

Japan's **LARGEST***!

FaW TOKYO

FASHION WORLD TOKYO

OCTOBER October 18 [Tue] - 20 [Thu], 2022

APRIL April 5 [Wed] - 7 [Fri], 2023

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan Ltd. Formerly Reed Exhibitions 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 2021 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>

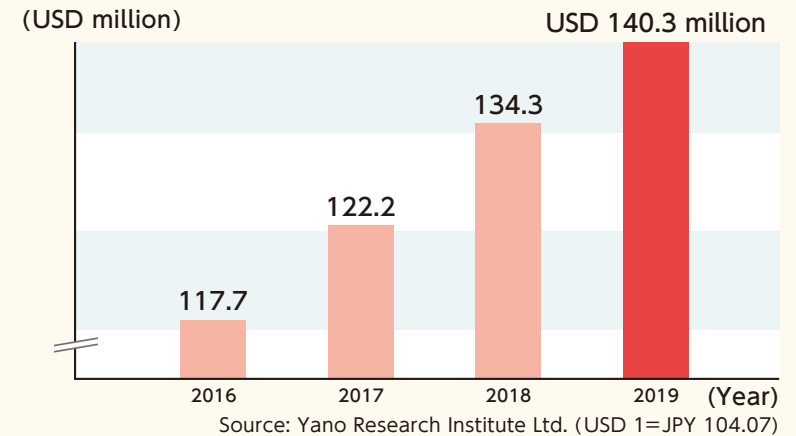
Top 5

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

(Source: Satatista, January 2020)

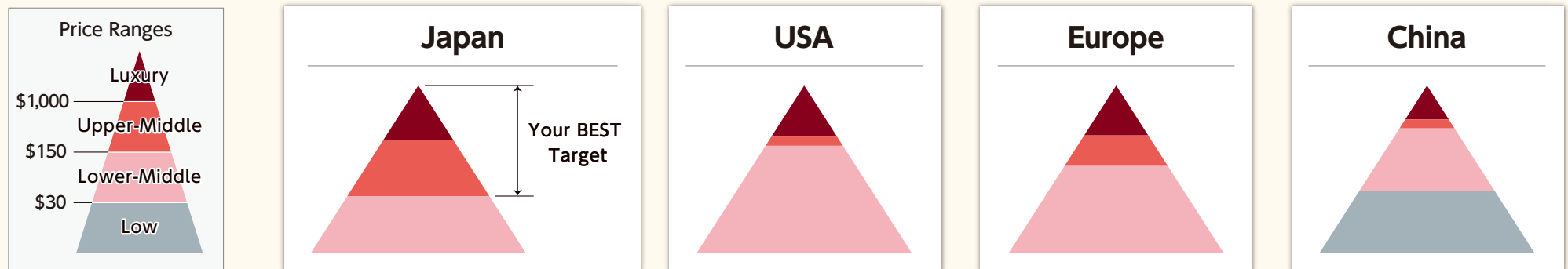
2 Growing Imported Fashion Market is Growing

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)

Your Gateway to Expand Business in Japan

■ What is FaW TOKYO -FASHION WORLD TOKYO?

FaW TOKYO -FASHION WORLD TOKYO is Japan's largest, International trade show consisting of 6 specialised shows. Gathering buyers, importers from all over Japan and Asia, the show is the best place to start your business in Japan.



<2022 OCTOBER>

750

Exhibitors

23,000

Visitors

<2023 APRIL>

800

Exhibitors

25,000

Visitors

(The numbers of exhibitors and visitors are expected.)

