



Exhibiting
Information

LIFESTYLE Week

Trade Fair for Gifts, Stationery, Homeware and Fashion

2025 Spring Show

7th LIFESTYLE Week TOKYO

Dates: Jan. 15_(Wed) – 17_(Fri), 2025

Venue: Tokyo Big Sight, Japan

Web: www.lifestyle-expo-spring.jp/en/

2025 Summer Show

20th LIFESTYLE Week TOKYO

Dates: Jul. 2_(Wed) – 4_(Fri), 2025

Venue: Tokyo Big Sight, Japan

Web: www.lifestyle-expo.jp/summer/en-gb.html

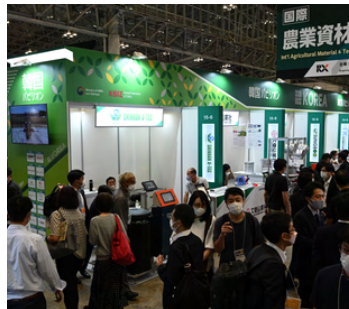
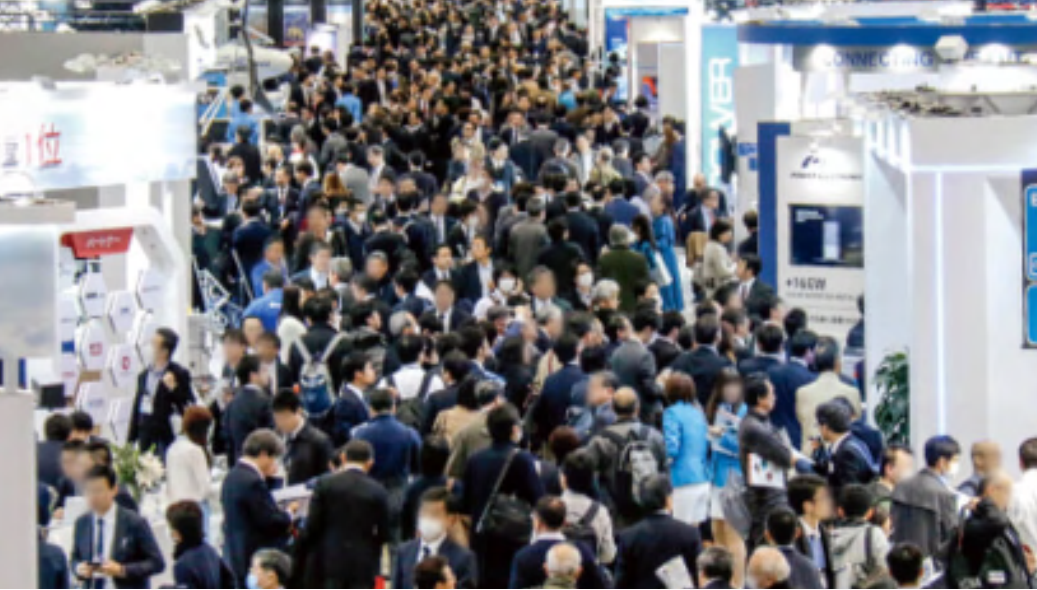
2025 September Show

6th LIFESTYLE Week OSAKA

Dates: Sep. 24_(Wed) – 26_(Fri), 2024

Venue: INTEX Osaka, Japan

Web: www.lifestyle-expo-k.jp/en/



RX Japan is Japan's largest exhibition organiser

94 Exhibitions in 35 Industries in a Year!

(The total amount including consisting shows is 363 exhibitions)

We have organised professional trade shows at large scale exhibition halls. It covers wide range of industries like jewellery, electronics, energy, IT, pharmaceuticals, etc. With the long-years know-how, we will make efforts to maximise your sales expansion at the show.

Exhibitions, in principle, should be held regularly at the same time and place each year. The number of exhibitions we hold annually reached 94.

Number of events

Number of events by RX Japan Ltd. per year



MAISON & OBJET

[WOHNEN & INTERIEUR]

DECOREX AFRICA

INDIA BIG7

LIFESTYLE Week

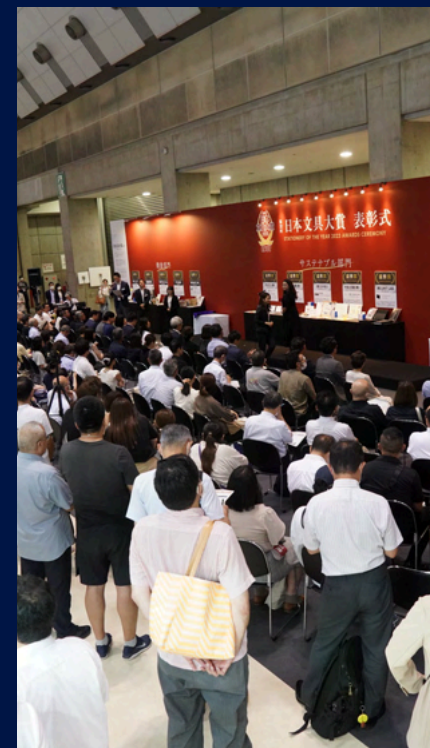
HOME TABLE DECO FAIR

GIFTS & HOME INDONESIA

in.life style.

