

Japan's LARGEST*!

FaW TOKYO
FASHION WORLD TOKYO

OCTOBER **October 15[Tue] - 17[Thur], 2024**

MARCH **March 26[Wed] - 28[Fri], 2025**

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; 2020>

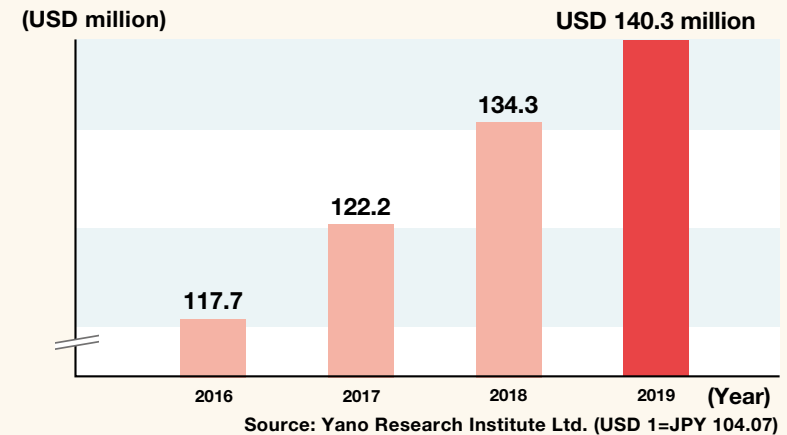
Top 5

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 2020)

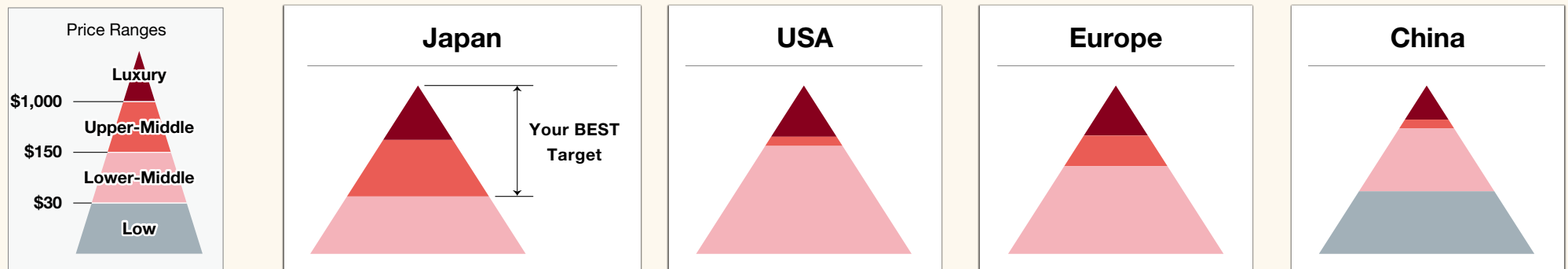
2 Imported Fashion Market is Growing

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



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.)

