

Japan's LARGEST*!

FaW TOKYO

FASHION WORLD TOKYO

APRIL April 8[Wed] - 10[Fri], 2026

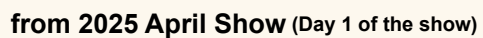
OCTOBER October 7[Wed] - 9[Fri], 2026

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan Ltd.



“Largest” in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.



WHY Join the Japanese Market?

1 Japan - World's 3rd Largest Fashion Market

Japan positions itself as the 3rd largest fashion market!

<Global Comparison of Revenue in fashion segment; 2022>

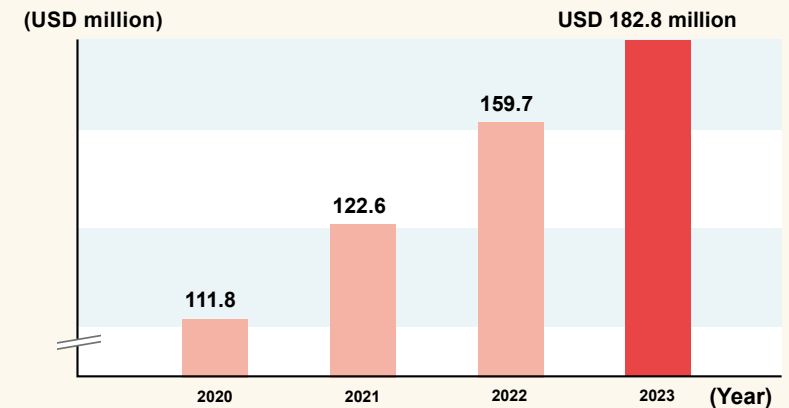
Top 5

1.		China	USD 348,700million
2.		United States	USD 123,736million
3.		Japan	USD 38,296million
4.		United Kingdom	USD 25,217million
5.		Germany	USD 20,414million

(Source: Statista, January 2022)

2 Imported Fashion Market is Growing

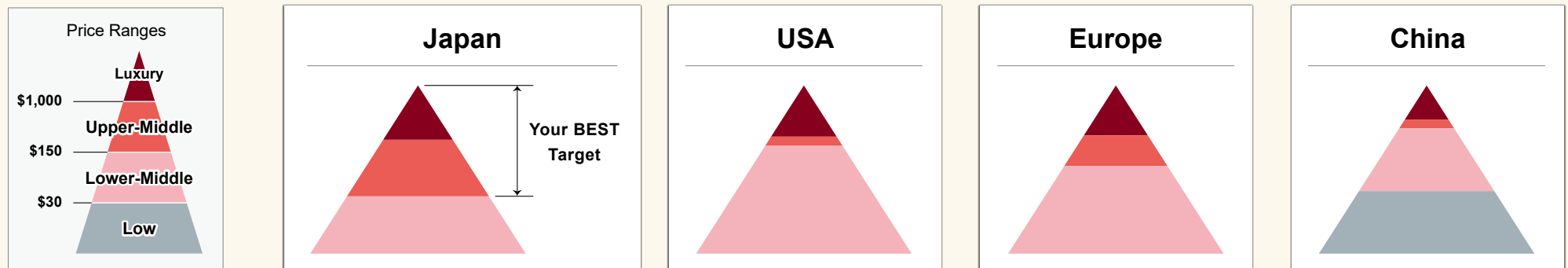
Imported fashion is very popular in Japan, and the market is increasing yearly!



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

3 Japan is No.1 in Upper-Middle Price Range Market

Japan has a large proportion for upper-middle price range compared to other countries – the BEST target for international brands!



(Source: Ministry of Economy, Trade and Industry)

Best Show to Enter Japan Fashion Market!

■ **FaW TOKYO is Japan's largest fashion trade show** (The numbers of exhibitors and visitors are expected.)