What is LIFESTYLE Week?

Japan's leading International, B2B Tradeshow for Lifestyle Products



LIFESTYLE Week comprises 9 specialized shows featuring gifts, interior goods, stationery, fashion items, beauty & healthcare products, etc. High-design, functional, and storied products are showcased, drawing tens of thousands of buyers annually.

Gateway to Japan and Asia-Pacific Market



**B-to-B
Trade
Show**



LIFESTYLE Week consists of 9 specialised shows

GIFTEX

Gifts & Interior Expo

Variety and unique gift items from all over the world are concentrated.



ISOT

Int'l Stationery & Office Products Fair

Creative and functional stationery items offer new lifestyle for all users.



DESIGN TOKYO

Tokyo Design Products Fair

Collection of cutting-edge design products which generate trend.



Baby & Kids Expo

Gathers baby and kids products such as clothes, educative toys and nursing items under one roof.



Table & Kitchenware Expo

Covers all table and kitchenware from general use to professional use.



Fashion Goods & Accessories Expo

Fashionable items from classic to trend-leaders.



Health & Beauty Goods Expo

Approach one of the biggest beauty market in the world.



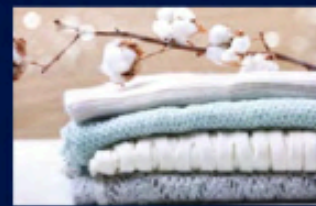
Good Foods Expo

Gathers food & beverage products for gifts such as confections, wine, dairy products and seasonings.



Sustainable Goods Expo

To grow sustainable business socially & economically.



***Click banners for product examples**

LIFESTYLE Week

Trade Fair for Gifts, Stationery, Homeware and Fashion

Visitors

45,000 buyers of Japan & Asia

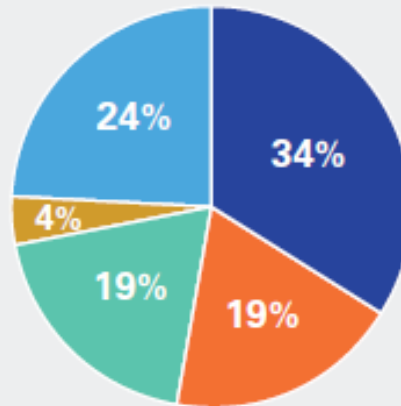


For exhibitors from overseas, the show offers the opportunity to find agents and customers!

Visitor Categories

- * Importers/Distributors
- * Gift Shops
- * Lifestyle Shops
- * Department Stores
- * Interior Shops
- * DIY Stores
- * Hotels/Restaurants
- * Wholesalers

Visitors' Business Categories



34% Major Retailers

24% Small Retailers/Others

19% Manufacturers

19% Importers/Distributors

4% Professional Users

Major Retailers include Department stores, Lifestyle shops, GMS and so on. Major Retailers, Importers/Distributors and professional users account for about 60%.

Retail examples coming to LSW

Department Stores

Company names	Market Share
Mitsukoshi Isetan HD	1st
Takashimaya	2nd
J.Front.Retailing	3rd
Marui Group	4th
H2O Retailing	5th
Kintetsu Department	6th



Lifestyle Shops

Company names	Market Share
Ryohin Keikaku (MUJI)	1st
PAL Group HD	2nd
THE LOFT	4th
Hands	5th
Styling Life	6th
VILLAGE VANGUARD CO	7th



GMS/DIY Shops

Company names	Market Share
PPIH HD	1st
Nitori HD	2nd
Valor HD	3rd
DCM HD	4th
Kohnan Shoji Co.,Ltd	5th
Arclands	7th



Exhibitors Companies having Lifestyle products

International exhibitors' ratio
65%

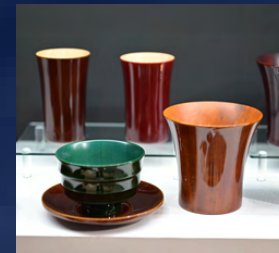
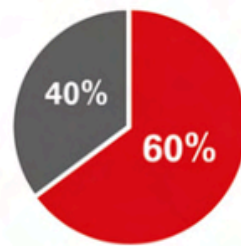


