

# Ambiance

## 2018SS Showroom

**Date : 12-14 in September 2017    10:30-19:00**

**Venue : SHIBUYA BUNKA FASHION INCUBATION 11th Floor**

“Ambiance” presenting a highly-edited assemblage of collections.

Our lineup makes the requirements or expectations, e.g. having the strong edge, in high quality and collection suitable for Japanese and global market. “Ambiance” means sophisticated platform for the buyers and designers to trade in a comfortable atmosphere.

We also introduce the international brand as well as domestic ones aggressively.

Also, the pop-up shop “Ambiance concept shop Blanc” and “ELINA DOBELE Trunk Show” receiving much of favorable reception was held as the AFWT (amazon Fashion Week TOKYO of Japan Fashion Week) cooperation event.

In addition, we will support with our business expansion from various angles.

-Ambiance execution committee



Ambiance concept shop “Blanc”  
at Seibu Shibuya Department store    Mar.14-20



ELINA DOBELE Trunk Show  
at Matsuya Ginza Department store    Mar. 18,19

# About Ambiance.

## Organizer Mako Nakagame.

Organized AMBIANCE with Setsuko Araki\* since 2000.

Holding the exhibition cooperate with the sales agency, POP-UP shops in the famous department stores, operation of the fashion business seminar for designers.

\*Ms.Setsuko Araki ...Established AMBIANCE in 1995. Well known in Japan and abroad as the attaché de press of "YOHJI YAMAMOTO".



## Ambiance, one of the door between designer and buyer.

Many overseas brands and domestic brands get new orders at Ambiance so far.  
For example past exhibit brands, "gomme", "anrealage", "YANTOR", "divka", "ELZA WINKLER", "Marithe+Francois Girbaud", "The Finest Accessories", "Vendula London", "Culture Vintage Eureka", "Peggy H.", "[ep-anoui] by Eva Poleschinski", "Orlane Herbin", "Alina German", "CHAN LUU", "ANDREA CREWS" etc.

-Our mission-

1. Information about the brand by mail before the exhibition.
2. Meeting with buyer before the fair and after the fair.

-Last exhibitor-

**C.T.plage** -Women's knit wear Japan / **CATHERINE ANDRE** -Women's wear & Accessories France / **17**  
**Dix-sept** -Men's wear Japan / **EAUSEENON** -Women's wear Japan / **ELĪNA DOBELE** -Women's, Men's shoes & Accessories Latvijas Republika / **expander extras** -Women's wear Japan / **Goto Asato** -Unisex, Women's wear Japan / **HEMERA** -Women's wear Japan / **ko haction** -Women's, Men's wear Japan / **Luce macchia** -Glass comtemporary jewelry Japan / **Miyabi** -Diffuser Jewelry England / **moi-même** -Women's knit wear Japan / **OTOÄA** -Women's wear Japan / **SAKA** -Jewelry Japan / **SHIN OWADA** -Women's, Men's stole Japan / **TAGE** -Women's wear Japan / **TOKEN PARIS** -Women's, Men's wear & Accessories France / **Ventriloquist** -Women's wear, Bags Japan

## Retailer and Press

The total of guest is about 1260 professionals. There are a total of 87% buyers in most. High-quality buyers are from the famous department store, select shop and also many good boutiques come to Ambiance.



### Some excerpt

#### < Buyer >

##### -Select shop

BARNEYS JAPAN CO.,LTD.  
BAY BROOK CO.,LTD.  
BAYCREW'S Co.,Ltd.  
BEAMS Co.,Ltd.  
BIGI CO.,LTD.  
CANDELA INTERNATIONAL CO.,LTD.  
EDDY FORMATION CO.,LTD  
ETOILE INTERNATIONAL CO.,LTD.  
FASHION SUGA CO.,LTD.  
GILT GROUPE K.K.  
LAPINE CO.,LTD.  
MIMATU Co.,Ltd.  
H.P.FRANCE S.A  
CANNABIS / WUT / destination /  
mahna mahna Co.,ltd.  
ONWARD GLOBAL FASHION Co.,Ltd.  
VIA BUS STOP div.  
PAL Co.,Ltd. GALLARDAGALANTE  
SANYO SHOKAI LTD.  
LOVELESS / GUILD PRIME  
UENO-SHOKAI CO.,LTD. LHP  
UNITED ARROWS LTD.

##### -Boutiques

M-TWO International Co.,Ltd.  
PERMANENT MODERN  
YAMADAYA

##### -Department store

Daimaru Matsuzakaya Department Store Co.,Ltd.  
HANKYU HANSHIN DEPARTMENT STORES, INC.  
Isetan Mitsukoshi Ltd.  
Isetan Mitsukoshi Holdings Ltd.  
KEIKYU DEPERTMENT CO.,LTD.  
Sogo & Seibu Co., Ltd.  
IZUTSUYA CO.,LTD.  
Kintetsu Department Store Co., Ltd.  
MATSUYA CO.,LTD.  
TAKASHIMAYA CO.,LTD.  
IWATAYA MITSUKOSHI LTD.  
TOKYU DEPARTMENT STORE CO.,LTD.  
Tobu Department Store Co.,Ltd.

##### -Shopping center

Laforet Harajuku Co., Ltd.  
PARCO.CO.LTD.

##### -E commerce

ELLE SHOP.JP  
SHUEISHA Inc.

##### -Overseas

OTTE (New York)  
Feathers (London)  
KEVIN HOUSE(London)  
OUKAN(Berlin)  
GREEN'S TRADING CO.,LTD.(Hong Kong)  
Triplex& Trois Trading Co.,Ltd.(Hong Kong)

and so many good boutiques





## < Press >

Ambiance were reported by a lot of press up to now.

For example of newspaper Mainichi news paper / Senken news paper / WWD Japan / Hearst Fujingaho Co. Ltd / DEED Fashionsnap.com / roomservice Fashion / and more.

**JUST IN FASHION BLOG**  
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**INSIDE AMBIANCE: TOKYO'S MOST EXCLUSIVE TRADESHOW**

Posted on: October 22, 2015  
By: Stephanie Park

Like Tweet +1

As one of the world's premiere fashion capitals and a city that never sleeps, navigating Tokyo's fashion industry is no easy task. With new brands emerging every year and different pop-up shoppings cropping up every weekend, tradeshows are a great way to get to know designers and see all of the latest collections in one place. Ambiance, one of Tokyo's most exclusive tradeshows, does just this by bringing both established and emerging designers together in one place.

Ambiance was first started in 1995 and has since become a authority in both the Tokyo and international design communities. On their homepage, Ambiance states that, "offer stylish meeting place in a comfortable atmosphere make business deals." This year, Ambiance has hand's the highest quality while simultaneously appealing to the first time buyers in Paris.

**Fashionsnap.com News**

若手アブランドが参加、人気の合同展「Ambiance」がインスタ開催

2015年10月13日 22:35 JST

超激安税込表記の東京カラー印刷

語り合った。

■合同展の「アンビアンセンス」が16日からスタートしたが、それに先駆け、ウィーク初日の14日に渋谷ヒカリエ8階で、一部の出展ブランドを紹介するイベントを開催。今回の注目は仏の「アンドレア・クル

Body and Soul with

■デザインチームで企画する「ハハ」は、今季も全ての人が楽しめるファッションを提案した。きものような平面パターンに、車椅子利用の際にもど。

**VOGUE** 2011-2012 W Paris Collection

FASHION ニュース | 最新のファッション情報、ファッションの未来を語る。

ambiancplus RE-COUTURE

With some old things, make new things in it.

**Ambiance**

世界の様子

画像: Fashionsnap.com