< 2026 April >

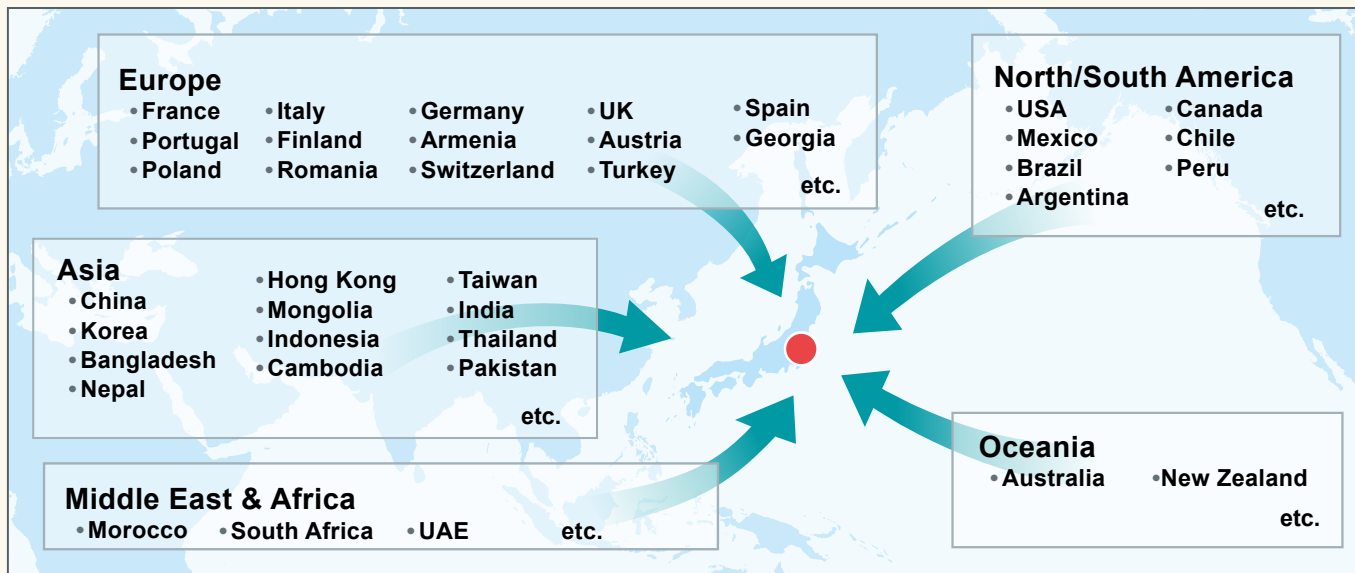
700 / 23,000
Exhibitors Visitors

< 2026 October >

850 / 23,000
Exhibitors Visitors

With increasing demand from the buyers, FaW TOKYO is designed to add strong focus on INTERNATIONAL (non-Japanese) exhibitors. By exhibiting here, you can meet importers and buyers who are looking for International brands.

■ **Exhibitors from all over the world gather in Japan** (expected)



Covers All Fashion Items Consisting of 9 Specialised Expo

Trends

BRANDS & DESIGNERS EXPO

Gathering the latest fashion brands of all fashion goods, such as apparel, bags, shoes, fashion jewellery, fashion accessories, etc.

■ Bags, Shoes & Accessories & Goods ■ Apparels

Sustainable

SUSTAINABLE FASHION EXPO

Specialised show for apparel, fashion accessories, textile, materials, etc. with strong focus on Sustainability'.

Tech

FASHION TECH EXPO

Specialised show for service and solution, which focused on IT and Digital Transformation for fashion industry.

Wellness

WELLNESS/BEAUTY/ FUNCTIONAL CLOTHES EXPO

Specialised show for products and materials that contain wellness added values such as health / beauty, sports, smart clothing, etc.

Sourcing

FASHION SOURSING EXPO

Gathering a wide range of Japanese and Asian OEM/ODM manufactures to compare.

Made In Japan

MADE IN JAPAN EXPORT FAIR

Gathering Made in Japan fashion items.

Reuse

Reuse business EXPO

Japan's exclusive fashion trade show dedicated to reuse and circular fashion—featuring vintage, rewear, and sustainable business models.

Textile

TEXTILE EXPO

Specialised show for all kinds of textile, leather, accessories and materials for garments and other fashion items.

