

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.



# Japan's LARGEST\* International Trade Show

\*"Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.



Show video  
from 2023 October Show (Day 1 of the show)





# 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>

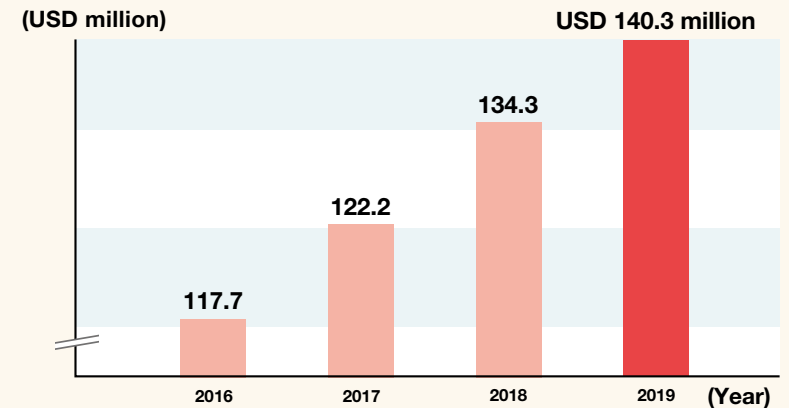
Top 5

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

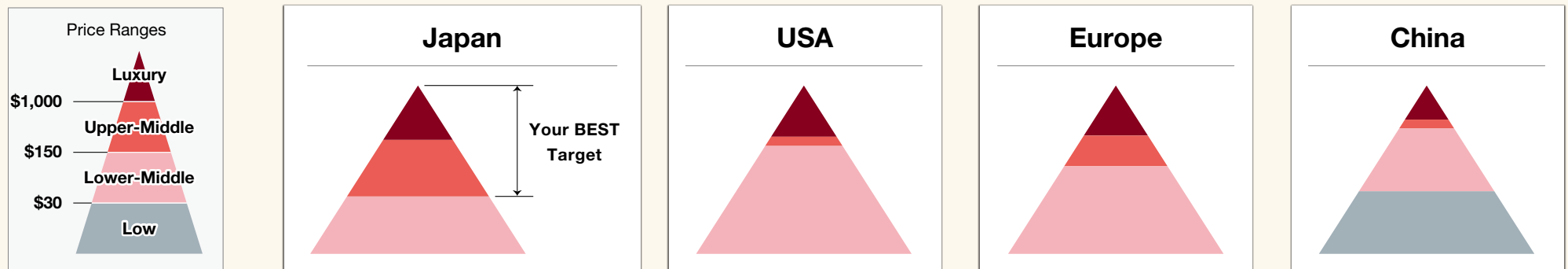
Imported fashion is very popular in Japan, and the market is increasing yearly!



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.)

<2024 October>

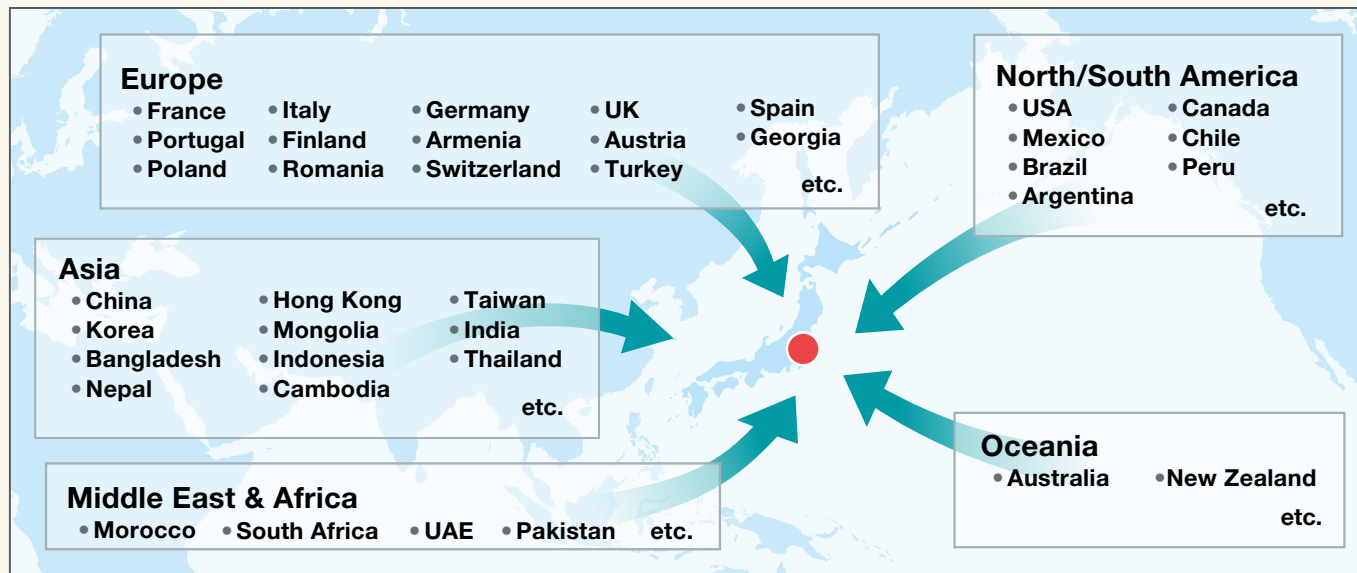
**1,200 / 25,000**  
Exhibitors                      Visitors

