

FASHION WORLD TOKYO 2016 APRIL

3rd TOKYO FASHION WEAR EXPO 3rd TOKYO BAG EXPO 3rd TOKYO SHOES EXPO 2nd TOKYO MEN'S FASHION EXPO
1st TOKYO FASHION JEWELLERY EXPO 1st TEXTILE TOKYO 1st OEM/SOURCING EXPO

Japan's LARGEST fashion trade show concluded in a huge success!

From April 6 to 8, 2016, FASHION WORLD TOKYO 2016 [APRIL] <http://www.fashion-tokyo.jp/en/> was held at Tokyo Big Sight, Japan which gathered 596 exhibitors from 28 counties/regions, 22,018 visitors and 4,664 conference attendees. Overall, the scale of the show has increased by nearly 56% in comparison to the previous April edition, and has become more international. It is worth noting that the number of overseas exhibitors accounted for about 45% of the total exhibitors.



What is FASHION WORLD TOKYO [APRIL]?

FASHION WORLD TOKYO is Japan's LARGEST trade show for the fashion industry composed of 7 specialised fairs, all held under one roof.

3rd TOKYO FASHION WEAR EXPO

<http://www.apparel-expo.jp/en/spring/>

3rd TOKYO BAG EXPO

<http://www.bag-expo.jp/en/spring/>

2nd TOKYO MEN'S FASHION EXPO (MEN'S TOKYO)

<http://www.mfs-expo.jp/en/spring/>

<NEW> 1st OEM/SOURCING EXPO

<http://www.oem-expo.jp/en/spring/>

3rd TOKYO SHOES EXPO

<http://www.shoes-expo.jp/en/spring/>

<NEW> 1st TOKYO FASHION JEWELLERY EXPO

<http://www.ac-expo.jp/en/spring/>

<NEW> 1st TEXTILE TOKYO -Textile & Material Expo Tokyo

<http://www.textile-expo.jp/en/spring/>

Each of the 7 fairs covered different products of fashion items. **TOKYO FASHION WEAR EXPO** gathered all kinds of fashion wear and accessories such as women's wear, baby/kids wear, hats and belts. **TOKYO BAG EXPO** was a trade show specialised in bags and leather items. **TOKYO SHOES EXPO** was focused on shoes and footwear. **TOKYO FASHION JEWELLERY EXPO** was specialised in fashion jewellery. **TOKYO MEN'S FASHION EXPO (MEN'S TOKYO)** gathered a wide variety of men's fashion items. Inaugural **OEM/SOURCING EXPO** was focused on all kinds of fashion items for OEM/ODM while **TEXTILE TOKYO** was specialised in textiles/fabric and materials. Along with those fairs, **conferences** drew attention from the fashion industry in Japan, Asia and the world. These 7 independent trade fairs and conferences provided abundant trading opportunities and good potential for crossover business activities among the participants from various sectors. Especially, newly launched zones "European Collection" and "from USA" were packed with visitors who were looking for one-of-a-kind fashion products. The show has established itself as the best business platform to find business in Japan & Asia-Pacific.



Exhibitors' Comments

"Thought we've participated in many shows in NY, Las Vegas, and France, FASHION WORLD TOKYO is one of the best shows that I've ever experienced. We have met nearly 60 customers, wholesalers and retailers during the show period. The show is a very good first step to expand business in Japan."

RONDINAUD, European Collection Exhibitor, France

"The number and the quality of customers are more than expected. I have met all kinds of different visitors such as importers, chain stores, department stores and retailers. I also have had business meetings with big companies like Itochu. In terms of support services from Show Management, I'm very satisfied. I got enough guidance before the show about what I should do at a different time stage. We have already decide to come back next edition with a doubled sized booth."

VIKLAND STOCKHOLM, European Collection Exhibitor, Sweden

"I think FASHION WORLD TOKYO is a really international trade show as well as Japan's biggest fashion exhibition. We have met a lot of visitors from not only Japan and Asia but also Canada and United States. We are satisfied with the result, so we have already booked our booth at the next show."

MILANO 140, TOKYO MEN'S FASHION EXPO (MEN'S TOKYO), Italy

"FASHION WORLD TOKYO is an amazing trade show and a business oriented exhibition. There are a lot of different exhibitors such as not only designers or brands but also wholesalers and manufacturers. It's really nice for designers to meet other exhibitors and develop business relationships."

LAURENCE AND CHICO, TOKYO FASHION WEAR EXPO, Canada

Comments from Industry's Leaders

"I think FASHION WORLD TOKYO provides a valuable opportunity for discovery and encounter with information and products on a great scale. I'm surprised that the show is so international that we can order overseas products on site. I am hoping this show to attract more international exhibitors and further grow as the platform for such discovery and encounter."

Naoya Araki, President, HANKYU HANSHIN DEPARTMENT STORES, INC.

"As if FASHION WORLD TOKYO was not held in Japan, almost everything related to fashion from authentic to street, mode, men's, casual brands and gift items is gathered here in one place. It's the best place to find so many possibilities and gather information."

Hiroshi Kubo, SENIOR OPERATING OFFICER PRESIDENT'S OFFICE, BEAMS CO., LTD.

"We need to set out new shops for not only Japanese customers but also overseas customers. FASHION WORLD TOKYO provides us quite a few business ideas especially in terms of internationalization."

Hiroyuki Fujita, President, nano universe CO., LTD.

Next Shows

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 & November 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 2016 **NOVEMBER**

Dates: November 7 - 9, 2016 Venue: Tokyo Big Sight, Japan

Organiser: Reed Exhibitions Japan Ltd.

Fairs held within FASHION WORLD TOKYO 2016 [NOVEMBER]:

4th TOKYO FASHION WEAR EXPO [NOVEMBER]

5th TOKYO SHOES EXPO [NOVEMBER]

3rd TOKYO MEN'S FASHION EXPO [NOVEMBER]

2nd TEXTILE TOKYO -Textile & Material Expo Tokyo [NOVEMBER]

5th TOKYO BAG EXPO [NOVEMBER]

7th TOKYO FASHION JEWELLERY EXPO [NOVEMBER]

2nd OEM/SOURCING EXPO [NOVEMBER]

FASHION WORLD TOKYO 2017 **APRIL**

Dates: April 5 - 7, 2017 Venue: Tokyo Big Sight, Japan

Organiser: Reed Exhibitions Japan Ltd.

Fairs held within FASHION WORLD TOKYO 2017 [APRIL]:

4th TOKYO FASHION WEAR EXPO [APRIL]

4th TOKYO SHOES EXPO [APRIL]

3rd TOKYO MEN'S FASHION EXPO [APRIL]

2nd TEXTILE TOKYO -Textile & Material Expo Tokyo [APRIL]

4th TOKYO BAG EXPO [APRIL]

2nd TOKYO FASHION JEWELLERY EXPO [APRIL]

2nd OEM/SOURCING EXPO [APRIL]

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/>

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

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

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