

Post Show Report

Nov. 16, 2020

FASHION WORLD TOKYO 2020 OCTOBER

Consists of:

8th FASHION WEAR EXPO TOKYO

9th BAG EXPO TOKYO

6th TEXTILE TOKYO

9th SHOES EXPO TOKYO

11th FASHION JEWELLERY EXPO TOKYO

6th FASHION SOURCING TOKYO

Dates: October 27 - 29, 2020

Venue: Hybrid (Tokyo Big Sight + Virtual platform)

Organiser: Reed Exhibitions Japan Ltd.

Successfully held as a hybrid show, on-site (at Tokyo Big Sight) and online (virtual platform) from Oct. 27 to 29, 2020!

FASHION WORLD TOKYO 2020 October was held successfully as a hybrid exhibition, attracting 12,528 visitors to the show ground (at Tokyo Big Sight). 350 exhibitors, including 107 international exhibitors showcased their latest brands/products both physically and virtually. The hybrid exhibition designed for adapting to challenging times brought new opportunities to all fashion industry members.

Active business meetings were seen at all booths, keeping the exhibitors very busy throughout the show period.



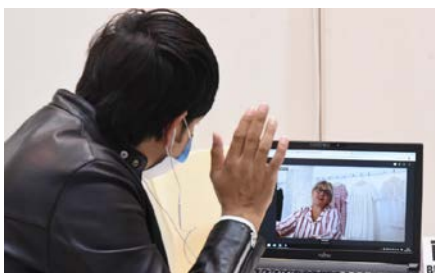
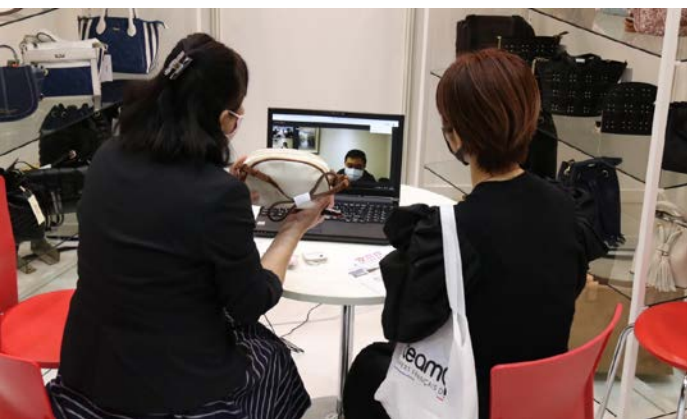
Outline

Exhibition Title	FASHION WORLD TOKYO 2020 [OCTOBER]	
Consisting of	FASHION WEAR EXPO, BAG EXPO, SHOES EXPO, FASHION JEWELLRY EXPO, TEXTILE TOKYO and FASHION SOURCING TOKYO	
Dates	27 [Tue] – 29 [Thu] October, 2020	
Venue	Hybrid, On-site (Tokyo Big Sight, Japan) and Virtual Platform	
Organised by	Reed Exhibitions Japan Ltd.	
Concurrent Show	IOFT- 33th International Optical Fair Tokyo	
Co-held Event	Conference (48 sessions)	
Participations	350 exhibitors (107 international exhibitors from Australia, Austria, Bangladesh, China, Finland, Germany, Italy, Japan, Korea, Nepal, Taiwan, Thailand)	
	12,528 visitors to the showground (at Tokyo Big Sight)	
Exhibitors	Manufacturers/Wholesalers/Trading Agents dealing in: <ul style="list-style-type: none"> - Women's, Men's Wear - Bags - Shoes - Accessories - OEM/Sourcing - Textiles etc.	
Visitors	Buyers from: <ul style="list-style-type: none"> - Department Stores - Boutiques - Mass Retailers - Online Stores - Importers etc.	Professionals from: <ul style="list-style-type: none"> - Fashion Manufacturers - Trading Companies - Wholesalers - Press - Fashion Industry etc.



► Remote Exhibiting Plan beyond online!

