

**The 16th International Fashion Fair closed successfully  
with a total of 30,000 visitors  
The first TERROIR made also high impression on buyers**

The 16th International Fashion Fair (IFF), organized by SENKEN SHIMBUN Co., Ltd., was held in Tokyo Big Sight on July 18-20. Together with IFF, the brand-new fair “TERROIR” made a debut with selected high quality imported brands. The two fairs had totally 816 exhibitors from 21 countries/regions (\*664 from Japan and 152 from overseas) of 1,219 booths altogether, and attracted 29,964 visitors in three show days.

Ladies wear zone of IFF was expanded significantly, and also a newly established zone for children’s wear, “LOVE”, drew a great deal of visitors. “TERROIR” showcases unique brands from East and North European countries that have not been fully introduced to Japan. It also features a Turkish group participation organized by ITKIB (Istanbul Textile and Apparel Exporters Associations), which includes evaluated brands known for the reliable quality for manufacturing prominent European brands. Though this was the first attempt, the show got a good first step.

Breakdown of visitors is shown below.

Categorization of Visitors (the 16th) July 18-20, 2007				
	Domestic Visitors	Overseas Visitors	Total	Component Ratio (%)
Select Shops	3,736	63	3,799	12.70%
Specialty Stores	6,698	131	6,829	22.80%
Department Stores	1,280	31	1,311	4.40%
General Merchandizing Stores	582	24	606	2.00%
Non-store Retailers	741	7	748	2.50%
<b>Total Retailers</b>	<b>13,037</b>	<b>256</b>	<b>13,293</b>	<b>44.40%</b>
Apparel Manufacturers	4,743	78	4,821	16.00%
Wholesalers	5,811	52	5,863	19.60%
Trading Companies / Import Agents	2,471	91	2,562	8.60%
Press	483	11	494	1.60%
Misc.	2,890	41	2,931	9.80%
<b>Total Visitors</b>	<b>29,435</b>	<b>529</b>	<b>29,964</b>	<b>100.00%</b>

Import selection  
**TERROIR**



Next fair will be held at Tokyo Big Sight-West Exhibition Hall on January 23-25, 2008.

We will continuously make every effort to improve the exhibitions of both IFF and TERROIR to contribute to the fashion business industry.

For further information regarding the event, please contact:

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