



To Members of the Press

Dec. 15, 2009
Senken Shimbun

About JFW International Fashion Fair

We send our deepest thanks for your patronage.

"JFW International Fashion Fair (JFW-IFF)", held by the fashion industry-specialized magazine Senken Shimbun, will be held from January 13th, 2010 (Wed.) to January 15th, 2010 (Fri.) at Tokyo Big Sight.

The JFW International Fashion Fair is the largest fashion exhibition in Japan, hosting participants from not only Japan but also from around Asia, the United States, and Europe. It will feature all types of fashion items, from clothes to bags to shoes. Almost 800 companies participate, and around 30,000 visitors, including large number of buyers from retailers, visit the exhibition every year.

In this year's January exhibition, approximately 750 companies from 13 countries including Japan will participate. In addition to the newest trends that will decorate the year 2010, the fair will also feature young designers of the future and creator incubation businesses, making an appeal to the fashion industry that Japan holds as a proud tradition.

For members of the press, please check out the highlights of the JFW International Fashion Fair and by all means please feel free to cover the fair while it's on.

Kind Regards

(Event Overview)

Name JFW International Fashion Fair (AKA: **JFW-IFF**)

Date **January 13th, 2009 (Wed.) ~ 15th (Fri.)**

Time 10:00am ~ 18:00pm (Until 17:00pm on the final day)

Place Tokyo Big Sight (West Exhibition Hall)

Held by Senken Shimbun

Sponsors Ministry of Economy, Trade, and Industry, Tokyo Prefecture,
Japan External Trade Organization (JETRO), Japan Fashion Association,
Japan Textiles Exporters Association, Japan Textiles Importers Association,
Japan Apparel Industry Council,
Japan Women's & Children's Wear Manufacturer's Association, Japan Retailers Association,
Japan Department Stores Association, Japan Chain Stores Association,
Japan Specialty Store Association, Japan Council of Shopping Centers,
Council of Fashion Designers, Tokyo (in no particular order)

Cooperation WIRED CAFÉ, Soup Stock Tokyo, motoya express, music planet, PLANET GROOVE,
BEAMS RECORDS, Virtual Green, LUSH, SHINDO, TOMS, AROMA VITA+, Usami Chaten,
MOGA BROOK, papier colle, GAMBO GROOVE

Exhibitors: 750 companies (from 14 countries including Japan, US, Canada, France, Germany, Portugal, China, Hong Kong, Korea, Mongolia, Singapore, Thailand, Bangladesh, India)

No. of visitors: approx. 27,000 (estimated)

Entrance fee: Free (Only for members of the industry)

Official site: www.senken-ex.com/iff



7 Highlights of the January 2010 JFW International Fashion Fair

Highlight 1: "Next generation brands for the young to the around thirty, coming together in one place!"

One of the attractions of the JFW Fair is the rich number of exhibitors. For young ladies, we have "Natural", "Mode", "Feminine", and "09 style", with all brands to cover the wide range of young ladies' tastes. Also, this time we will have an "Around 30" zone, focusing on fashion for adult women.

Highlight 2: "Not just clothes - there are plenty of the accessories that will become next season's hits!"

There are plenty of shoes, bags, and other accessories to brighten up your lifestyle with fashion. You can check out "Cros", which were a huge hit at the previous JFW-IFF, as well as other unique products such as the fleece "slanket" which is slated to be the hit of this winter. This time, we will feature an "Accessory Court" even larger than the last one, filled with fashionable items.

Highlight 3: "Booths & events to support Japanese designers and creations!"

One of the JFW-IFF's most important functions is supporting the next-generation fashion creators of tomorrow. We will once again feature the "Rookie Fashion Designer Booth", held by the Japan Fashion Week Organization. Also, collaboration t-shirts designed by "JFW Rookie Designer Award" winners and participating manufacturers will be introduced throughout the fair.

Highlight 4: "Traditional Japanese Production: Taking on the fashion market!"

"Japan Mono Ichi - Creation Spirits -" is a market-oriented hands-on project by the Ministry of Economy, Trade and Industry and the Organization for Small & Medium Enterprises and Regional Innovation, JAPAN. It's a project to introduce the fine goods of Japan created by its long history and tradition which should be known more by the world.

50 companies - creators of fashion items and accessories - will participate at this JFW-IFF, and on the first day of the fair, the Jupiter Shop Channel will be broadcasting live from the exhibition to the consumers.

Highlight 5: "Can't-miss seminars held by fashion specialty magazines!"

A total of 7 seminars will be held throughout the fair. Famous reporters from the editing department of Senken Shimbun, which has proudly run for over 60 years, will impart their vast knowledge regarding the ever-changing world of the modern fashion business. Also, external speakers will also be present, discussing a rich variety of subjects, including new possibilities in the recently popular new LED lighting for shop design, shop design as seen from the point of view of the food business, valuable fashion business rules regarding the psychology of the modern female consumer, and more.

Highlight 6: "It's not just China. China+1 country for merchandise procurement!"

In the fashion industry, the phrase "China +1" is gaining popularity. As with other industries, the fashion industry also relies heavily on China for production. To answer the requests of distributors who want things cheaper, and more things not yet available on the market, the JFW-IFF will feature group exhibitions from India, Thai, Mongolia, and for the first time, Bangladesh manufacturers.

Highlight 7: "Walking around the entire fair is tiring. How about a rest at the cafe?"

At the JFW-IFF, demonstrations by sponsors are also highlights of the fair. Background music and nail salons from Beams Records Planet Group, as well as familiar food & drink establishments such as Wired Café, Motoya Cafe and more will also make an appearance at the fair. How about taking a rest between business negotiations?



More details on exhibits and seminars are available in the December 21st special JFW-IFF edition of the Senken Shimbun. We also have an official website at www.senken-ex.com/iff.

While we understand that this will be a busy time for members of the press, we happily welcome coverage and introductions of the JFW International Fashion Fair by the media.

We will provide information and advertisements to the best of our ability to any interested parties. Please contact the address below and/or our administrators.

Contact (From the Press)

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