

Post Show Report

2021 October Show (Oct. 18 - 20, 2021)



FaW TOKYO - FASHION WORLD TOKYO 2021 (Oct.) proves success!

Overview

With more than 10 years of history, FASHION WORLD TOKYO has created a business platform at the center of Japan. Rebranded as FaW TOKYO - FASHION WORLD TOKYO, the show created a new atmosphere at the showground. It has truly become a more inspiring, exciting business place for the fashion industry members.

FaW TOKYO marked its debut with huge success. The 2021 October show, held in real at Tokyo Big Sight, attracted 19,383 visitors to the showground. This was about 1.5 times more than the previous show in March 2021! These visitors interacted with the 413 exhibitors gathering from 17 countries/regions.

Dates: Oct. 18 (Mon) - 20 (Wed), 2021

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan Ltd.

(Formerly Reed Exhibitions Japan Ltd.)

Consists of:

12th INT'L FASHION BRAND EXPO
12th JAPAN FASHION EXPO
7th FASHION SOURCING EXPO
7th TEXTILE EXPO
1st SUSTAINABLE FASHION EXPO



Exhibitors

413 exhibitors from 17 countries/regions

International Pavilions

- GERMANY PAVILION (APPAREL, SHOES)
- KOREA PAVILION (APPAREL)
- KOREA PAVILION (TEXTILE)
- TAIWAN PAVILION (SHOES)
- TAIWAN PAVILION (TEXTILE)
- TAIWAN PAVILION (APPAREL SOURCING)
- BANGLADESH PAVILION (APPAREL SOURCING)

Participating Countries/Regions



Visitors

19,383 high-quality visitors

Importers

- | | |
|------------|-----------------------|
| • ITOCHU | • TAKISADA |
| • MARUBENI | • TORAY INTERNATIONAL |
| • MITSUI | • TEIJIN FRONTIER |
| • SOJITZ | • TOYOSHIMA etc. |

Brand & Manufacturers

- | | |
|----------|---------------------------|
| • WORLD | • FAST RETAILING (UNIQLO) |
| • ASICS | • ISSEY MIYAKE |
| • MIZUNO | • WACOAL etc. |

Department Stores

- | | |
|---------------------|----------------|
| • ISETAN MITSUKOSHI | • TAKASHIMAYA |
| • HANKYU HANSHIN | • SOGO & SEIBU |
| • KEIKYU | • MATSUYA etc. |

Boutiques

- | | |
|------------------|------------------|
| • UNITED ARROWS | • SAZABY LEAGUE |
| • URBAN RESEARCH | • SHIPS |
| • BEAMS | • PATAGONIA etc. |



Show Highlights



FaW TOKYO

- FASHION WORLD TOKYO

Rebranded as FaW TOKYO - FASHION WORLD TOKYO, the show created a more inspiring, exciting business atmosphere!

The show continues to gather brands, products, and services that attract and push forward the industry. Brands that spark. Fabrics and materials that expand possibilities of new functions and create trends. An extraordinary place where chemical reactions occur between exhibitors and visitors.

FaW TOKYO - FASHION WORLD TOKYO has established itself as a business venue encouraging further development of the industry. Show Management is committed to enforcing its position as a world-class fashion exhibition that will enrich everyone involved in the show.

International Exhibitors by Remote Exhibiting

Having business meetings wherever you are

104 international exhibitors have been having difficulties traveling, while this Remote Exhibiting Plan offers a new way to exhibit at a real show without traveling.

International exhibitors had their own booth to showcase their products physically at the show venue and their booths were represented professionally. By having the actual products and samples, the visitors can see and touch them, enabling them to evaluate the quality just like they always do. Only that the meetings were held by video calls.

This unique service is only offered by RX JAPAN amongst all the international show organisers. RX Japan has been offering this new way of exhibiting since 2020, and over 1,100 exhibitors from 44 countries/regions have exhibited this way.

FaW TOKYO 2021 October exhibitors achieved great success, and many more are expected to join the next 2022 edition!



Exhibitor's Comment



"This is my 2nd time to exhibit at this show and Remote Exhibiting Plan is good. I've met a lot of visitors...."

Country: Hong Kong



Private Sourcing Tour for International Buyers

876 Meetings with 104 International Buyers

In this tour, Show Management staff walked around the exhibition halls on behalf of buyers and buyers interacted actively with the exhibitors such as getting price estimates, ordering samples, getting agency contracts via video calls.

104 international buyers from Australia, Canada, China, Finland, Hong Kong, India, Israel, Korea, Kuwait, Macao, Malaysia, Russian Federation, Singapore, Taiwan, U.S.A., and U.A.E. visited the show via the Private sourcing Tour. 876 meetings took place between exhibitors and these visitors by the support of Show Management.

