

Many people are still refrain from going out to dinner and the damage to the food restaurant industry is likely to become tougher, but the spread of infection may be suppressed. It is difficult to find a right answer to balance between economy and health.

Many of apparel companies hold private exhibitions in the spring and summer with a long session and an appointment system to keep social distance. Most of buyers from Tokyo visit, but only 40% of buyers from rural area visit. Because of difficulty that traveling of buyers, brands use online service to explain collections to local specialty stores, and after the exhibition, samples are placed in the ordering caravan of local stores.

In the with Covid-19 period, there is almost no hope of introducing a new brand or expanding the purchasing budget, and it will be a tough spring-summer exhibition for apparel.

However, the joint exhibition "SOLEIL TOKYO", which has no exhibitors and to be able to keep social distance has been held from 25th (Tue) to 27th (Thu). We have made a decision to do exhibition even though it is sensitive period because there is a sense of mission of "must do" in order to boost the industry as much as possible.

It was completely unpredictable until it started, but as a result, visitors in the metropolitan area visited. Despite this situation, 80% of visitors visited compared to the previous time. We are appreciated all of visitors who support us.

Advisers (large select shops, executives of department stores, buyers, etc.) who support Soleil Tokyo will also be able to come to the site or participate in the video distribution to give their opinions on the brand. Thank you very much. We would like to express our appreciation by listing only the store name here.

[Advisor] (random order)

HP France, Urban Research, Estnation, SIXIEME Ginza, Ships, Sogo Seibu, Tomorrowland, Barneys NY, Parco, Beams, Freaks Store, Isetan Mitsukoshi, United Arrows

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<https://www.soleiltokyo.com/>

August 25 (Tue) - August 27 (Thu) 10:00 – 19:00

Daikanyama White Room (1-31-12 Ebisu-Nishi, Shibuya-ku, Tokyo)

The next edition will be held at the beginning of February 2021.