

Post Show Report

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**FASHION WORLD
TOKYO** 2019 MARCH

**FASHION WORLD TOKYO
FACTORY** 2019 MARCH

Concluded with Great Success!

Tokyo –Reed Exhibitions Japan Ltd.

FASHION WORLD TOKYO and FASHION WORLD TOKYO-FACTORY- were held in lively atmosphere from Mar. 27 (Wed) – 29 (Fri), 2019 at Tokyo Big Sight, Japan. The show was attracted by **813** exhibitors from **31** countries/regions, **17,103** trade visitors and **7,686** conference attendees in 3 days.



Show Outline

Exhibition Title	FASHION WORLD TOKYO 2019 [MARCH]	
Consisting of	FASHION WEAR EXPO, BAG EXPO, SHOES EXPO and FASHION JEWELLRY EXPO	
Dates	27 [Wed] – 29 [Fri] March, 2019	
Venue	Tokyo Big Sight, Japan	
Organised by	Reed Exhibitions Japan Ltd.	
Concurrent Show	FASHION WORLD TOKYO -FACTORY- 2019 [MARCH]	
Co-held Event	Conference (38 sessions)	
Number of Exhibitors	813 Exhibitors from 31 countries & regions	
Exhibits	Manufacturers/Wholesalers/Trading Agents dealing in: - Women's, Men's Wear - Bags - Shoes - Accessories - OEM/Sourcing - Textiles etc.	
Visitors	Buyers from: - Department Stores - Boutiques - Mass Retailers - Online Stores - Importers etc.	Professionals from: - Fashion Manufacturers - Press - Fashion Industries etc.

About FASHION WORLD TOKYO

This is a unique Japanese trade show of fashion sourcing, materials and brands exhibits together, combining FASHION WORLD TOKYO and FASHION WORLD TOKYO -FACTORY-. This is the only trade show which demonstrates the products satisfying all needs for fashion due to covering the whole fashion industry.

FASHION WORLD TOKYO consists of 4 separate shows divided by themed categories of fashion items (FASHION WEAR EXPO, BAG EXPO, FASHION JEWELLRY EXPO and SHOES EXPO) and FASHION WORLD TOKYO -FACTORY-, a place where popular fashion garments/textiles companies and fashion sourcing manufacturers are gathering. (TEXTILE TOKYO and FASHION SOURCING TOKYO) The on-site meeting provides good business opportunities for exhibitors and visitors.

It is a must-attend show to catch up with Japanese fashion market that became loved in Asia. It has also become a one-stop venue for fashion business as it covers whole fashion supply chain.

31 Countries & regions gathered!

The numbers of exhibitors and visitors from overseas have been increased and the show has become more and more international since the show launched in 2013.

FASHION WORLD TOKYO is well-known as an international business platform in Japan. It is the best gateway for international exhibitors to meet business buyers/partners not only from Japan, but also from Asia and other areas of the world. With an increasing number of international visitors, the show is regarded as the Asian business hub of the fashion industry.

FASHION WORLD TOKYO has been chosen by many companies as the best business platform to break into the Japanese fashion market, the world's 3rd biggest market. This can be proved by the fact that over a half of the total are international exhibitors. The future editions are expected to be more and more international and create more global business opportunities.

31 exhibiting countries/regions

at FASHION WORLD TOKYO 2019 [MARCH] & FASHION WORLD TOKYO -FACTORY- 2019 [MARCH]



*In alphabetical order

Asian factories gathered!

There were a lot of Asian clothing manufacturers at FASHION WORLD TOKYO -FACTORY- 2019 [MARCH] showcasing their countries/regions' latest products and advanced technologies. Various exhibitors from Bangladesh, China, Hong Kong, India, Japan, Nepal, Pakistan, Taiwan, Vietnam and etc . have attended! They drew great attention from Japanese buyers/importers/retailers and also visitors from other countries.

As this show gathered well experienced factories well-known for its low cost and high quality, flexibility in order size and skilled craftsmanship, more and more visitors attended the show to source and compare their new partners.

FASHION WORLD TOKYO -FACTORY- became the show where world's leading apparel/textile factories chose to exhibit to expand their business.



[Bangladesh]



[China]



[South Korea]



[Pakistan]



[Taiwan]



[Thailand]

*In alphabetical order

European manufacturers showcased new & latest brands!

FASHION WORLD TOKYO 2019 [MARCH] was notable due to gathering many European brands to showcase their latest products.

Every year, more and more new Japanese and international pavilions bring additional excitement to the show ground. At 2019 March show, Georgia Pavilion (APS) became a new comer. Many countries/regions pavilions will be expected to appear in 2019 October and 2020 April show.



[France]



[Georgia]



[Germany]



[Italy]



[Portugal]



[Spain]

*In alphabetical order

Significant existence of “Made in Japan” collections

As Japan's largest fashion trade show, regional municipalities' pavilions from all over Japan gathered. Made in Japan collections became one of the highlights of the show. Especially for international visitors, “Made in Japan” has drawn more and more world attention indeed.

For example, one company headquartered in Okayama prefecture presented their “cotton” from with unique texture for jeans. Another feature was "Designers' Gate", where emerging Japanese designers gather. Visitors were amazed by the up-and-coming designs/items made by enthusiastic designers.



