



Press Release

July 23, 2008
Senken Shimbun Co., Ltd.

**30,000 visitors to JFW International Fashion Fair and
TERROIR in total.
Increased visitors from overseas including Asia.**

“The JFW International Fashion Fair (JFW-IFF)”, the comprehensive trade show organized by Senken Shimbun Co., Ltd., and the overseas fashion brand exhibition “TERROIR” took place from July 16th to 18th. **With 797 participants from 21 countries and areas including Japan, the three-day event had 29,832 visitors** to the both shows altogether.

Breakdown of the visitors is shown below.

Categorization of visitors (the 18th)			July 16 – 18, 2008	
	Domestic Visitors	Overseas Visitors	Total	Component Ratio(%)
Select Shops	4,432	61	4,493	15%
Specialty Stores	5,956	70	6,026	20%
Department Stores	1,141	25	1,166	4%
General Merchandising Stores	532	7	539	2%
Non-store Retailers	893	0	893	3%
Total Retailers	12954	163	13117	44%
Apparel Manufactures	4,461	105	4,566	15%
Wholesalers	5,973	76	6,049	20%
Trading Companies / Import agents	2,600	138	2,738	9%
Press	449	18	467	2%
Others	2,847	48	2,895	10%
Total Visitors	29,284	548	29,832	100.00%

Despite the extreme heat before the end of rainy season, JFW-IFF and TERROIR closed successfully with approximately as much visitors as the previous fair. Buyers from overseas around Asia are constantly increasing, and the Fair is steadily growing as an exhibition attracting attention not only from Japan, but from the world as well. IFF began to cooperate with the Japan Fashion Week (JFW) Organization from this 18th Fair. From the next fair in January 2009 and thereafter, **we will launch various**



projects on a full scale in order to promote Japan's fashion to the world. The next fair will take place between January 14th to 16th, 2009 at West Exhibition Hall of the Tokyo Big Sight. **With the slogan, "from Tokyo to the world" we will enhance our content all the more to contribute to the fashion industry.**

For further information, please contact:

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