<2024 October>

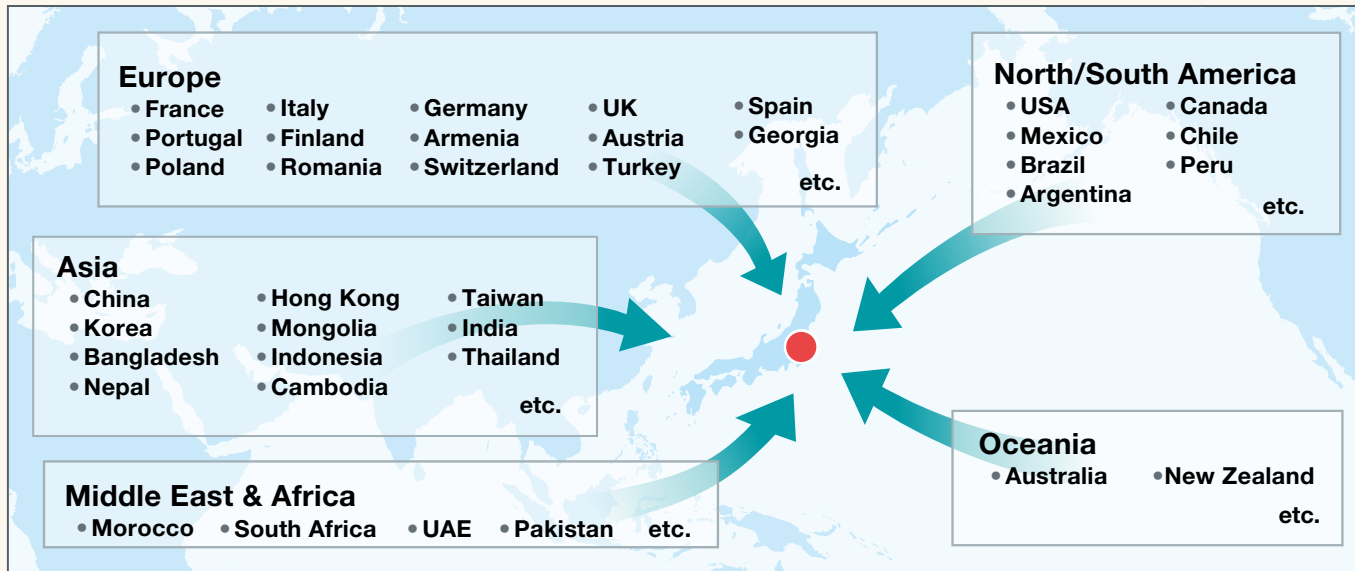
1,200 / 25,000
Exhibitors Visitors

<2025 March>

1,000 / 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 7 Specialised Expo

Trends

■ Apparels ■ Bags & Shoes ■ Accessories & Goods ■ Designers/Creators

BRANDS & DESIGNERS EXPO

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

Sustainable

SUSTAINABLE FASHION EXPO

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

Wellness

WELLNESS & SPORTS EXPO

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

Made In Japan

MADE IN JAPAN EXPORT FAIR

Gathering Made in Japan fashion items.

Textile

TEXTILE EXPO

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

Sourcing

FASHION SOURSING EXPO

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

Tech

FASHION TECH EXPO

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

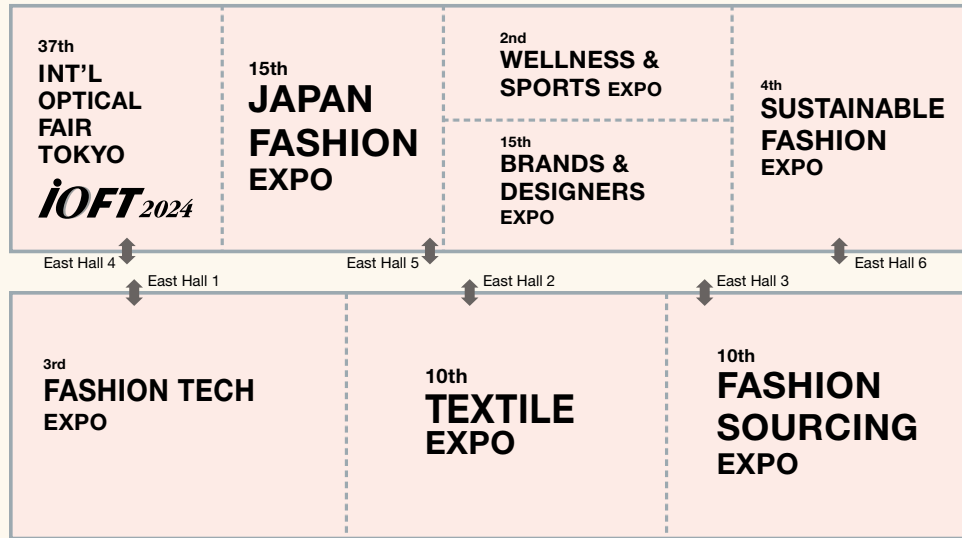
Covers All Fashion Items Consisting of 7 Specialised Expo

■ Floor Plan (Tokyo Big Sight)