[Made in Japan collection]



[Designers' Gate]



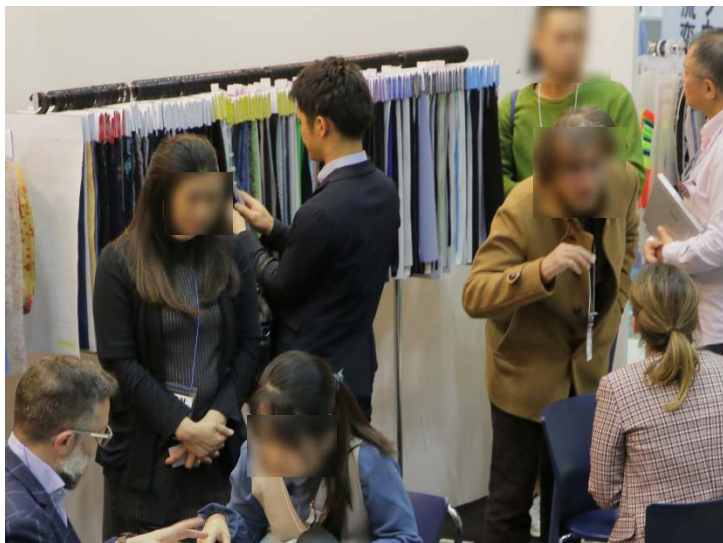
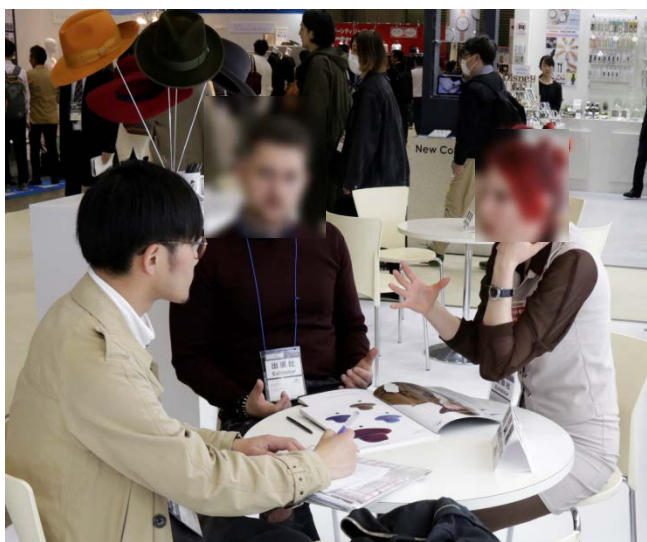
[Made in Japan collection]

A sophisticated business matching service produced 1,029 on-site meetings

A matching system which has been introduced since 2017, enables both exhibitors and visitors make appointments.

Show Management has created “Business Matching Service” to have productive business meetings between exhibitors and visitors on site.

“Business Matching Service” produced 1,029 meetings during the March 2019 show period. The service helped visitors a lot as it picked up exhibitors that impressed them by listening to their needs and also by a guided tour approach. Since it is extremely difficult to view every single exhibitor in details during the show, the service was highly appreciated by many buyers. Some of those meetings ended up with on-site ordering, and some went deeply up to widening the business chances for many at FASHION WORLD TOKYO 2019 [MARCH].



Join us at Next Shows

FASHION WORLD TOKYO **2019 OCTOBER**

Dates: **October 2 (Wed) – 4 (Fri), 2019**

Venue: Tokyo Big Sight, Japan

Shows held within Fashion World Tokyo

FASHION WEAR EXPO TOKYO

BAG EXPO TOKYO

SHOES EXPO TOKYO

FASHION JEWELLERY EXPO TOKYO

MEN'S FASHION EXPO TOKYO

Concurrent show of Fashion World Tokyo:

Held inside FASHION WORLD TOKYO FACTORY 2019

TEXTILE TOKYO

FASHION SOURCING TOKYO

FASHION WORLD TOKYO **2020 APRIL**

Dates: **April 1 (Wed) – 3 (Fri), 2020**

Venue: Tokyo Big Sight, Japan

Shows held within Fashion World Tokyo

FASHION WEAR EXPO TOKYO

BAG EXPO TOKYO

SHOES EXPO TOKYO

FASHION JEWELLERY EXPO TOKYO

Concurrent show of Fashion World Tokyo:

Held inside FASHION WORLD TOKYO FACTORY 2020

TEXTILE TOKYO

FASHION SOURCING TOKYO

The next shows will be held on **2 – 4 October, 2019** and **1 – 3 April, 2020** at Tokyo Big Sight, JAPAN, gathering 1050* exhibitors in October edition and 910* exhibitors in April edition.

(* Estimated numbers of exhibitors)

Lots of exhibitors and new companies have signed for the next editions during the last show period. For those who are still considering, please contact Show Management immediately to reserve a booth and secure your spotlight! FASHION WORLD TOKYO booths are expected to be sold out soon!

Contact Info

Reed Exhibitions Japan Ltd.

FASHION WORLD TOKYO Show Management

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Website: <https://www.fashion-tokyo.jp/en-gb.html>

>> For Exhibiting

Attn: English: Yuri Terao (Ms.), Yurina Nobuhara (Ms.), Kurena Watabe (Ms.)

Chinese: Ei Iwasaki (Ms.), Korean: Choi Ilyong (Mr.)

Online Form: https://www.fashion-tokyo.jp/ex_en/

Or <mailto:fwt@reedexpo.co.jp>

>> For Visiting (Visitor Registration for the next shows)

Online Form: https://www.fashion-tokyo.jp/inv_en/

Or <mailto:visitor-eng.fwt@reedexpo.co.jp>

>> For becoming Media Partner

With the great support from many international media partners,

FASHION WORLD TOKYO is well-known all over the world.

Contact: <mailto:pr-eng.fwt@reedexpo.co.jp>