

May 1, 2013
Premium Textile Japan 2014S/S Press release

2014 SPRING SUMMER



Premium Textile J a p a n

< Premium Textile Japan 2014 Spring/Summer >

< Dates > May 8 – 9, 2013 (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 of 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, aiming to provide a platform uniting top domestic and overseas buyers and suppliers, celebrates its 5th anniversary. Record fair attendees are forecast based on the four events held to date to an exhibition which has won visitor acclaim and earned their recognition as a lively and successful event. The fair was particularly praised in terms of business achievement, since most visitors were apparel designers and merchandisers with decision-making authority for fabric procurement. A greater emphasis on business-orientation and business matching overseen by the organiser also boost its appeal. To enhance the PTJ appeal and end result, we will commence individual export consultations exclusively for PTJ exhibitors. As the sole premium textile salon held in Asia, with authentic brands originating from the same, the PTJ is presently striving to invite textile buyers of luxury brands, from Asia as well as domestic markets, to upgrade the show.

□ Premium Textile Japan – Participant eligibility criteria -

- Companies selling textiles or textile-related/supporting materials
- With a clear indication of the price/quantity(batch)/delivery time of the products and possessing an organized sales system.



- Stationing sales representatives at the venue during the fair.
 - Capable of planning and presenting newly developed products on a continuous basis.
- *An inspection system is applied by appointed external specialists to verify the above criteria.

- Exhibitors – Details : 67 entries / 85.5 standard booths (Ref.1 : Exhibitors' list)
- < **Zone A** > Staples (cotton / linen / wool / blends) : 32 entries / 38 standard booths
- < **Zone B** > Filaments (synthetics/silk/ functional/blends) : 14 entries / 23.5 standard booths
- < **Zone C** > Dyeing・finishing/prints/embroidery・lace/ leather: 12 entries / 13 standard booths
- < **Zone D** > Supporting materials/accessories/knits/twisted yarns:9 entries/11 standard booths
- *Overseas exhibitors : 7 entries / 8 standard booths (Thailand/Taiwan/Turkey/India)
 - *PTJ – newly applied : 9 entries / 11 standard booths

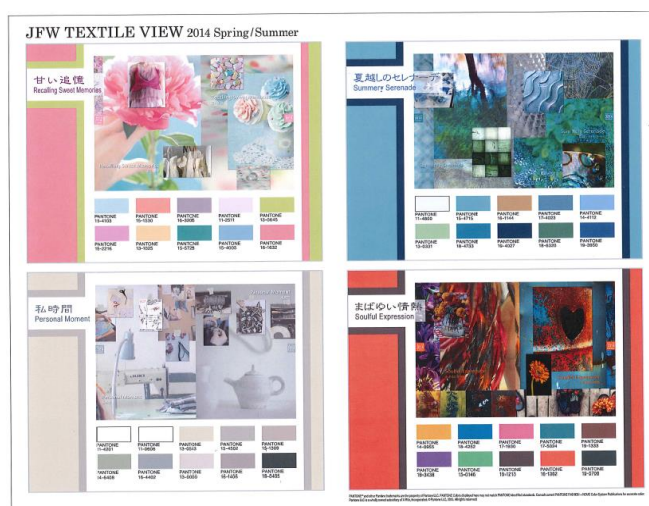
■ Trend & Index Corner : (Ref. Guidebook)

This trend corner will feature our original seasonal trends (JFW Textile View) alongside fabrics submitted by exhibitors and effectively categorised according to thematic trends, guiding visitors to exhibitors' booths.

- No. of displayed fabrics: approx. 518 pcs. (incl. 185 pcs. of INDEX materials)

2014 Spring / Summer Trend Overview < Strive for self-improvement daily >

The belief on happiness existing in our daily lives has vanished, accelerating the fear of isolation and reducing our sense of value to rubble at the same time. It is thus now time to confront our fundamental nature as human beings. In search of how we should live amid such desolation, we should strive to cultivate ourselves, improve our daily lives, clean up society, and brighten the world, namely polish everything starting with the self... by coexisting with nature. Let us polish and cultivate our talent, to bring out the true strength and ensure a brighter, happier future.



