

Import selection
TERROIR



Press Release

July 07, 2008
Senken Shimbun Co., Ltd.

JFW International Fashion Fair coming soon!
Collection of 800 domestic and foreign exhibitors, along with the 3rd TERROIR!

- *Reinforced by the cooperation with JFW,*

the Fair appeals Japan's fashion to the world! -

Organized by Senken Shimbun Co., Ltd. a comprehensive trade show “the JFW International Fashion Fair (IFF)” will take place at the Tokyo Big Sight from July 16th to 18th. Along with the overseas fashion brand exhibition “TERROIR”, the 18th Fair has gathered **797 exhibitors from 21 countries and areas including Japan.!**

IFF has come to cooperate with the Japan Fashion Week (JFW) Organization, which promotes the “Japan Fashion Week in Tokyo”. The organization operates fashion shows, personnel trainings and supports to promote Japan's fashion to the world. Likewise, IFF has conducted exhibitions, aiming at “from Tokyo to the world” and “the crossroads of business and mode”. By cooperating with JFW, **we are engaged in efforts more than ever to introduce Japan's fashion to the international market from now on.**

- *Complete lineups of domestic and foreign new fashion products ranging*

from clothing to accessories!-

In addition to more than 100 ladies wear companies, 94 exhibitors for bags and 73 for shoes have gathered for this Fair. While, KOBE FASHION BOOTH (12 companies), Tokyo Shoe Fair Association (15 companies), Hong Kong Trade Development Council (29 companies), and other various national and international organizations are continually participating in the Fair, **169 companies from Japan and 110 from abroad are new exhibitors!**

The well received Creator's Village, 145 companies of small but vital companies and designers will exhibit. “TERROIR”, the overseas fashion brand exhibition along with the Fair, has participants including corporations from the shoemaking region of Marche, Italy, and “Fashion Ring”, a group of Italian brands together. Moreover, there is the “LOVE” zone collecting national and international clothing and accessories for children. Visitors will find a great variety of new products ranging from clothing to accessories at the exhibition this time, more than ever before.

During the Fair, seminar of the recent American fashion market trends, reported by Ms. Yoshiko Sugimoto, a New York correspondent from Senken Shimbun Co., Ltd. will take place.

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To the press:

We would very much appreciate it if you take this opportunity to cover the IFF and TERROIR.
For further information, please see the following outline of the Fair and the issue of h for BIZ featuring IFF / TERROIR enclosed herewith.

Please also visit our official web site : www.senken-ex.com

Information

JFW International Fashion Fair

Date: July 16-18,2008 10:00 a.m.-6:00 p.m. *Close 5:00 p.m. on July 18

Venue: TOKYO BIG SIGHT

Organizer: SENKEN SHIMBUN

Admission: Free

<http://www.senken-ex.com>

Support: Ministry of Economy,Trade and Industry, Tokyo Metropolitan Government, Japan External Trade Organization (JETRO),Japan Fashion Association, Japan Textiles Exporters Association, The Japan Textiles Importers Association, Japan Apparel Industry Council, Japan Women's & Children's Wear Manufacturers Association, Japan Retailers Association, Japan Department Stores Association, Japan Chain Stores Association, Japan Specialtystore Association, Japan Council of Shopping Centers, Council of Fashion Designers, Tokyo.

Special Thanks: CAMPARI, Paris Region Economic Development Agency, Paris Ile-de France Regional Tourist Board, PARIS REGION TRADE SHOWS,

CREDENCE, American Apparel, @aroma, ZEROPOSITION, China Textile City

Cooperation: BEAMS RECORDS, MOTTAINAI

For further information, please contact Mr. Yamamoto of SENKEN SHIMBUN exposition group by e-mail at:iff-08@senken.co.jp.