

Japan's LARGEST\*!

# FaW TOKYO

## FASHION WORLD TOKYO

**APRIL** April 8[Wed] - 10[Fri], 2026

**OCTOBER** October 7[Wed] - 9[Fri], 2026

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan Ltd.



# Japan's LARGEST\* International Trade Show

\*"Largest" in reference to the exhibitor number and the net exhibit space of trade shows with the same concept.



Show video

from 2025 April Show (Day 1 of the show)



# WHY Join the Japanese Market?

## 1 Japan - World's 3rd Largest Fashion Market

Japan positions itself as the 3rd largest fashion market!

<Global Comparison of Revenue in fashion segment; 2022>

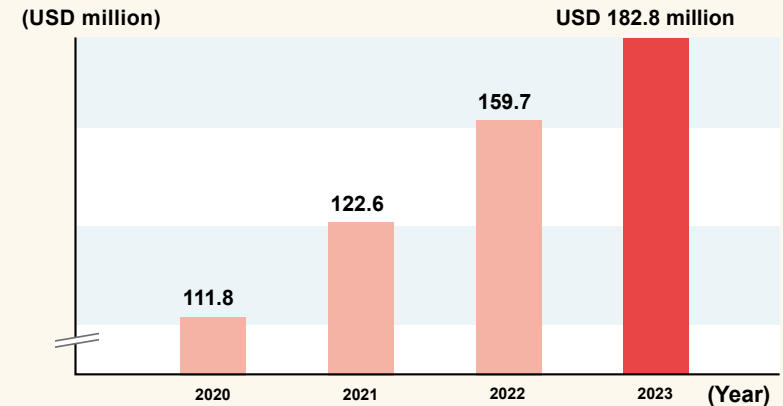
Top 5

|    |   |                |                    |
|----|---|----------------|--------------------|
| 1. |  | China          | USD 348,700million |
| 2. |  | United States  | USD 123,736million |
| 3. |  | Japan          | USD 38,296million  |
| 4. |  | United Kingdom | USD 25,217million  |
| 5. |  | Germany        | USD 20,414million  |

(Source: Statista, January 2022)

## 2 Imported Fashion Market is Growing

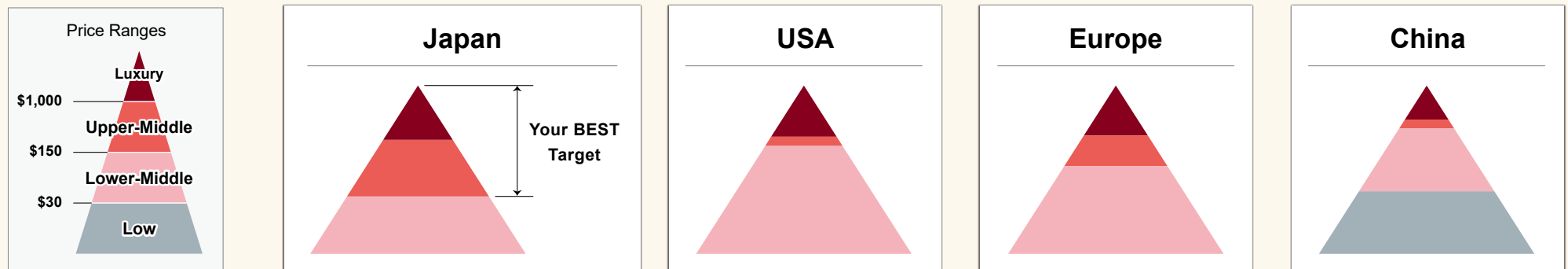
Imported fashion is very popular in Japan, and the market is increasing yearly!



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

## 3 Japan is No.1 in Upper-Middle Price Range Market

Japan has a large proportion for upper-middle price range compared to other countries – the BEST target for international brands!



(Source: Ministry of Economy, Trade and Industry)

# Best Show to Enter Japan Fashion Market!

■ **FaW TOKYO is Japan's largest fashion trade show** (The numbers of exhibitors and visitors are expected.)