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■ PTJ Business supporting programme

1) Business matching programme

A business matching system for exhibitors and VIP buyers will operate during the fair.

Participants will include Aba House International Co., making its debut, and a retailer, 'Ito-Yokado Co., Ltd. <MADE IN JAPAN> Project Team and Takashimaya Co., Ltd., <Catalogue/online sales - 'I-3 (trois)' team> alongside creators/designer maisons having participated in the JFW collection business. We will further strive to make this programme the centrepiece of the PTJ fair, targeting even greater success of the business dialogue organised.

« VIP Buyers »

< Apparel / retailing companies / brands >

- Aba House International Co. : devinette, qualite, 5351 Pour Les Femme
- IY Holdings Ito-Yokado Co., Ltd. : < MADE IN JAPAN> Project Team and others
- Takashimaya Co., Ltd. : Catalogue/online sales 'I-3 (trois)' team and others

< Designer maisons : brands / designers (belonging companies) >

- ayumi.mitsukane / Ayumi Mitsukane (T-Three Co., Ltd.)
- DRESSCAMP / Toshikazu Iwaya (IWY)
- HAN AHN SOON / Han Ahn Soon (MARK STYLER Co.,Ltd)
- HISUI / Hiroko Ito (ZEROZEROESUESU Inc.)

- No. of companies participating in business matching : 23

- No. of matching set-ups : 37 (planned)



2) Premium Textile Japan – Individual consultation on exporting (for exhibitors) -

From this fair, by cooperating with JETRO, we will implement an advisory meeting programme on overseas sales channels and expansion of exporting for small- and medium-sized enterprises exhibiting in the PTJ fair. Efficient presentations/proposals with sufficient acknowledgement/understanding of overseas buyers in the negotiations is key, alongside follow-ups which would boost the potential for further achievement. This programme will help and support those attempting to tackle overseas business and needing basic know-how or those experiencing difficulties despite all efforts involved. Taking this PTJ opportunity, we will establish an individual consultation system allowing the lecturer/advisor to render concrete advice onsite while checking the exhibitors' fabric samples, coping on a case-by-case basis.

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<Guide to individual consultation>

Organiser: JETRO, Japan Fashion Week Organisation (JFW)

Date / Time: May 8 - 9, 2013 (Wed. - Thu.) 10:00 -18:00

(* Allocated time per company: approx. 40 min.)

Venue: Within the PTJ fair venue (in each booth)

Participant criteria: Small- and medium-sized textile companies, exhibiting in the PTJ fair

Fixed total no. : 17 companies (free of charge)

< Profile of lecturer/advisor > Mr. Kazuyoshi Muto

Joined Takisada-Osaka Co., Ltd in 1969, mainly involved in a business importing high-end fabrics from Europe. Held posts of Division Manager of the international Dept. and Managing Director of the International & Trading Dept. successively until retiring in Jan. 2012. Established his own company, Muto Planning in April and assumed the position of Representative Director. Constantly endeavours to execute surveys reflecting the actual circumstances of domestic small- and medium-sized textile companies, problems involved in overseas sales strategy, as well as advising on and supporting the future of sales promotional enhancement. Currently active as a researcher at the Japan Textiles Exporters Association and committee member of the JFW Textile Division, as well as the Japan/India Fashion Forum, alongside a domestic coordinator at JETRO (for the 2012 fiscal year)

■ Topics

□ Information on displayed fabrics in the trend corner (Ref. 2 : Exhibitors' PR)

Featuring newly developed and top recommended fabrics, submitted by exhibitors of the PTJ 2014 S/S fair based on the JFW Tex View trend themes.

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<Autumn/Winter fair programmes by the JFW Textile Division for the 2013 fiscal year>

< Domestic fairs >

The business negotiation salon and the textile trade fair will be held concurrently at the Tokyo International Forum.

