

Import selection
TERROIR

IFF
INTERNATIONAL FASHION FAIR

Press Release

July 20, 2007

SENKEN SHIMBUN Co., Ltd.

**The 16th International Fashion Fair Successfully Closed
Business talks continue to be held in every place
TERROIR concurrently held with IFF was highly recognized by buyers**

*—The fair attracted 800 exhibitors, the biggest scale that the fair has ever had—
—With its size and variety, IFF has become an exhibition that you should not miss —*



Today is the last day of the 16th International Fashion Fair (IFF), the biggest business-oriented fashion fair in Japan organized by SENKEN SHIMBUN Co., Ltd. The total number of visitors for the opening day was 10,112, and 10,974 for the second day. By 1:00 p.m. on the final day, visitors totaled 4026. At the exhibition venue of Tokyo Big Sight West Hall, productive business negotiations continue to be held.

The fair attracted a total of 816 exhibitors: 664 domestic companies and 152 overseas companies from 20 countries and regions. The exhibition area covered 1,219 space units. IFF, together with TERROIR that is held concurrently with IFF, has been expanding in size each year. This time, exhibitors increased over the previous edition of the fair and hit a record number of exhibitors. Especially, ladies' wear zone had 102

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exhibitors, and they designed their booths elaborately so that they could attract the visitor's attention.

—Ladies' wear zone gained momentum ! —
—Newly established corner, Kid's Fashion Zone, also well received —

By taking advantage of participating in IFF, most of the exhibitors for ladies' wear strived to introduce their new brands and open up new sales channels. Some exhibitor even showcased the whole sales floor with their products by using as many as 9 space units, and other manufacturer demonstrated their strength by focusing on their specialty item, bottoms only. Both of them drew a great deal of attention.

Creator's Village (CV), which is continuously a popular zone to introduce new designers and emerging manufacturers, set up a new corner in the center of the atrium in the Big Sight West Hall to exhibit part of its products. Exhibitors for this corner are small in size, but with this change, they could successfully present their unique brands and products. One of the biggest attractions that IFF has is that it features both large-scale exhibitors and small-scale ones who do their best although being small in the business size, and this brings a sense of unity that can be experienced by all of the exhibitors.

Starting from this time, an exhibition "TERROIR" dedicated to high-quality imported brands has just been launched. This is to be held concurrently with IFF. Fashion products from countries such as East and North Europe and Turkey that have not been fully introduced to Japan received much of the attention of Japanese buyers.

As the market for children's wear in Japan is gearing up for a further growth, a zone called "Love" for children's clothing and related products was newly established jointly by IFF and TERROIR. The zone was also favorably received. There was a large audience for the panel discussion by Mr. Hotta, an editor of kids' fashion magazine "Sesame" and Mr. Shiino, a marketing director of babies & children's products, ISETAN MD Management Division.

*—Next fair to be held from January 23, 2008, at Tokyo Big Sight, with much more
improvements —*

The 17th International Fashion Fair will be held on January 23-25, 2008, at Tokyo Big Sight-West Exhibition Hall. We will continue to make every effort for further development of IFF and TERROIR as a general fashion trade show to meet the needs of both exhibitors and visitors.

If you have any questions regarding the event, please contact:

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