Sports

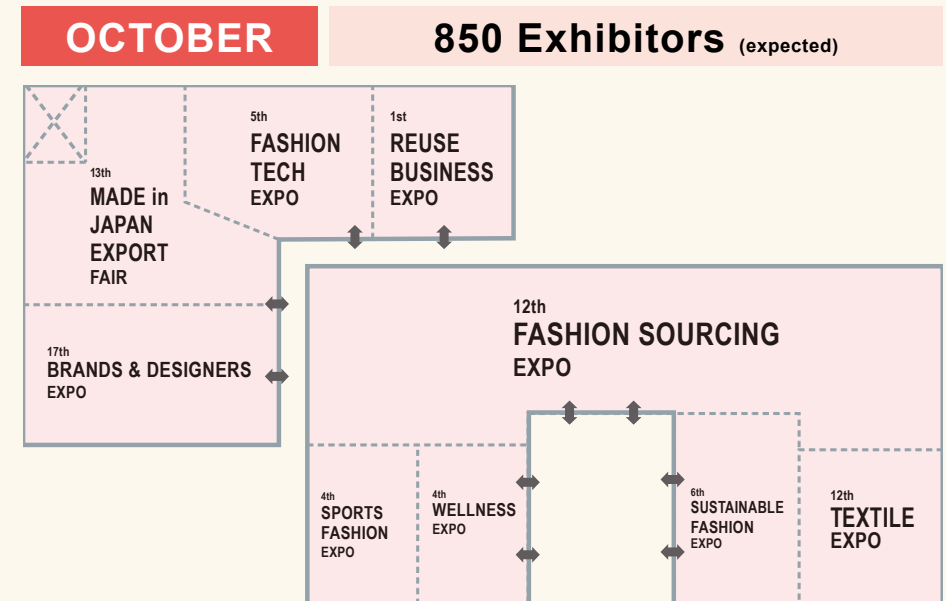
SPORTS FASHION EXPO

Gathering Asia's trendsetting center for cutting-edge sportswear.

Covers All Fashion Items Consisting of 9 Specialised Expo

■ Floor Plan (Tokyo Big Sight)

* Refer to TEXTILE EXPO / FASHION SOURCING EXPO Brochure for more information
** Refer to iOFT Brochure for more information



The floor plan is subject to change.

■ Many International Pavilions (expected)

FaW TOKYO gathers many international pavilions every year from all around the world.

FaW TOKYO is used as the best platform to expose national handcrafts and the latest fashion brands.



Meet High-Quality Buyers On-site

■ You can meet your target customers as below:

Importers/Trading Agents

- | | | | |
|----------------|--------------|------------------|------------|
| • MITSUI | • MITSUBISHI | • ITOCHU | • SOJITZ |
| • MARUBENI | • ONWARD | • TOYOTA TSHUSHO | • SUMITOMO |
| • YAGI TSUSHIO | • SANYEI | • UENI TRADING | |

etc.

Department Stores

- | | | | |
|---------------------|---------------|------------------|----------------|
| • ISETAN MITSUKOSHI | • TAKASHIMAYA | • HANKYU HANSHIN | • ODAKYU |
| • DAIMARU | • PARCO | • LUMINE | • SOGO & SEIBU |
| • TOKYU | • KEIO | • MARUI | |
| • TOBU | | | |

etc.

Boutiques/Specialty Stores

- | | | | |
|---------|-----------------|------------------|-----------------|
| • BEAMS | • UNITED ARROWS | • URBAN RESEARCH | • SAZABY LEAGUE |
| • SHIPS | • NANO UNIVERSE | • ISSEY MIYAKE | • BAYCREW'S |

etc.

Shoes Stores

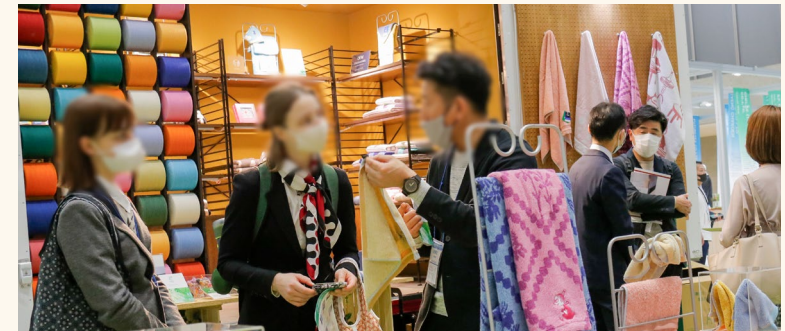
- | | | | | |
|--------------|----------|---------------------|----------------------|------------|
| • ABC-MART | • G-FOOT | • MARUBENI FOOTWEAR | • ROYAL | • TSURUYA |
| • LIFE GEAR | • DIANA | • SHOEMART | • REGAL | • HIRAKI |
| • TOHO LAMAC | • STEP | • CHIYODA | • WA ORIENTAL TRAFIC | • MODACLEA |

etc.