■ Premium Textile Japan 2014 Autumn/Winter (Business negotiation salon)

- Dates : Nov. 20 – 21, 2013 (Wed. – Thu.)
- Time : 10:00 – 18:00
- Venue : Tokyo International Forum / Hall 2
- Exhibitors : Textile, dyeing/finishing companies,
companies dealing with supporting materials
- Visitors : Buyers & invited visitors only <Admission : free>



■ JFW Japan Creation 2014 (Total textile trade fair)

- Dates : Nov. 20 – 21, 2013 (Wed. – Thu..)
- Time : 10:00 – 18:00
- Venue : Tokyo International Forum / Hall 1
- Exhibitors : Textile, dyeing/finishing companies, companies
dealing with supporting materials, info-related companies
- Visitors : Apparel, trading companies, wholesalers, designers, students and other related members
- Admission : Free (with invitation cards) / JPY2,000 (same day ticket) / JPY1,000(discount ticket)
- Related programmes : Academic-industrial collaboration <Form Presentation> /
Piggy's Special (fashion show) / Forum and others (planned)



< Overseas fairs >

Participating in major overseas textile fairs via 'Fair in Fair' style.

□ Preview in SEOUL < Promotion -Japan Textile- >

- Dates : Sept. 4 – 6, 2013 (Wed.- Fri.)
- Venue : COEX Convention and Exhibition Center



■ Intertextile Shanghai apparel fabrics 2013 < Japan Pavilion >

- Dates : Oct. 21 – 24, 2013 (Mon. – Thu.)
- Venue : Shanghai New International Expo Centre Hall W2
- Participant eligibility criteria : Japanese-registered companies
- Organiser of < Japan Pavilion > :
 - Japan Fashion Week Organization (JFW)
 - Japan External Trade Organization (JETRO)



List of PremiumTextileJapan 2014S/S Exhibitors

A zone : Staples(cotton, Linen, Wool, and blends)

Company Name	Booth No.
BANG OVERSEAS LTD./India	A-22
BON CO.,LTD.	A-13
CLOTH JAPAN	A-3
CREATE TSUSHIMA	A-11
DUCK TEXTILE CO.,LTD.	A-6
FURUHASHI WEAVING CO.,LTD.	A-20
GREENVILLE TRADING CO.,LTD./Thailand	A-30
HAYASHIYO CO.,LTD.	A-10
IMADA	A-2
KAGEYAMA CO.,LTD.	A-14
KAIHARA CORPORATION	A-15
KOKKa Co.,LTD.	A-28
KOMATSUWA TEXTILE CO.,LTD.	A-25
KUWAMURA CO.,LTD. TEXTILE DIVISION-1	A-24
MARUMAN INC.	A-18
MORIKIKU CO.,LTD.	A-12
NAITO TEXTILE CO.,LTD.	A-7
NIHON HOMESPUN CO.,LTD.	A-19
OMI ORIMONO CO.,LTD.	A-29
ORTA ANADOLU TIC VE SAN ISL. T.A.S./Turkey	A-26
OZAWA TEXTILE CO.,LTD.	A-8
PANOCO TRADING CO.,LTD.	A-16
PIACERE CO.,LTD.	A-27
SHIGAASA CO.,LTD.	A-17
TATSUMI WEAVING CO.,LTD.	A-21
THAI NUM CHOKE TEXTILE CO.,LTD./Thailand	A-31
TM TEXTILE CO.,LTD.	A-9
TSURUGA SENI CO.,LTD.	A-1
United Textile Mills Co.,Ltd./Thailand	A-32
WATANABE PILE TEXTILE CO.,LTD.	A-5
YAMAZAKI TEXTILE CO.,LTD.	A-4
Yuan Ling Knitting Industrial Co.,LTD./Taiwan	A-23

B zone : Filament(man-made, silk, function and blended)

Company Name	Booth No.
CORAL CO.,LTD.	B-12
Crescend Yonezawa	B-4
DOKOH SHOJI CO.,LTD.	B-1
HATAOKA CO./ASUWA KOGYOSYO	B-2
KUMAZAWA SHOJI CO.,LTD.	B-8
MARUI ORIMONO CO.,LTD.	B-9
MEIRIN SENI CO.,LTD.	B-13
MIWA CO.,LTD.	B-6
OKATEX CO.,LTD.	B-7
SAIEI ORIMONO CO.,LTD.	B-3
SOLID TEXTILE CO.,LTD./Taiwan	B-10
TAKASHIMA SHOJI CO.,LTD.	B-11
TORAY INDUSTRIES, INC.	B-14
UNI TEXTILE CO.,LTD.	B-5