<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**

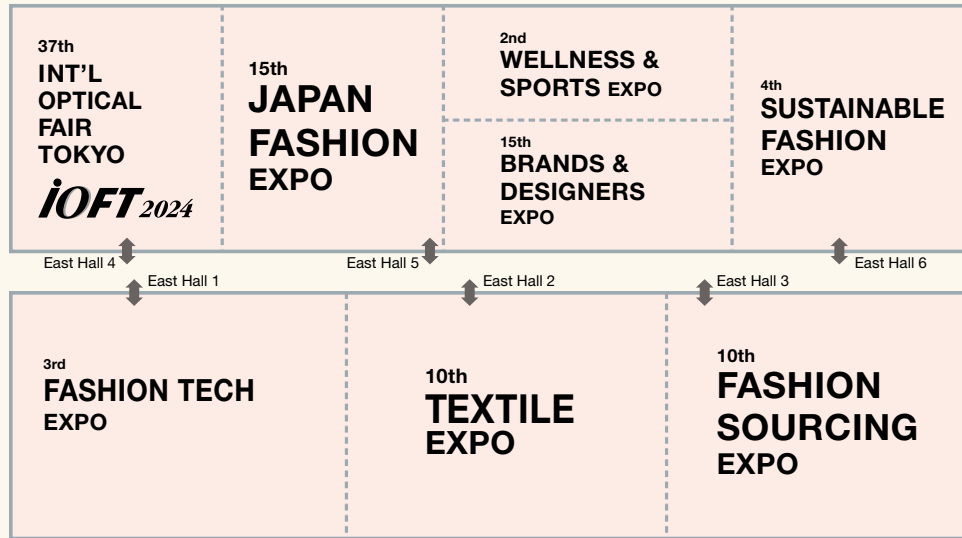
Specialised show for service and solution, which focused on IT and Digital Transformation for fashion industry.

# Covers All Fashion Items Consisting of 7 Specialised Expo

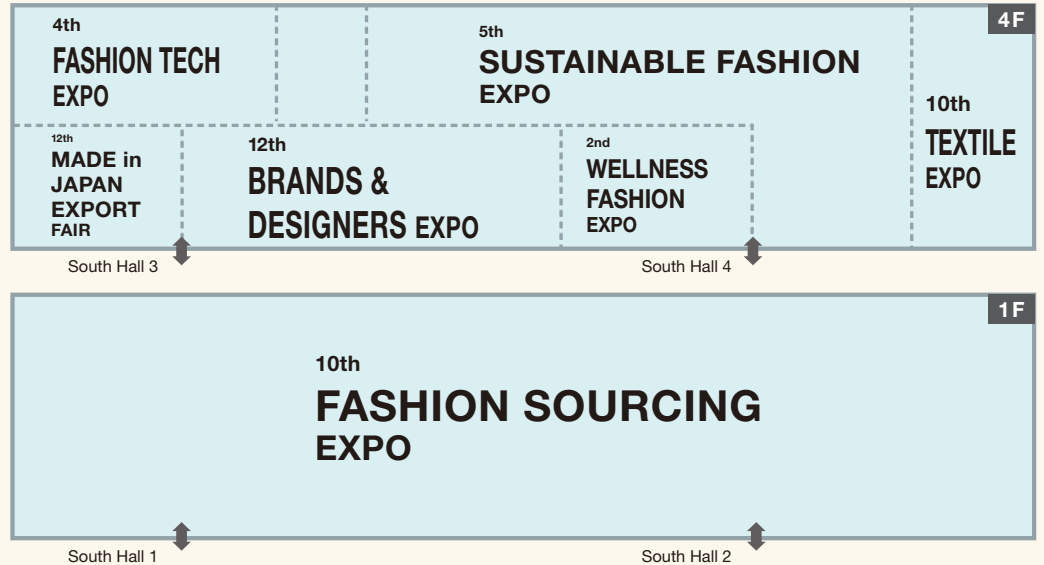
## ■ Floor Plan (Tokyo Big Sight)

