

# FASHION WORLD TOKYO 2018 OCTOBER

# FASHION WORLD TOKYO FACTORY 2018 OCTOBER

## 2 Shows to cover the supply chain

Based on its successful history, FASHION WORLD TOKYO is now looking at more diversified exhibition to cover the whole fashion supply chain on 22 (Mon) – 24 (Wed) October, 2018 and it is becoming new Asian hub for the professionals in the industry. Its 2018 October show will be titled in 2 groups, FASHION WORLD TOKYO which consists of 5 shows themed each category of fashion item (FASHION WEAR EXPO, BAG EXPO, FASHION JEWELLERY EXPO, SHOES EXPO and MEN'S FASHION EXPO) and FASHION WORLD TOKYO - FACTORY- consists of TEXTILE TOKYO & FASHION SOURCING TOKYO so that more quality business talks to be placed effectively. Since its launch, the show has been offered from fashion sourcing to brands exhibits. To clarify this concept, fashion sourcing including textiles, garments, OEM, etc. will be covered under FASHION WORLD TOKYO – FACTORY – while brands from the globe will be showcased inside FASHION WORLD TOKYO. Altogether, 1,030 exhibitors and 25,000 visitors are expected to be at the show looking for new business opportunities!

Held Inside <b>FASHION WORLD TOKYO 2018</b>					Held Inside <b>FASHION WORLD TOKYO FACTORY 2018</b>	
<b>FASHION WEAR EXPO TOKYO</b>		<b>BAG EXPO TOKYO</b>			<b>FASHION SOURCING TOKYO</b>	
<b>FASHION JEWELLERY EXPO TOKYO</b>	<b>SHOES EXPO TOKYO</b>	<b>MEN'S FASHION EXPO TOKYO</b>				
					<b>TEXTILE TOKYO</b>	

## Best platform for B to B

One of the best features of FASHION WORLD TOKYO is the show totally focuses on offering “the BEST business platform”. Show Management has done various kinds of approaches to make the show fruitful such as matchmaking services between int'l exhibitors and visitors, online appointment platform, and more. The Show Management support is very popular for its quality and that is the reason why the show has been getting positive feedbacks from both exhibitors and visitors. The 2018 October show is not an exception. SS collection will be showcased in the brand section, FASHION WORLD TOKYO, and AW textiles will exhibit in the sourcing section, FASHION WORLD TOKYO – FACTORY -.

## Made-in-Japan to Worldwide Brands

The show will gather various kinds of exhibiting products from worldwide. As Japan's largest fashion trade show, designers/brands will showcase “Made-in-Japan” products which cannot be seen at any other shows in the world. For instance, fashion items with Japanese “Kawaii” concept, regional municipalities from all over Japan will have their pavilions and more. Also Japanese fashion sourcing manufacturers and popular fashion garments/textile companies will exhibit. It will be the great opportunities for those who are looking for business partners to make high quality designs.

As well as Japanese brands, the show is becoming more international with brands from worldwide. For instance, Country Pavilions, European Collection, American Street, and more themed area will rise up the quality of the show and Japanese/Asian buyers will be attracted.



## New Asian hub for fashion industry

While FASHION WORLD TOKYO is the best gateway to Japanese market, the show is now getting a new Asian hub for fashion industry. The number of international visitors mainly from Asian countries has hit its history 2018 at April show (1,476 from 44 countries/regions) and expecting 2,000 int'l visitors at 2018 October show. Premium buyers which are world-famous quality buyers/manufacturers will be invited as well as the April show and that will lead to better effects for exhibitors' show results.

## Join us in Tokyo!

To join as an exhibitor, contact Show Management as soon as possible as the remaining booths are getting limited!

>> <http://www.fashion-tokyo.jp/en/ex/> or email: [fwt@reedexpo.co.jp](mailto:fwt@reedexpo.co.jp)

Attn: English: Yuri Terao (Ms.), Etuyuki Fukaya (Mr.),

Chinese: Ei Iwasaki (Ms.), Korean: Choi Ilyong (Mr.)

To visit the show, please register for visitors ticket. >> <http://www.fashion-tokyo.jp/en/inv/>

Media Inquiry >> email: [pr-eng.fwt@reedexpo.co.jp](mailto:pr-eng.fwt@reedexpo.co.jp)