Bag Stores

- | | | |
|----------------------|-----------------|---------------------------|
| • SAC'S BAR HOLDINGS | • HAPINESS & D | • FIT HOUSE |
| • GALLERIA-NISM | • MORITA | • KYOWA BAG |
| • BLBG | • MOTHERHOUSE | • TATSUYA |
| • KUGIMACHI | • NOEL YAMAMOTO | • KANDAYAKABAN SEISAKUSHO |
| • SANPO CREATE | • CATTLEY ASACS | |

etc.



Meet Visitors from the Entire Fashion Industry

By being held altogether as FaW TOKYO, you can approach to the entire fashion industry!
FaW TOKYO attracts quality visitors from a wide variety, which expands your business opportunities.



Trading Companies

Previous Visitors

- CHORI
 - MITSUBISHI
 - SOJITZ
 - TEIJIN FRONTIER
 - TOYOSHIMA
 - ITOCHU
 - MITSUI
 - TAKIHYO
 - TOYOTA TSUSHO
 - MARUBENI
 - MORIRIN
 - TAKISADA
 - TORAY INTERNATIONAL
- etc.

SPA/Manufacturers

Previous Visitors

- ABAHOUSE INTERNATIONAL
 - ISSEY MIYAKE
 - ITOKIN
 - PATAGONIA
 - WACOAL
 - ADASTRIA
 - DESCENTE
 - MIZUNO
 - SANYO SHOKAI
 - WORLD
 - ASICS
 - FAST RETAILING
 - ONWARD KASHIYAMA
 - TSI HOLDINGS
- etc.

Retailers

Previous Visitors

- AEON
 - FRANCFRANC
 - RYOHIN KEIKAKU
 - THE LOFT
 - CAN DO
 - MURASAKI SPORTS
 - SEIYU
 - TOKYO DERICA
 - CHIYODA
 - NITORI
 - SHIMAMURA
 - TOKYU HANDS
- etc.

Buyers from Other Industries

Previous Visitors

- ALL NIPPON AIRWAYS
 - DHC
 - KOKUYO
 - SONY MUSIC SOLUTIONS
 - ALBION
 - IRIS OHYAMA
 - ORIENTAL LAND
 - TOYOTA MOTORS
 - COSTCO WHOLESALE
 - JAPAN AIRLINES
 - SANRIO
 - WALT DISNEY JAPAN
- etc.

FaW TOKYO Advertising Opportunities!

■ FaW TOKYO Advertisement Services

This service allows you to promote your company's products and services to thousands of visitors prior to/and during 3 days exhibition. You can also send out e-mail newsletters and web ads to buyers before the show.

Merit 1 Targetting Approach segmented core customers	Merit 2 Direct Exposure Propose the plan directly to key person	Merit 3 Differentiation Impress and stand out from anyone else
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Advertisement Opportunities (excerpts)

Banner Ads on Official Show Website



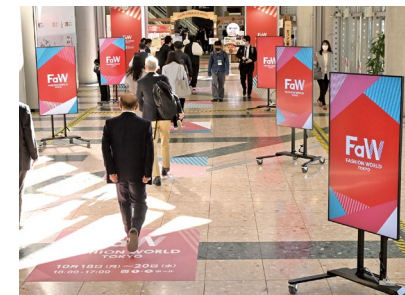
Show Entrance Floor Ads



Hanging Banner Ad above Your Booth



Digital Signage Ads on the Hallway



etc.

Advertisement Packages

Premium Plan (Limited to 3 Exhibitors)

Complete package of all kinds of ads. maximum exposure plan.

Business Activation Plan

Bring quality customers to your booth. Visitor Promotion Plan.

Starter Plan II

Increase effectiveness of exhibiting.

▼ Receive more detailed info ▼

Click here for details **FREE**



You can choose package plan above OR choose one each



FaW TOKYO

FASHION WORLD TOKYO

Request Exhibiting Info
Download Exhibit Application Form

Built by



In the business of
building businesses

Contact

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