\* 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.



Italy Pavilion



Georgia Pavilion



Korea Pavilion



South Africa Pavilion



Germany Pavilion

# Meet High-Quality Buyers On-site

■ You can meet your target customers as below:

## Importers/Trading Agents

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

etc.

## Department Stores

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

etc.

## Boutiques/Specialty Stores

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

etc.

## Shoes Stores

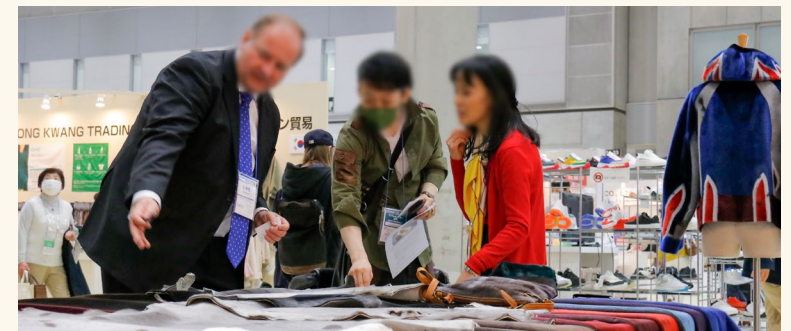
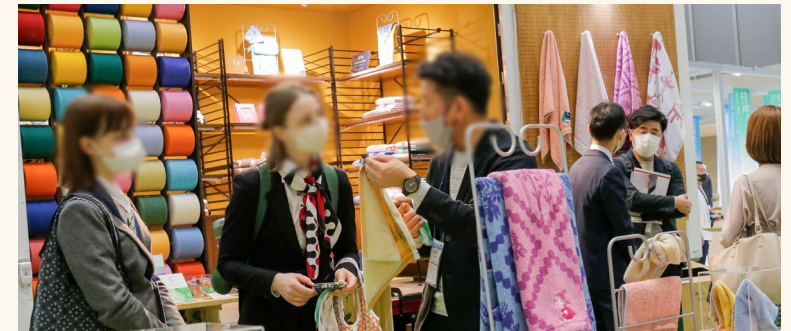
- ABC-MART
- LIFE GEAR
- TOHO LAMAC
- G-FOOT
- DIANA
- STEP
- MARUBENI FOODWEAR
- SHOEMART
- CHIYODA
- ROYAL
- REGAL
- WA ORIENTAL TRAFIC
- TSURUYA
- HIRAKI
- MODACLEA

etc.

## Bag Stores

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

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.

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

### Advertisement Opportunities (excerpts)

<b>Banner Ads on Official Show Website</b> 	<b>Show Entrance Floor Ads</b> 	<b>Hanging Banner Ad above Your Booth</b> 	<b>Digital Signage Ads on the Hallway</b>  etc.
--	---	---	---

### Advertisement Packages

<b>Premium Plan</b> (Limited to 3 Exhibitors) Complete package of all kinds of ads. maximum exposure plan.	<b>Business Activation Plan</b> Bring quality customers to your booth. Visitor Promotion Plan.	<b>Starter Plan II</b> Increase effectiveness of exhibiting.	▼ Receive more detailed info ▼ <a href="#">Click here for details</a> <b>FREE</b>
--	---	---	--

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



E-mail: [fwt.jp@rxglobal.com](mailto:fwt.jp@rxglobal.com)



Tel: +81-3-6739-4108



Web: [www.fashion-tokyo.jp/hub/en-gb.html](http://www.fashion-tokyo.jp/hub/en-gb.html)