C zone : Dyeing/Finishing, Print, Embroidery, Lace, Leather

Company Name	Booth No.
CHARMANT CO.,LTD.	C-3
FREES CO.,LTD.	C-12
FUTABA LACE CO.,LTD.	C-6
HINODE SENGYO CO.,LTD.	C-10
HISAYAMASENKO CO.,LTD.	C-7
KYOWA LACE CO.,LTD.	C-9
OCHIAI LACE CO.,LTD.	C-5
SAKAMOTO DENIM CO.,LTD.	C-1
SAKURAI SHOTEN	C-11
SANYO SENKO CO.,LTD.	C-8
TANAKA EMBROIDERY LTD.	C-4

D zone : Supporting, Materials, Accessories, Knit, Yarns

Company Name	Booth No.
TANIGAWA CO.,LTD.	C-2
AOKI-ORIKOUGEI CO.,LTD.	D-4
AVILYNN INC.	D-8
ITONONE	D-2
KATSUMI CO.,LTD.	D-1
MIYATA WF CO.,LTD.	D-7
MONDO CO.,LTD.	D-3
SHIMADA TEXTILE CO.,LTD.	D-5
TAKASAWA TEXTILE MANUFACTURE CO.,LTD.	D-6
TOWA KNIT CO.,LTD.	D-9

PTJ2014SS



Trend-1

The theme is 'Recalling Sweet Memories'



... featuring romantic fabrics with dual and contradictory elements, at once both angelic and diabolic, to be enjoyed. Romantic fabrics awash with opposing natures recalling the flexibility and creativity of childhood; sensitivity – audacity / ephemerality - intensity / nostalgia - novelty / sweetness –

< Romantic Fabrics >



See-through knits

TOWA KNIT CO., LTD. presents knits using mainly yarns that are tremendously difficult to apply for manufacturers targeting cost/efficiency; an extra-fine filament nylon series with unrivalled softness and refinement. (>>> dot-motif tulle and a power-net of extra-fine, durable nylon yarn), bright toned rayon tulle series, using a 'colouring leader' item perfect for accentuating. (>>> tulle made of fine rayon boasting a unique crisp feel and bright tonality to emphasize freshness), and avant-garde tulle with finishing, evoking the sensation, 'What on earth is this?'. All these originally developed items are awash with both sensitivity and audacity.

Spotlight on cellulose fibre thanks to its exceptional chromogenicity and design
MEIRIN SENI CO., LTD. will present < JIST CELLULSE (cellulose) > to buyers, highlighting 3 items < viscose >, < cupro >, and < acetate >, to promote the particularity of cellulose nature; outstanding texture and drapery, as well as brilliant chromogenicity. < shrink-resistant viscose >, < full-dull cupro >, and < hi-multi acetate > are items excelling in both design and functionality, which we use exclusively as fashion items among other cellulose fibres.

New lace line-up

Lace is an indispensable component when coordinating spring/summer outfits, reflecting the abundance of lace makers exhibiting in this fair. TSURUGA SENI CO., LTD. Showcases trendy, neo-sensed embroidery laces based on upcoming trends, exploiting production at their own factory. FUTABA LACE CO., LTD. also has a factory in Fukui where they develop Japan-made raschel lace to be handled in small batches, while KYOWA LACE CO., LTD. will be presenting their new sample book, the preview issue of which is scheduled for May. Please check out their new products, including the airy yet taut Andaria chemical lace. KATSUMI CO., LTD. maintains a constant stock of 1,400 original braid lace samples and will be showcasing approx. 100 newly developed items, including enamel, shaggy linen, and linen cord yarn for SS 2014.

Silk fabrics with transparency

DOKOH SHOJI CO., LTD, specialized in silk, is constantly developing original silk items based on a wealth of experience and concrete technicity. 'Playing transparency' is an item reflecting the clear and sheer nature of filament silk among multiple variations proposed. Conversely, SAIEI ORIMONO CO., LTD., a specialist yarn-dyed silk textile maker, showcases yarn-dyed organza, using the world's finest yarns.