Remote Exhibiting Plan for international exhibitors was one of the factors that made the show hybrid exhibition. Many exhibitors used the Remote Exhibiting Plan for international exhibitors from Australia, Austria, Bangladesh, China, Finland, Germany, Italy, Japan, Korea, Nepal, Taiwan, Thailand. Show Management arranged booth set-up, local staffs and PC devices so that exhibitors could participate the show through the screen. Exhibitors had video calls with buyers constantly, and this system created huge business leads without travelling. It showed that the exhibition continued providing business opportunities adapting the challenging times.



► One to One Matching

Another factor that the show was called “hybrid exhibition” was the unique service, One to One Matching. This was the service for international visitors to help them to have business meetings and to meet their need to see and consider purchasing the actual products without travelling. Show Management connected international visitors through video chat and walked around the venue to show onsite booths and connect exhibitors.

This brought huge business opportunities to both exhibitors and visitors.



New concept brought new opportunities

► Sustainable Zone, newly launching zone

Sustainable, is more than just a growing trend and it is sure a strong key word drawing more attention in the fashion industry. "Sustainable Zone" attracted lots of visitors and active business meetings were seen at all booths during the show period. A record number of items/materials whose strengths were sustainability such as handmade bag made of recycled straws, eco-friendly sewing thread, textile made from recycled polyester, women's/men's wear made by less discharge of hazardous materials and silicon leather etc. were showcased at 2020 October show.

In response to the strong demand from the industry, FASHION WORLD TOKYO will newly launch SUSTAINABLE FASHION TOKYO as exhibition from next show, 2021 March show (Dates: March 23 – 25, 2021). This is Japan's first specialised show for items and materials, which focused on "sustainability" such as ethical, recycle, eco-friendly are showcased from around the world. Those who deal in or consider to start dealing in items/materials related to sustainability cannot miss it more and more.



New concept brought new opportunities

▶ Antivirus Zone - Items & Materials-, newly launching zone

Another new zone getting attention at 2020 October show was “Antivirus Zone - Items & Materials-”. The Covid-19 situation has led many in the industry to start working with antivirus items/materials. Lots of exhibitors displayed their antivirus items such as masks, gloves, PPE, goggles or anti-viral and antimicrobial coated materials but also products and services for store such as sanitizer spray, contactless payment service, digital marketing. The new zone brought the new moment of meeting between brands, buyers and press from all over the world.



Made in Japan Fair

In one of the main areas of the show, “Made in Japan Fair” was the area dedicated to remarkable lineups of Japanese fashion collections, textiles and sourcing companies. New this edition, more Japanese commerce and industry associations, such as Tanner’s Council of Japan, Japan’s only association of leather manufacturers joined the exhibitors’ list than ever showcasing their quality with Japanese uniqueness. One of the unique and new manufacturers in this year was the company who had an experience serving their products to Japanese Royal Family. As Japan’s largest fashion trade show and more than 10 years after its creation, “Made in Japan Fair” never stops highlighting Japanese quality and craftsmanship.



Conference -Foresting new network connections

The conference, held concurrently, is another attractive meeting grounds for the industry members to network and grow their businesses while learning how to address industry-wide challenges.

Not only products and materials but also the latest information and insight of industry leaders were required by most of visitors to conquer difficult time from Covid-19 at 2020 October show. The sessions included a diverse subject matter with themes ranging from EC strategy, digital marketing, visual merchandising and sustainability – with content post coronavirus.



Ambassadors -SNS Influencers of FASHION WORLD TOKYO

Influencers who love fashion items were selected as FASHION WORLD TOKYO Ambassadors and brought new momentum to the show. Influencers visited FASHION WORLD TOKYO to report the show through their social medias at 2020 October edition. They have been essential visitors to promote exhibitors' products.



Strong Expectations for 2021 shows

FASHION WORLD TOKYO has been chosen as the best business platform to break into the Japanese and Asian fashion markets.

During the show period of 2020 October show, not only exhibitors but also a great number of new companies have already decided to participate next 2021 shows. (Dates: Mar. 23 - 25 / Oct. 18 - 20) Since the exhibit spaces are offered on a first-come, first-served basis, it is recommended that those who are consider exhibiting at 2021 shows contact Show Management as soon as possible.