Exhibit Products

- *Stationery
- *Gift
- *Interior
- *Fashion Goods
- *DESIGN products
- *Health & Beauty Goods
- *Baby & Kids
- *Food Gifts



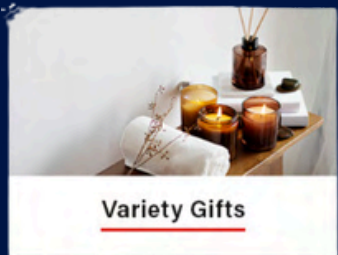
■ International Exhibitors ■ Domestic Exhibitors



Why LIFESTYLE Week?

01 Meet buyers from various industries

LIFESTYLE Week is a comprehensive B2B trade fair consisting of 9 specialised shows related to lifestyle. You can meet Japan/Asia buyers from various industries at once!



Variety Gifts



Baby & Kids



High Design Products



Tableware/Kitchenware



Health & Beauty



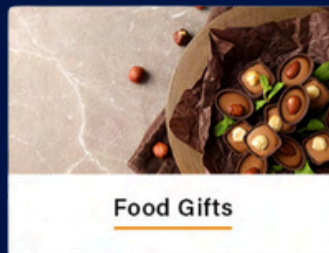
Stationery



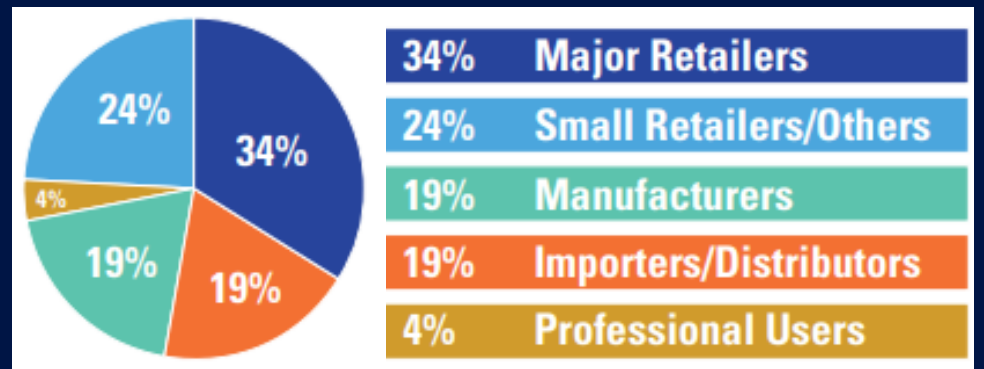
Sustainable Goods



Fashion Goods



Food Gifts



Why LIFESTYLE Week?

02 The Best show to find agents & customers in Japan!

LIFESTYLE Week

Japan's top international trade show



visitors' main purpose

- *discovering new overseas brands,
- *Finding new international business partners



Buyers having experiences to do business with International companies come to LIFESTYLE Week for finding new brands

Why LIFESTYLE Week?

03 The comprehensive support by the show team

Pre-show promotion

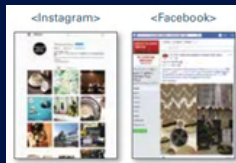
[Email Promotion]



E-mail promotion to over 360,000* buyer database

[SNS promotion]

post pictures of selected exhibitors on our official SNS



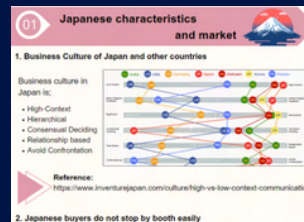
[Media Exposure]

Inviting mass media to the show

Advise based on Japan Biz Culture

[Exhibitors Success Team]

Special team for optimal exhibiting.
Special manual & online consultations tailored to your products and goals.



You can consult with "Exhibitor Success" for your preparation though an online meeting



Support for booth decoration

We will help you prepare...

- * Japanese Catch copy
- * Japanese flyers
- * Translation (limited amount)



Previous International Exhibitors



Exhibitor's & Visitor's Comments

[Exhibitor's Comments]

TRAVEL MALL (Switzerland)

This was our first time to participate in the show and we had more than 100 visitors coming to our booth. They were looking for serious business which is fantastic. We already signed for a bigger booth for next year.



LOVINFLAME (Taiwan)

We've had major retailers and top designers reaching out to us. I think the show has excellent branding and it is a great way to kick off business into Japan. Show Management was very supportive from the beginning.