Trend 2

The theme is 'Personal Moment'



... featuring constantly evolving authentic and basic fabrics made to marry comfort with modernity and trends

< Modern and cool >



Use of premium materials

CREATE TSUSHIMA is devoted to casual wool products using top-quality materials and compound fabrics blending natural fibres including wool and synthetic fibres for that premium feel. These proven and premium fabrics, available in a sleek embodiment allied to a pleasant rustic feel, with an anti-wrinkle finish and a fluffy touch and feel, are among the show highlights this time.

Functional fabrics as part of the quest for comfort

Fashion fabrics must meet other needs than trends alone. Reflecting this, TORAY INDUSTRIES, INC. will be showcasing selected synthetic textiles featuring highly-functional covering products with tried and tested cutting-edge technology.

< Bodyshell Dry > offers a fresh and comfortable feel on a quick sweat-absorbent/diffusing fabric, non-transparent for underwear, even in white or pale colours. < Dot Air > is a comfortable item, featuring a lightweight mesh design and exceptional breathability while < Feelfit > incorporates a natural fibre feel alongside texture-retaining functions such as quick-dry/water absorption, stretchability, UV prevention and morphological stability, extending the creative potential when using new synthetic fibres.

Premium quality natural fabrics

YAMAZAKI TEXTILE CO., LTD. produces textiles such as cotton with all three key elements in hand (so-called sacred treasures), namely fine yarn count / high density / hard twist yarn. Always in stock are around 150 marks (types) of grey fabrics and 100 marks (types) of base fabrics for quick-response printing/bleaching. Compound / mixed-weave fabrics, voile textiles with unrivalled yarn counts and cellulose fibre will be showcased as new standardized items to satisfy natural tastes with premium quality.

FURUHASHI WEAVING CO., LTD., specializing in unique cottons made with low-speed shuttle looms, will exhibit newly developed items. These include blends of cotton and silk yarns, alongside < Buff Cloth > with unique tension/firmness thanks to the use of camellia oil for the finish.

MORIKIKU CO., LTD. will focus its exhibits on natural fibre fabrics in an effort to express the gentle Japanese sensitivity in their texture.

Clean-faced aspect

UNI TEXTILE CO., LTD. is a fabric producer based on the motto 'small-lot – diversified items', persisting in Japan quality. Centring on fine ladies' fabrics, their offerings will include triacetate, taffeta for coats, and taffeta prints in particular, featuring premium quality for the S/S 2014 season.

Trend 3

The theme is 'Summery Serenade'



... fabrics inspired by and seemingly born from nature, conveying a pleasant and sleek feel akin to the early summer air.

< Comfortable and pleasant feel >



Natural fabrics with clarity

< Filcot > by TATSUMI WEAVING CO., LTD. is a double-woven material featuring Both filament- and staple-type warp yarns and a reversible high-density fabric, boasting both a clean surface and a natural taste. Compact materials, including various blends of polyester, cupro and cotton alongside a wide-ranging set of items, some with vintage finishes, will feature as specialties this time.

Denim of utmost comfort

KAIHARA CORPORATION will showcase 'Made in Japan' denim from an all-inclusive production system in Japan boasting thoroughly managed quality control and knowhow.

< Motion Fit Denim > is an item that fits the physical motions of specific weaving for supple texture and elasticity while < Powder stretch denim > uses extra-fine polyester in the weft followed by treated nap-raising for utmost comfort and a super-soft powder touch.

DUCK TEXTILE CO., LTD. will showcase new products, including denims with an extra-fine yarn count - 100/2 Supima yarn - alongside double-woven textile denim. Around 500 denim products from their catalogue are also available in small-lot orders / prompt delivery.

SAKAMOTO DENIM CO., LTD., which marks its 121st foundation anniversary, will be showcasing indigo-dyed products, a unique product only made possible thanks to accumulated tradition.

