

# FASHION WORLD TOKYO 2017 **OCTOBER**

## Post-Show Report

Dates: Oct 11-13, 2017 Venue: Tokyo Big Sight Organiser: Reed Exhibitions Japan Ltd.

### Japan's LARGEST fashion trade show was held with the largest number of exhibitors ever!

**FASHION WORLD TOKYO 2017 [OCTOBER]** <http://www.fashion-tokyo.jp/en/> was held from October 11 to 13, 2017 at Tokyo Big Sight, Japan. The show gathered **917 exhibitors** from **31 counties/regions** and **17,688 visitors**. The number of exhibitors has grown 5% compared to last November show and reached to the largest number ever.



### Various fashion items gathered from all over the world.

FASHION WORLD TOKYO is Japan's LARGEST trade show for the fashion industry composed of **7 specialised fairs** as follows and covers entire category of fashion items..

5th TOKYO FASHION WEAR EXPO  
6th TOKYO SHOES EXPO  
4th TOKYO MEN'S FASHION EXPO  
3rd TEXTILE TOKYO

6th TOKYO BAG EXPO  
8th TOKYO FASHION JEWELLERY EXPO  
3rd APPAREL SOURCING EXPO

## 5th TOKYO FASHION WEAR EXPO **OCTOBER** <http://www.apparel-expo.jp/en/autumn/>

**TOKYO FASHION WEAR EXPO** gathered all kinds of fashion wear and accessories such as women's wear, hats, scarves, belts and so on.

This year, **2 NEW Collections** were launched. One was “**Baby & Kids Collection**” which was for fashion items for baby & kids. The other was “**Beach Collection**” where fashion items for beach scenes, such as swimwear, sandals, sunglasses etc. gathered.



## 6th TOKYO SHOES EXPO **OCTOBER** <http://www.shoes-expo.jp/en/autumn/>

**TOKYO SHOES EXPO** was focused on shoes and footwear. It covered from high quality Made-in-Japan shoes to new-to-Japan European brands and Asian shoes OEM companies. A group from India dealing in leather shoes have attracted visitor's attention.



## 6th TOKYO BAG EXPO **OCTOBER** <http://www.bag-expo.jp/en/autumn/>

**TOKYO BAG EXPO** was a trade show specialised in bags and leather items. Various type of bags from business bags to travel bags for both women and men were displayed. Along with that leather items such as wallets, card cases, and more had gathered.





## 8th TOKYO FASHION JEWELLERY EXPO **OCTOBER** <http://www.ac-expo.jp/en/autumn/>

**TOKYO FASHION JEWELLERY EXPO** was specialised in fashion jewellery. From light jewellery such as hand-made jewellery and silver accessories to antique jewellery were covered. It included hair accessories and watches as well.



## 4TH TOKYO MEN'S FASHION EXPO **OCTOBER** <http://www.mfs-expo.jp/en/autumn/>

**TOKYO MEN'S FASHION EXPO (MEN'S TOKYO)** gathered a wide variety of men's fashion items. Men's fashion items for casual scene to formal scene were covered. Buyers from men's sector in Japanese major department store had come to look for products to display for the next season.



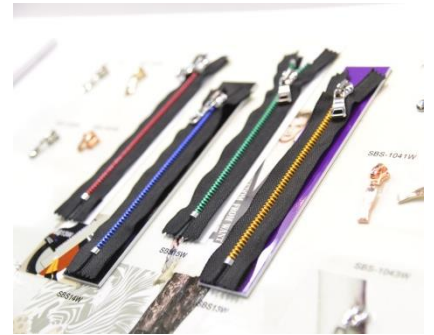
## 3rd APPAREL SOURCING EXPO **OCTOBER** <http://www.oem-expo.jp/en/autumn/>

**OEM/SOURCING EXPO** was focused on all kinds of fashion wear for OEM/ODM. A number of International Pavilions from China, Taiwan, India, Bangladesh, and Mongolia gathered. Buyers have come to find the best option for their business partners.



### 3rd TEXTILE TOKYO **OCTOBER** <http://www.textile-expo.jp/en/autumn/>

**TEXTILE TOKYO** was specialised in textiles/fabric and materials. Textile with the latest technology and unique Japanese fabric, such as denim leather had attracted attention of buyers.



These 7 independent trade fairs held at the same time provided abundant trading opportunities and good potential for crossover business activities among the participants from various sectors.

## It is the best platform to expand business to Japan & Asia!

For European brands, there was a special area called **European collection** inside TOKYO FASHION WEAR EXPO. Brands from France, Italy, Romania and more have gathered and gained chance to expand business to the Asian market.

### Exhibitor's Comment from European Collection

*"It was my second time and it was good. I am happy with the result. We have met 20-30 buyers, who were from shops, boutiques, and also wholesalers. They were mainly from Asian countries such as China, Taiwan, Malaysia, Singapore, and India. I think FASHION WORLD TOKYO is a great platform to expand business to the Asian market."* **SINA NOORI (France)**

Beside that, for brands from the USA and Canada, **American Street** was located inside TOKYO FASHION WEAR EXPO. Brands with city fashion items, athleisure items and so on had exhibited.