[Visitor's Comments]

MoMA (USA)

You see so much person to person, business to business happening between retailers and manufacturers. You can feel the energy in the air that there is a lot happening at the show.



KINOKUNIYA COMPANY (Japan)

The purpose of visiting the show was to source stationery and gift products that we can place at our bookstores. The show gives us a great opportunity to meet many potential business partners all in the same venue.



Three shows in a year!

8th **LIFESTYLE Week** TOKYO JANUARY

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: Jan. 15(Wed)-17(Fri), 2025
Venue: Tokyo Big Sight, Japan

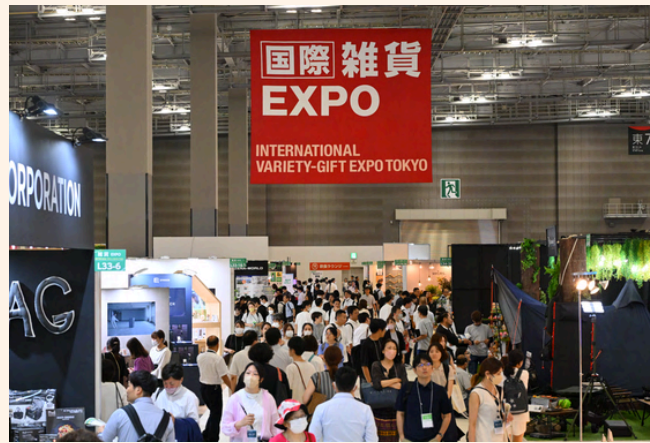


The first trade show in Japan in 2025
Concurrently held with
Cosmetics & Jewellery show

20th **LIFESTYLE Week** TOKYO JULY

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: Jul. 2(Wed) - 4(Fri), 2025
Venue: Tokyo Big Sight, Japan



The Most international show in Japan
Best edition for Christmas demand
Full-size show with 9 kinds of shows

5th **LIFESTYLE Week** OSAKA SEPTEMBER

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: Sep. 24(Wed)-26(Fri), 2025
Venue: INTEX Osaka, Japan



The largest show in western Japan
Only one option for entering Osaka
The best show for companies
aiming at OEM order

Exhibit at All 3 Shows to Succeed in Japan & Asia !

8th

LIFESTYLE Week TOKYO JANUARY

Dates: January 15(Wed) – 17(Fri), 2025

Venue: Tokyo Big Sight, Japan



LIFESTYLE Week TOKYO [January] is

- The best show to promote for the following summer market.
- The show is held concurrently with the biggest Japanese exhibition specialized in Cosmetics & Jewellery, which will make great synergy.
- January is the timing to procure Summer products.

LIFESTYLE Week TOKYO [January] Floor Plan (preliminary)

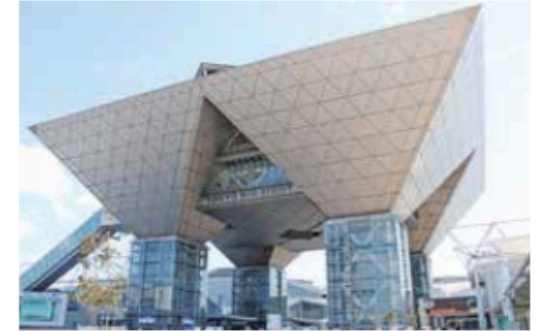


Exhibit at All 3 Shows to Succeed in Japan & Asia !

20th

LIFESTYLE Week TOKYO JULY

Dates: July 2 (Wed) - 4 (Fri) 2025
Venue: Tokyo Big Sight, Japan



LIFESTYLE Week TOKYO is

- The best timing for promoting products for the next spring and summer.
- The show with "DESIGN TOKYO" which is the special exhibition for high design products.
"Stationery of the Year", well-known annual award for new-launched stationery, also takes place in the venue.

LIFESTYLE Week TOKYO [JULY] Floor Plan (preliminary)



Exhibit at All 3 Shows to Succeed in Japan & Asia !

5th

LIFESTYLE Week **OSAKA** SEPTEMBER

Dates: September 25 (Wed) – 27 (Fri), 2024
Venue: INTEX Osaka, Japan



LIFESTYLE Week OSAKA [September] is

- The largest trade show for consumer products in Western Japan.
- Exhibitors can approach buyers whose business bases are in Western Japan.
- The first comprehensive exhibition of the second half of the Japanese fiscal year (April to March of the following year).

"Largest" in reference to the net exhibit space of trade shows with the same concept.

LIFESTYLE Week OSAKA [SEPTEMBER] Floor Plan (preliminary)



Choose your best show

Your Purpose

Aiming at...

