback**

- Responding to demands for differentiation -

Visitors' feedback included numerous positive comments: 'I came to PTJ to seek new fabrics, to move on to the next stage, as we can no longer sell by just copying things.' (Trading firm), 'Colours are key. I think the colour variation was richer than ever on this occasion.' (Apparel), 'I came to source new fabrics for the next phase in line with changing trends. Every time I come, I find the fabrics quite new and fresh.' (Designer). It reflects more focused visitors' objectives and the fact that market demand for fabric differentiation has intensified. 'I have visited the fair several times and this time was no exception, I found interesting fabrics to use.' (Stage costume designer). The abundant and ever-expanding fabric assortment seems a PTJ forte. 'What I like about this fair is that I can clearly see the characteristic of each textile region.' (Apparel), 'I came to source jacquard and found what I wanted.' (Apparel), 'I discovered new items at the trend corner. The display furniture/installation is also quite elaborate and I sensed the high motivation of fabric makers.' (Wholesaler), 'I found several companies with fabrics that piqued my interest.' (Apparel), 'I came to source lace and other items with originality and transparency and got what I came for.' (Designer). Also heard were; 'This time I found cut and sewn items that I had not expected.' (Apparel), 'I would like to request that more exhibitors showcase cut and sewn products.' (Textile dealer/wholesaler), suggesting higher expectations for more wide-ranging fabric choices. The number of visitors handling non-apparel items, such as miscellaneous goods, has doubled: 'Saw several new exhibitors. Denim was particularly satisfying this time.' (Bag maker), 'Came to the fair to get

hints for customized orders/expediting deliveries.’ (Production system company)

- No. of overseas buyers also doubled -

‘I came to source fabrics for interior designing, but also found a wide range of fashion apparel. I could spend all day walking around the venue. Although I thought it would be difficult to find a supplier handling small batches, I was delighted to find a converter with stock availability and capable of meeting my requirement. I find the trend & index function a quite efficient way of sourcing fabrics.’ (Interior designer/USA)



‘I always come to the PTJ fair and do business with major clients in China and the USA. Previously, I used to source most fabrics from Italy to sell to China, but would like to sell more Japan fabrics to China in future. Given how huge China is and the improving standard of customers, I think demand in China will further increase.’ (Buyer/Hong Kong)

‘This is my second visit to PTJ. I used to work for a major European brand and recently established my own brand. As a designer, travelling from Austria and Tokyo and vice versa, I came to source mainly natural and performance (functional) fabrics, which meant I tended to visit the booths of suppliers dealing with knits, cotton and functional fabrics. I intend to continue sourcing and using Japan fabrics in future. While the venue itself is compact, it is still very easy to look around as it is quite focused and has a business-oriented style. (CEO & Designer/Austrian brand))



On this occasion, buyer groups from China and Taiwan also visited the fair, with objectives including: ‘to find Japan fabrics unavailable elsewhere, at the Japan Pavilion, Intertextile Shanghai.’, ‘to source tri-acetate for women’s apparel.’ Their impressions after actually seeing fabrics included: ‘Above all, stand-out quality. The popularity of Japanese fabrics is increasing year on year.’, with all parties acclaiming the high standards. Conversely, other views included: ‘The timing of shows should be earlier; no later than March (for S/S) and October (for A/W) respectively, otherwise all the fabrics are already decided by the (current) show periods.’ On the other hand, another comment highlighted the long lead time: ‘Out of the question unless it can be produced within 40 days from greige, or in 60-70 days from yarn.’ was raised while a request on colours emerged; ‘More vivid tonalities are required.’

The PTJ fair ended with success thanks to the success of various public relations activities conducted to raise the overseas profile. The next edition will be held concurrently with the JFW-Japan Creation 2019 fair in November, 2018.

< Next fair >

Name of exhibition: Premium Textile Japan 2019 Autumn/Winter  
Dates: Nov. 21 – 22, 2018 (Wed. – Thu.)  
Venue: Tokyo International Forum / Hall E