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

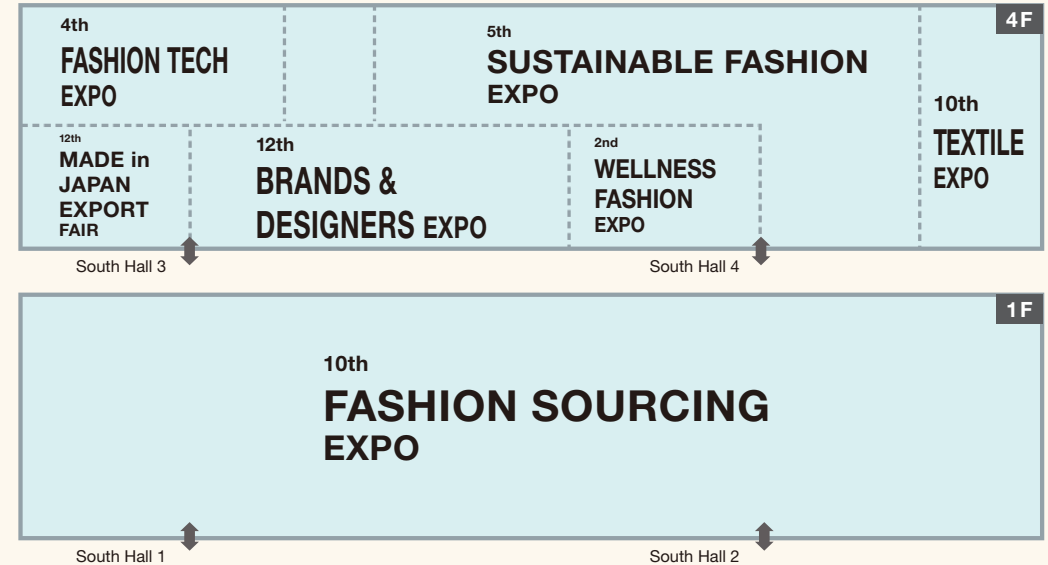
OCTOBER

1,200 Exhibitors (expected)



MARCH

1,000 Exhibitors (expected)



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

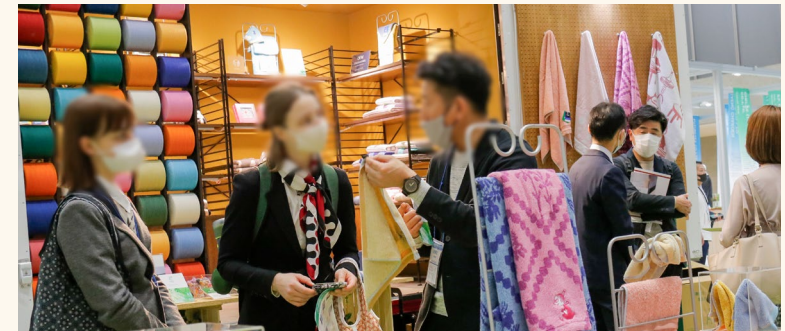
- | | | | | |
|--------------|----------|---------------------|----------------------|------------|
| • ABC-MART | • G-FOOT | • MARUBENI FOOTWEAR | • ROYAL | • TSURUYA |
| • LIFE GEAR | • DIANA | • SHOEMART | • REGAL | • HIRAKI |
| • TOHO LAMAC | • STEP | • CHIYODA | • WA ORIENTAL TRAFIC | • MODACLEA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

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.

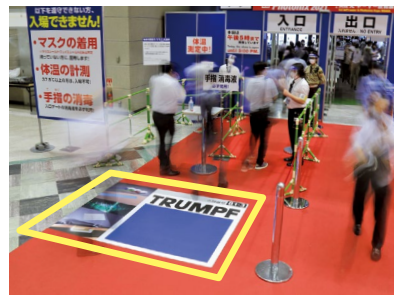
Merit 1	Targetting	Merit 2	Direct Exposure	Merit 3	Differentiation
Approach segmented core customers		Propose the plan directly to key person		Impress and stand out from anyone else	

Advertisement Opportunities (excerpts)

Banner Ads on Official Show Website



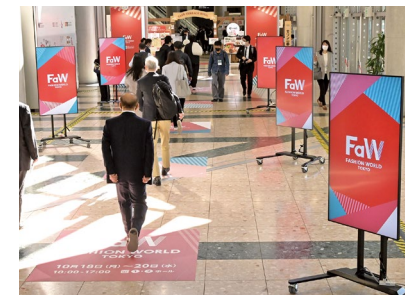
Show Entrance Floor Ads



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



Built by
RX
 In the business of
 building businesses

FaW TOKYO

FASHION WORLD TOKYO

Request Exhibiting Info
 Download Exhibit Application Form

Contact

Organiser: RX Japan Ltd., FaW TOKYO - FASHION WORLD TOKYO Show Management
 Office: 11F Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan
 A division of Reed Business Registered in England, Number 678540

 E-mail: fwt.jp@rxglobal.com

 Tel: +81-3-6739-4108

 Web: www.fashion-tokyo.jp/hub/en-gb.html