### Exhibitor's Comment from American Street

*"This was my first time and I really loved the show. I have got connected with so many great distributors. They were not only from Japan, but also from Canada and South Africa. Thanks to FASHION WORLD TOKYO, now my brand can go international and I am very excited with the next step."* **YEKIM LLC (USA)**





# Leaders from fashion industry pays high attention to the fair.

FASHION WORLD TOKYO holds conferences and seminars to stimulate the Japanese fashion market. The seminars are constructed by “Advisory Committee” which consists of the opinion leaders of the Japanese fashion industry. As a result, the fair attracts wide range of industry professionals.

## Advisory Committee Members



Toru Takeuchi  
ISETAN MITSUKOSHI  
HOLDINGS



Naoya Araki  
HANKYU HANSHIN  
DEPARTMENT  
STORES, INC.



Keishi Endo  
BEAMS CO., LTD.



Shigeru Sugimura  
BAYCREW'S CO.,LTD.



Koki Mine  
LITTLE LEAGUE  
COMPANY  
(Ron Herman)



Takeshi Hirouchi  
ONWARD HOLDINGS  
CO., LTD.



Maiko Shibata  
RESTIR HOLDINGS INC.



Yukitomo Takahashi  
BARNEYS JAPAN  
CO., LTD.



Chizuru Muko  
INFAS PUBLICATIONS,  
INC.

## Comments from Industry's Leaders

*“I think FASHION WORLD TOKYO is a great platform for buyers to meet new brands and companies which they could not usually see. It must be exciting for buyers since there are so many attractive brands here. I believe that fashion has a power to enhance the joy of life, so I hope many brands and buyers will gain energy from this show.”*

**Ms. Toshiko Nakashima, Editor-in -Chief, GINZA, MAGAZINE HOUSE CO., LTD.**

*“I believe FASHION WORLD TOKYO is an ideal platform to connect companies and buyers that would not be connected normally because there are various clothes and materials exhibiting from various countries. I am hoping this show to disseminate fashion to all over Japan as well as Asia.”*

**Ms. Naoya Inoue, President, MAGASseek Corporation**



## Mark next shows on your calendar!

Based upon the positive feedbacks from exhibitors, most of the exhibitors have already booked their booth spaces for the next editions during the show period and new applications were also made by new faces. Therefore, the entire FASHION WORLD TOKYO is expected to be sold out at an early stage. For those who are considering exhibiting at April & October editions, immediate booth reservation is highly encouraged to secure the limited exhibit spaces in time. If you are interested in exhibiting, please contact Show Management .

### FASHION WORLD TOKYO 2018 **APRIL**

**Dates: April 4 - 6, 2018 Venue: Tokyo Big Sight, Japan**

**Organiser: Reed Exhibitions Japan Ltd.**

Fairs held within FASHION WORLD TOKYO 2018 [APRIL]:

5th FASHION WEAR EXPO TOKYO [APRIL]

5th SHOES EXPO TOKYO [APRIL]

4th MEN'S FASHION EXPO TOKYO -MEN'S TOKYO- [APRIL]

5th BAG EXPO TOKYO [APRIL]

3rd FASHION JEWELLERY EXPO TOKYO [APRIL]

Concurrent fairs with FASHION WORLD TOKYO 2018 [APRIL]:

3rd TEXTILE TOKYO -Textile & Material Expo Tokyo - [APRIL]

3rd FASHION SOURCING EXPO TOKYO [APRIL]

### FASHION WORLD TOKYO 2018 **OCTOBER**

**Dates: October 22 - 24, 2018 Venue: Tokyo Big Sight, Japan**

**Organiser: Reed Exhibitions Japan Ltd.**

Fairs held within FASHION WORLD TOKYO 2018 [OCTOBER]:

6th FASHION WEAR EXPO TOKYO [OCTOBER]

7th SHOES EXPO TOKYO [OCTOBER]

5th MEN'S FASHION EXPO TOKYO -MEN'S TOKYO- [OCTOBER]

7th BAG EXPO TOKYO [OCTOBER]

9th FASHION JEWELLERY EXPO TOKYO [OCTOBER]

Concurrent fairs with FASHION WORLD TOKYO 2018 [OCTOBER]:

4th TEXTILE TOKYO -Textile & Material Expo Tokyo - [OCTOBER]

4th FASHION SOURCING EXPO TOKYO [OCTOBER]

For further information, visit the official show website <http://www.fashion-tokyo.jp/en/> or contact Show Management.

### **Contact:**

**Exhibiting Inquiries:** <http://www.fashion-tokyo.jp/en/ex/>

Contact us immediately to secure your space for the upcoming shows.

**Visiting Inquiries:** <http://www.fashion-tokyo.jp/en/inv/>

Request visitor ticket. (FREE for those who register in advance.)

**Press Inquiries:** <http://www.fashion-tokyo.jp/en/press/shuzai/>

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