‘ Made in Japan’ stoles ... for a high-end casual category

TAKASAWA TEXTILE MANUFACTURE CO., LTD. From Nagano Prefecture, will showcase

a range of items from its tie-up with a raw material maker, featuring quality yarns from quality raw materials for matchless end products. These include: < Marshmallow stole > created from top-grade cashmere cotton silk with ultimate softness, ‘ Dhaka-no-kiri’ (The fog of Dhaka), and ‘Heian-no-kasane-stole’ (Heian inspired kasane -stole), reminiscent and in homage to one of most beautiful cotton fabrics, believed to be finer than silk, called ‘Dhaka Muslin’ found in India in the 19th century. Crescend Yonezawa from the district of the same name is known for its attractive and sensitive stoles, created using specialized yarn-dyeing techniques, such as double/triple weaves and jacquard, Yoryu (crepe) yarns and corkscrew yarns. AOKI-ORIKOUGEI CO., LTD. from Kiryu and ITONONE from Yamanashi will also have products of their original silk stoles respectively on show.

Trend-4

The theme is ‘Soulful Expression’



... a summer embraced by a dazzling and blazing sun.

With a special focus on functional fabrics awash with stimulating and futuristic elements, alongside expressive fabrics with rhythmic and playful allure.

< Expressive looks >



Trendy jacquard

CLOTH JAPAN will showcase summery fabrics retaining both functional and sensitive aspects, such as ‘cotton voile borders’ and ‘cotton lawn jacquard’.

OKATEX CO., LTD. is involved in developing giant-patterned jacquard for ladies wear

Premium Textile Japan

2014 Spring&Summer Exhibitors

attached sheet :2

fashion; 'see-through reversible' fabrics for skirts, with translucency exposing patterns through organza/mesh, alongside a refined collection including two-way 'stretch satin jacquard' and 'acetate jacquard with lamé'.

MARUMAN INC. has developed jacquard with a bold yet muted surface effect by analysing a complex texture, who will showcase new items boasting innumerable optical effects under the themes of '< micro jacquard >', '< 3D jacquard >' and '< photo jacquard >'.

Rhythmical expression on fabrics

CORAL CO., LTD deals with distinctive fabrics featuring lamé, spangles and foils, carving out its own market niche. New items include bold patterned jacquard, shantung and organza; all of which will be showcased for S/S 2014.

NIHON HOMESPUN CO., LTD, known as a producer of original tweeds using traditional hand-woven techniques and knowhow will surprise visitors with its further creative tweeds, made with myriad yarns and achieving an innovative feel.

From the Nishiwaki (Banshu) home of textiles

A set of 5 companies representing the Nishiwaki (Banshu) region, famous for record-breaking cotton yarn-dyed production volume in Japan; OZAWA TEXTILE CO., LTD., KAGEYAMA CO., LTD., KUWAMURA CO., LTD., BON CO., LTD., and MARUMAN INC. OZAWA TEXTILE CO., LTD., is constantly striving to produce optimal and distinctive fabrics by procuring strictly selected materials and ensuring Japan Quality in terms of chromogenicity, finished texture and physical property. Focused efforts to maintain top quality are reflected in '< Master Seed Cotton >', made from new and premium extra-long staple cotton, as well as '< Linen Top >', a top-dyed pure linen item from France.

Products inspired by the concept of 'cool, fresh summer' will go on show this time. KUWAMURA CO., LTD., will present a range using next-generation ecological material, e.g. '< Tencel >', highlighting a softness of texture cotton cannot match, while BON CO., LTD. features functional fabrics retaining cool and warm-feel by the specific yarn process technique, '< Yarn Processing >'.

Dynamic and rhythmical multi-colours

SHIMADA TEXTILE CO., LTD. will showcase 150 new patterned circular knit jacquard items, featuring wide-ranging mélange aspects of fabric and using soft and glossy

Indian cotton in particular, alongside yarn-dyed grandrelle twisted polyester.

TM TEXTILE CO., LTD. deals with original textiles and knits, with an emphasis on prints and

a scope ranging from natural to synthetic materials. More than 100 newly launched items, including soft yet crisp knits, will be showcased for S/S 2014.

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