INT'L FASHION BRAND EXPO

Apparel

Shoes

Bags

Fashion Accessories

FASHION SOURCING EXPO

JAPAN FASHION EXPO

TEXTILE EXPO

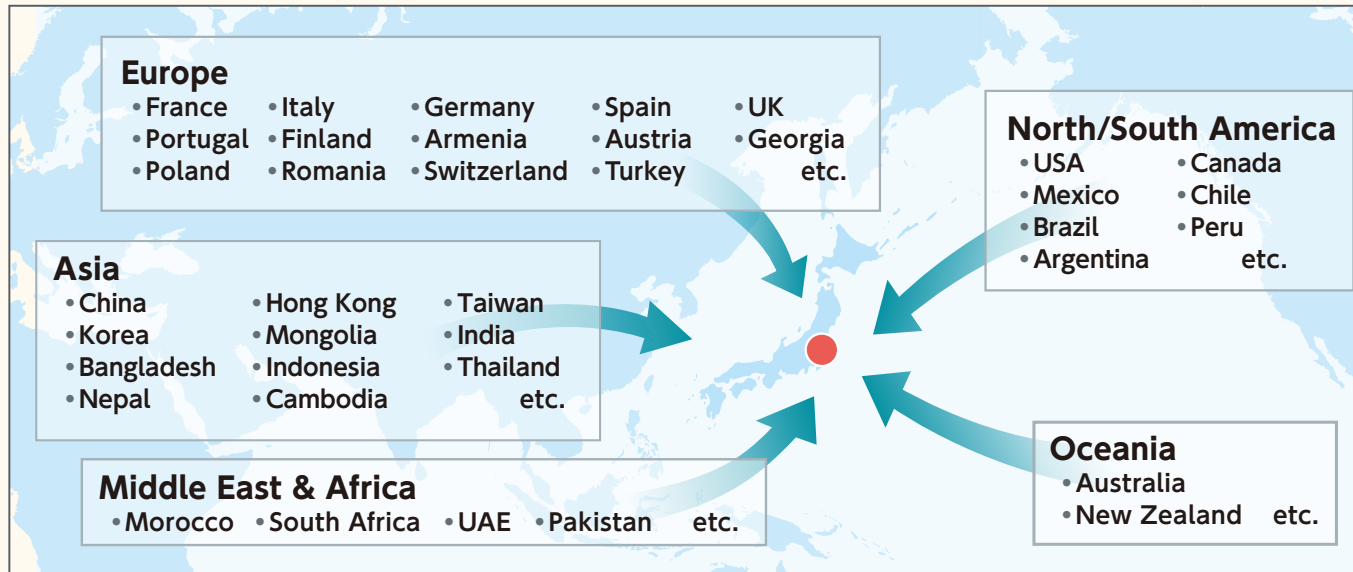
NEW
FASHION DIGITAL TRANSFORMATION EXPO

SUSTAINABLE FASHION EXPO

What is INT'L FASHION BRAND EXPO?

With increasing demand from the buyers, INT'L FASHION BRAND EXPO 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! (expected)

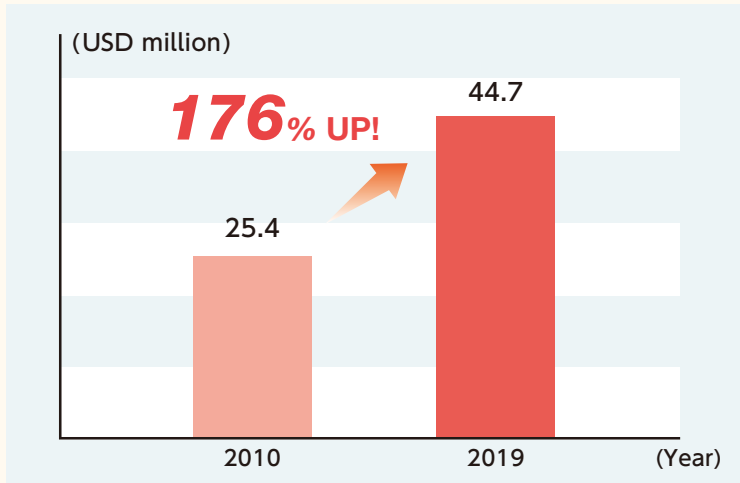


■ Many International Pavilions (expected)



Apparel Market < INT'L FASHION BRAND EXPO >

■ The market of imported clothing is increasing!



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

■ You can meet your target customers as below:

Importers/Trading Agents

- MITSUI
- MARUBENI
- UENI TRADING
- MITSUBISHI
- ONWARD
- YAGI TSUSHO
- ITOCHU
- TOYOTA TSUSHO
- SANYEI
- SUMITOMO
- SOJITZ
- etc.

Department Stores

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

Boutiques

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

■ Visitor's Comment

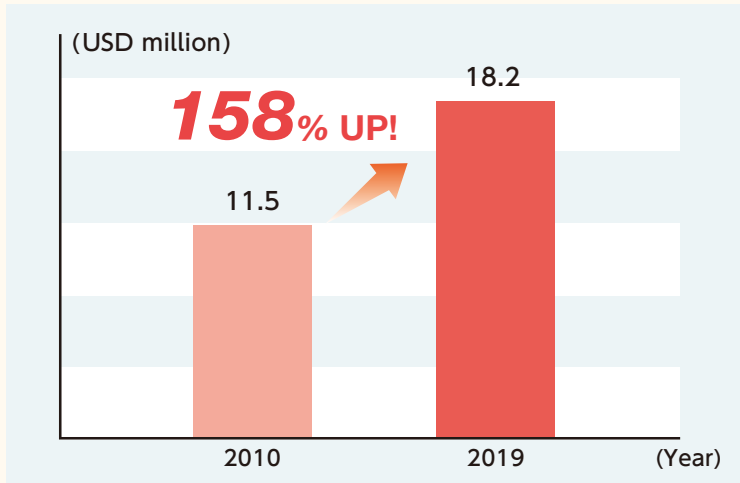
nano universe (TSI HOLDINGS CO., LTD.) (Japan) Boutique

It is important for us to source products that meet the huge variety of consumer demands. And FaW TOKYO offers us opportunities to achieve solutions for such consumer demands in many ways.



Shoes Market < INT'L FASHION BRAND EXPO >

■ The market of imported shoes are increasing by 158%! ■ You can meet your target customers as below:



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

Shoes Stores

- ABC-MART
- LIFE GEAR
- STEP
- G-FOOT
- DIANA
- SHOEMART
- LIFE GEAR
- MARUBENI FOOTWEAR
- ROYAL
- CHIYODA
- TSURUYA
- REGAL
- WA
- MODACLEA
- HIRAKI
- TOHO LAMAC
- etc.