International Buyers (excerpt)

- URBAN 28 (HONG KONG)
- BHAWAR LIFESTYLE (INDIA)
- KOLON (KOREA)
- JING-JAN RETAIL BUSINESS (TAIWAN)
- MOMO.COM (TAIWAN)
- STRIPE TAIWAN (TAIWAN) etc.



Live Streaming for International Buyers

Creating BUZZ by Live Streaming

In addition to the Private Sourcing Tour, Show Management offered live streaming from the showground to create more business opportunities for both exhibitors and international buyers.

It resulted in 516 views and 211 leads for purchasing, exchanging contacts, online meetings etc. During the live streaming, exhibitors were full of motivation to promote exhibits to the international buyers, and as for buyers, they were excited to see the products and source new items at the exhibition.

Live Streaming for Future Exhibitors

424 Companies from 45 Countries/Regions showed strong interest in exhibiting in 2022

The Live Streaming from the showground attracted viewers to see the show LIVE. 424 future exhibitors from around the world showed strong interest in exhibiting at 2022 shows. Active Q&A session proved their strong interest and business plans to expand business in Japan.



The media/Conference

Social Media Influencers/ Press



Total number of followers of invited Instagram ambassadors

1,750,000 followers

Media

Fuji Television (TV)
TV Asahi (TV)
KYODO NEWS (News Agency)
WWD JAPAN (Magazine/Web media)
FASHION SNAP (Web) and more



To promote the show and exhibitors widely, Show Management invited social media influencers as FaW TOKYO Official Ambassadors. The Ambassadors walked throughout the show venue to check all the latest trends, hot brands, and products. Many photos were taken at the exhibitors' booths and were posted on social media. Considering their strong influence, their posts are a great way of promotion for the exhibitors.

In addition to the Ambassadors, FaW TOKYO also attracted many press members. Major Japanese TV stations such as Fuji Television and TV Asahi, famous fashion magazines such as WWD JAPAN gathered to report Japan's largest fashion trade show.

Conference

One of FaW TOKYO's strong attractions was the Conference held concurrently with the show. This year at FaW TOKYO 2021 October, the Conference attracted 5,392 attendees in total.

During the show period, industry leaders delivered speeches on current issues and hot topics in the industry -- sustainability, EC strategies, SNS marketing, and more. With thorough measures against COVID-19 taken, many sessions were full of attendees keen to learn and find solutions to their needs.

Industry Leaders (excerpt)

- JAPAN MINISTRY OF THE ENVIRONMENT
- WWD JAPAN (Magazine)
- ISETAN MITSUKOSHI (Department store)
- BEAMS (Boutiques)
- TORAY INTERNATIONAL (Manufacturer)
- BROTHER INDUSTRIES (Manufacturer)
- H&M (SPA)
- TIK TOK (Social Media) etc.



Photo Gallery



Save the Dates for the 2022 Shows!

FaW TOKYO

9th
FASHION WORLD TOKYO APRIL

Dates: Apr. 6 (Wed) - 8 (Fri), 2022

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan Ltd.

(Formerly Reed Exhibitions Japan Ltd.)

Consists of:

9th INTERNATIONAL FASHION BRAND EXPO

9th JAPAN FASHION BRAND EXPO

7th FASHION SOURCING EXPO

7th TEXTILE EXPO

2nd SUSTAINABLE FASHION EXPO

NEW! 1st FASHION DIGITAL TRANSFORMATION EXPO



FaW TOKYO

13th
FASHION WORLD TOKYO OCTOBER

Dates: Oct. 18 (Tue) - 20 (Thu), 2022

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan Ltd.

(Formerly Reed Exhibitions Japan Ltd.)

Consists of:

13th INTERNATIONAL FASHION BRAND EXPO

13th JAPAN FASHION BRAND EXPO

8th FASHION SOURCING EXPO

8th TEXTILE EXPO

2nd SUSTAINABLE FASHION EXPO

1st FASHION DIGITAL TRANSFORMATION EXPO



Contact

For Exhibiting



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Online Form (Request Exhibiting Info)

www.fashion-tokyo.jp/ex_en/



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For Visiting



Attn:

English: Midori Kishiwada (Ms.)
Fuka Suzuki (Ms.)
Chinese: Naihsuan Yeh (Ms.)
Eri Tanaka (Ms.)
Korean: Sun Joo Yoshida (Ms.)



Online Form (Request Visitor Ticket)

www.fashion-tokyo.jp/inv_en/



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Built by



In the business of
building businesses

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