<mailto:fwt@reedexpo.co.jp> or online form: https://www.fashion-tokyo.jp/ex_en/

2021年3月 春 過去最多! 1,020社が出展!

会期: 2021年3月23日[火]~25日[水]
Dates: Mar. 23 (Tue) - 25 (Thu), 2021

このフロアプランは、2021年3月のファッションワールド東京の展示会場を示しています。会場は西ホール（West Hall）と東ホール（East Hall）に分かれています。西ホールには1Fと4Fがあり、東ホールには3Fと4Fがあります。各フロアには様々な展示スペースが配置されており、多くの会社が出展する予定です。また、エスカレーターやエレベーターの位置も示されています。

西展示棟 1F
1・2ホール
West Hall 1 & 2

西展示棟 4F
3・4ホール
West Hall 3 & 4

4F

3ホール
3rd Hall

エスカレーター
Escalator

西ホール 見取り図
Map of West Hall

1F

2ホール
2nd Hall

Space Reservation Update
[Red Box] = SOLD

国際 バッグ EXPO
10th BAG EXPO TOKYO

国際 アパレル EXPO
10th FASHION WEAR EXPO TOKYO

国際 ファッション OEM EXPO
10th FASHION SOURCING TOKYO

国際 シューズ EXPO
10th SHOES EXPO TOKYO

国際 サステナブルファッション EXPO
1st SUSTAINABLE FASHION TOKYO

国際 生地・素材 EXPO
6th TEXTILE TOKYO

2021年10月 秋 前年比2倍、850社が出展!
(2020年秋展)

会期: 2021年10月18日[月]~20日[水]
Dates: Oct. 18 (Mon) - 20 (Wed), 2021

このフロアプランは、2021年10月のファッションワールド東京の展示会場を示しています。会場は西ホール（West Hall）と東ホール（East Hall）に分かれています。西ホールには1Fと2Fがあり、東ホールには3Fと4Fがあります。各フロアには様々な展示スペースが配置されており、多くの会社が出展する予定です。また、エスカレーターやエレベーターの位置も示されています。

西展示棟 1F
1・2ホール
West Hall 1 & 2

西展示棟 2F
2nd Floor

東展示棟 3F
3rd Floor

東展示棟 4F
4th Floor

エスカレーター
Escalator

西ホール 見取り図
Map of West Hall

国際 バッグ EXPO
10th BAG EXPO TOKYO

国際 アパレル EXPO
10th FASHION WEAR EXPO TOKYO

国際 生地・素材 EXPO
7th TEXTILE TOKYO

国際 シューズ EXPO
10th SHOES EXPO TOKYO

国際 サステナブルファッション EXPO
1st SUSTAINABLE FASHION TOKYO

国際 ファッション OEM EXPO
11th FASHION SOURCING TOKYO

Save the Date

FASHION WORLD TOKYO 2021 MARCH

Dates: **March 23 (Tue) – 25 (Thu), 2021**

Venue: Hybrid, Tokyo Big Sight and Virtual Platform

Consisting of:

8th FASHION WEAR EXPO

8th SHOES EXPO

8th BAG EXPO

6th FASHION SOURCING TOKYO

6th TEXTILE TOKYO

1st SUSTAINABLE FASHION TOKYO

FASHION WORLD TOKYO 2021 OCTOBER

Dates: **October 18 (Mon) – 20 (Wed), 2021**

Venue: Tokyo Big Sight, Japan

Consisting of:

12th FASHION WEAR EXPO

10th SHOES EXPO

10th BAG EXPO

7th FASHION SOURCING TOKYO

7th TEXTILE TOKYO

1st SUSTAINABLE FASHION TOKYO

Contact

Reed Exhibitions Japan Ltd.

FASHION WORLD TOKYO Show Management

TEL: +81-3-3349-8519

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

>> For Exhibiting

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

Chinese/English: Ei Iwasaki (Ms.), Korean/English: Myunggu Lee (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

Attn: Fuka Suzuki (Ms.), Midori Kishiwada (Ms.)

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