Importers/Trading Agents

- MITSUI
- MITSUBISHI
- ITOCHU
- SUMITOMO
- ONWARD
- TOYOTA TSUSHO
- etc.

Department Stores

- ISETAN MITSUKOSHI
- TAKASHIMAYA
- DAIMARU
- HANKYU HANSHIN
- SOGO & SEIBU
- TOBU
- etc.

Boutiques/Specialty Stores

- BEAMS
- UNITED ARROWS
- URBAN RESEARCH
- SHIPS
- NANO UNIVERSE
- BAYCREW'S
- etc.

■ Visitor's Comment

Hyundai Department Store (Korea) Department Store

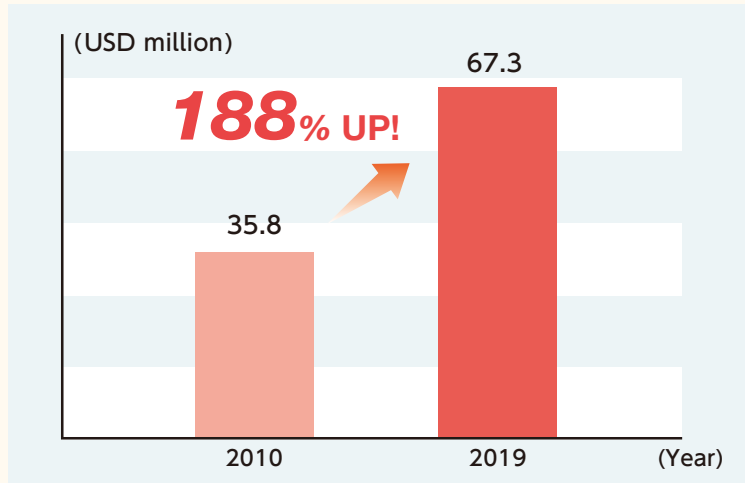
We came to see various items and we had interest in shoes especially as there is high demand. So we came to source shoes, sneakers and sportswear. We were surprised by the scale and number of international exhibitors. We are definitely visiting the show again!



Bags / Accessories Market < INT'L FASHION BRAND EXPO >

■ The market of imported bags and leather items is increasing!

■ You can meet your target customers as below:



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

Bag Stores

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

Importers/Trading Agents

- MITSUI
- MITSUBISHI
- ITOCHU
- MARUBENI
- SUMITOMO
- ONWARD
- TOYOTA TSUSHO
- etc.

Department Stores

- ISETAN MITSUKOSHI
- TAKASHIMAYA
- DAIMARU
- HANKYU HANSHIN
- SOGO & SEIBU
- TOBU
- etc.

Boutiques/Specialty Stores

- BEAMS
- NANO UNIVERSE
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- BAYCREW'S
- URBAN RESEARCH
- SAZABY LEAGUE
- SHIPS
- etc.

■ Visitor's Comment

BEAMS (Japan) Boutique

We can see not only different types of fashion styles from street, mode, classic, to casual, but also fashion accessories all at once at this venue. FaW TOKYO provides the best gateway to find new business opportunities.



SUSTAINABLE FASHION EXPO

Specialised show focusing on “Sustainable Fashion”

This show is specialised for finished products and materials focusing on “sustainability”. Exhibitors showcase products with themes that are Organic, Ethical, Recycled, Eco-Friendly, Animal-Free, etc. from around the world! Launched in 2020 April, this specialised area continues to attract huge attention from the industry and exhibitors are increasing!

■ Exhibitor Comments (excerpts)

VT Thai Group Co., Ltd.

The number of inquiries: 68
Product: Sustainable Apparel



FaW TOKYO is a very important business platform for overseas companies. By exhibiting, you can establish strong relationships in the Japanese market and with Japanese companies. It is a very good show for doing business in Japan.

FELIZ HONG KONG LTD.

The number of inquiries: 170
Product: Sustainable Bag



We had business meetings with Department stores, select shop owners, and EC companies . If you want to get into the Japanese market, FaW TOKYO is the best place to set your target. Don't hesitate, just join.



Exhibit to Expand your Business in Japan

Advertisement Package Plan

Maximise the outcome of your exhibiting!

FaW TOKYO offers Advertisement Packages that accelerate your international marketing by combing your exhibiting with pre-show promotion.

Premium Plan
(Limited to 3 Exhibitors)

Business Activation Plan

Starter Plan

You can choose from 3 Special Packages.



[Click here for details](#) **FREE**



Booth-Only Plan

1. Raw Space Only
(Design your own booth)
2. Raw Space + Rental Display
(Shell scheme)
3. Remote Exhibiting Plan
(Send your products to your booth and exhibit)

[Cost Estimation Request](#)



Contact



Organiser: RX Japan Ltd. Formerly Reed Exhibitions Japan Ltd.
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