**Best show
for you**

Promoting
your own
brand

Big market/order

starting the
first step in Japan

20th
LIFESTYLE Week TOKYO JULY
Trade Fair for Gifts, Stationery, Homeware and Fashion

8th
LIFESTYLE Week TOKYO JANUARY
Trade Fair for Gifts, Stationery, Homeware and Fashion

5th
LIFESTYLE Week OSAKA SEPTEMBER
Trade Fair for Gifts, Stationery, Homeware and Fashion

Acquiring
OEM/ODM
order

OEM order
from manufacture

ODM order
for store brands

5th
LIFESTYLE Week OSAKA SEPTEMBER
Trade Fair for Gifts, Stationery, Homeware and Fashion

8th
LIFESTYLE Week TOKYO JANUARY
Trade Fair for Gifts, Stationery, Homeware and Fashion

Participation Cost

0.5 booth (3m x 2.7m)

Raw Space : JPY 544,500
Rental Display : JPY 253,000
Expo Master (basic): JPY 55,000
Total : JPY 852,500
(approx., USD 5,500)

[Rental Display equipment]

- Rear & Side Walls (Pink / Black / White / Ivory / Light Green / Lavender Blue)
- 1 Unit Counter
- 1 table & 4 Chairs
- Power Supply to 1kw
- 4 Spotlights
- 1 Outlet
- Carpet (Black / Beige / Grey)
- 2 Shelves

What is
"Expo Master?"

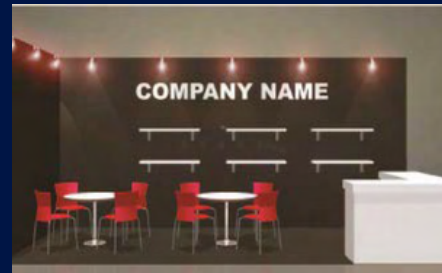


1 booth (6m x 2.7m)

Raw Space : JPY 1,089,000
Rental Display : JPY 506,000
Expo Master (basic): JPY 55,000
Total : JPY 1,650,000
(approx., USD 10,650)

[Rental Display equipment]

- Rear & Side Walls (Pink / Black / White / Ivory / Light Green / Lavender Blue)
- 2 Unit counters
- 6 Shelves
- 2 Tables & 8 Chairs
- 8 Spotlights
- Power Supply to 2kw
- Styrene Board
- 2 Outlets
- Carpet (Black / Beige / Grey)



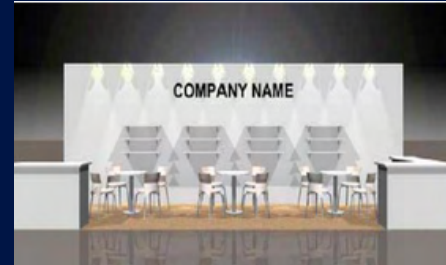
Participation Cost

1.5 booth (9m x 2.7m)

Raw Space	: JPY 1,633,500
Rental Display	: JPY 759,000
<u>Expo Master (basic)</u>	: <u>JPY 55,000</u>
Total	: JPY 2,447,500 (approx., USD 16,400)

[Rental Display equipment]

- | | |
|---|-----------------------|
| - Rear & Side Walls (Pink / Black / White / Ivory / Light Green / Gray) | - 12 Shelves |
| - Carpet (Black / Beige / Gray) | - 10 Spotlights |
| - 3 Unit counters | - Power Supply to 3kw |
| - 3 Tables & 12 Chairs | - 3 Outlets |

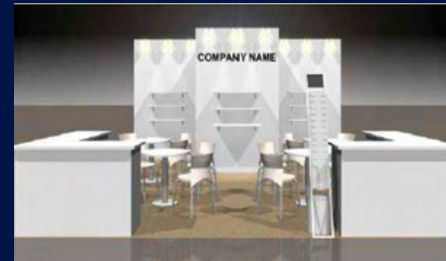


2 booth (6m x 5.4m)

Raw Space	: JPY 2,178,000
Rental Display	: JPY 1,012,000
<u>Expo Master (basic)</u>	: <u>JPY 55,000</u>
Total	: JPY 3,245,000 (approx., USD 21,650)

[Rental Display equipment]

- | | |
|---|-----------------------|
| - Rear & Side Walls (Pink / Black / White / Ivory / Light Green / Gray) | - 1 Catalogue Stand |
| - Carpet (White / Black / Beige / Gray) | - 11 Spotlights |
| - 4 Unit Counters & 9 Shelves | - 1 Dustbin |
| - 4 Tables & 16 Chairs | - 4 Outlets |
| | - Power Supply to 4kw |



Start your business in Japan !