< 2026 April >

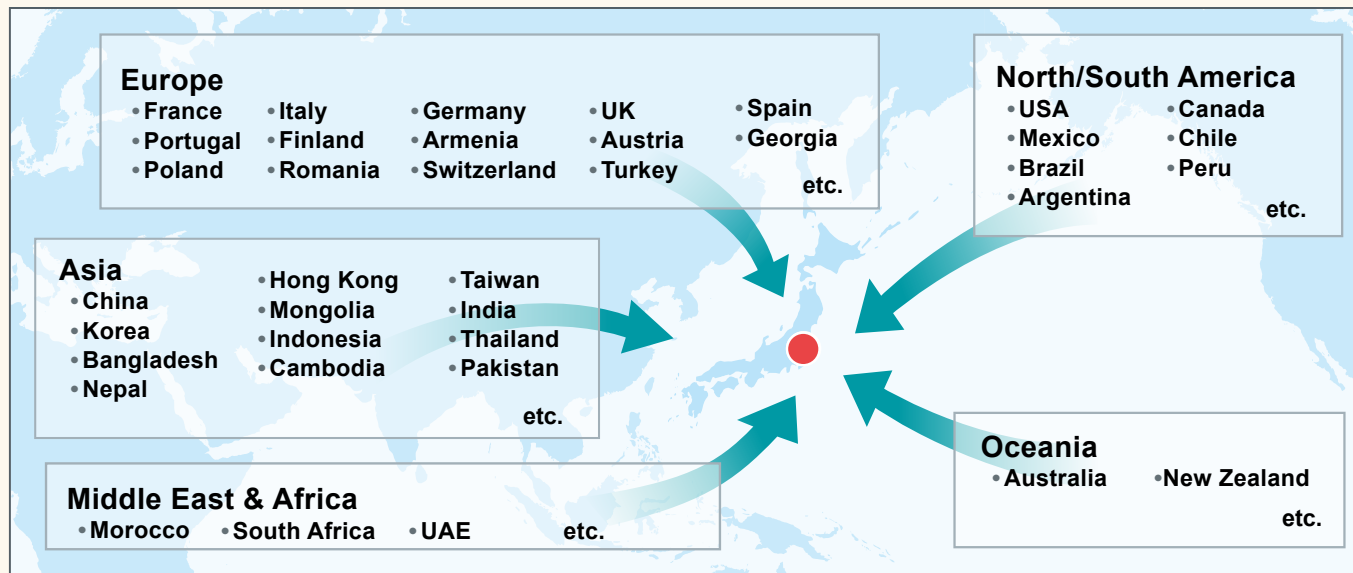
**700 / 23,000**  
Exhibitors      Visitors

< 2026 October >

**850 / 23,000**  
Exhibitors      Visitors

With increasing demand from the buyers, FaW TOKYO is designed to add strong focus on INTERNATIONAL (non-Japanese) exhibitors. By exhibiting here, you can meet importers and buyers who are looking for International brands.

■ **Exhibitors from all over the world gather in Japan** (expected)



# Covers All Fashion Items Consisting of 9 Specialised Expo

## *Trends*

### **BRANDS & DESIGNERS EXPO**

Gathering the latest fashion brands of all fashion goods, such as apparel, bags, shoes, fashion jewellery, fashion accessories, etc.

- Bags, Shoes & Accessories & Goods
- Apparels

## *Sustainable*

### **SUSTAINABLE FASHION EXPO**

Specialised show for apparel, fashion accessories, textile, materials, etc. with strong focus on Sustainability'.

## *Tech*

### **FASHION TECH EXPO**

Specialised show for service and solution, which focused on IT and Digital Transformation for fashion industry.

## *Wellness*

### **WELLNESS/BEAUTY/ FUNCTIONAL CLOTHES EXPO**

Specialised show for products and materials that contain wellness added values such as health / beauty, sports, smart clothing, etc.

## *Sourcing*

### **FASHION SOURSING EXPO**

Gathering a wide range of Japanese and Asian OEM/ODM manufactures to compare.

## *Made In Japan*

### **MADE IN JAPAN EXPORT FAIR**

Gathering Made in Japan fashion items.

## *Reuse*

### **Reuse business EXPO**

Japan's exclusive fashion trade show dedicated to reuse and circular fashion—featuring vintage, rewear, and sustainable business models.

## *Textile*

### **TEXTILE EXPO**

Specialised show for all kinds of textile, leather, accessories and materials for garments and other fashion items.

## *Sports*

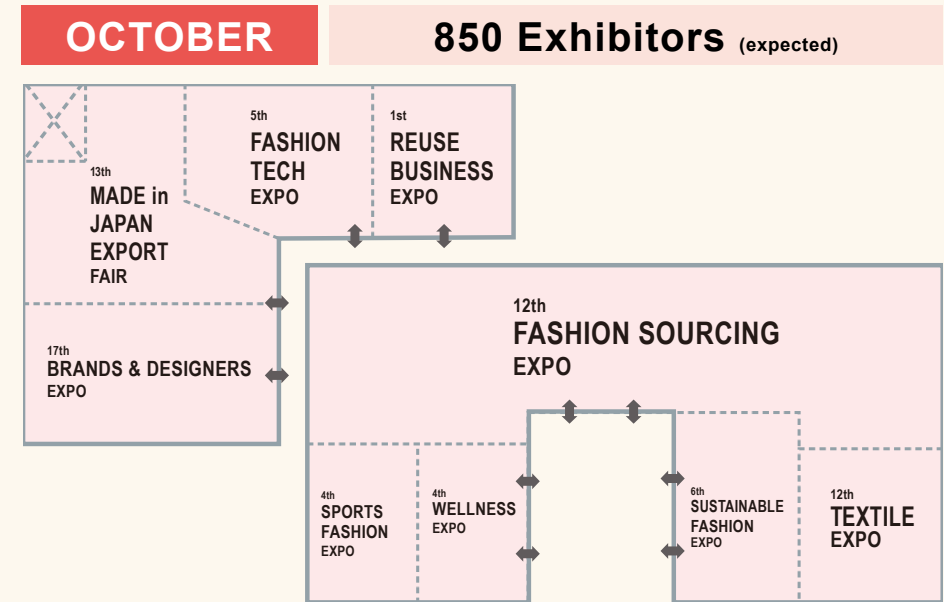
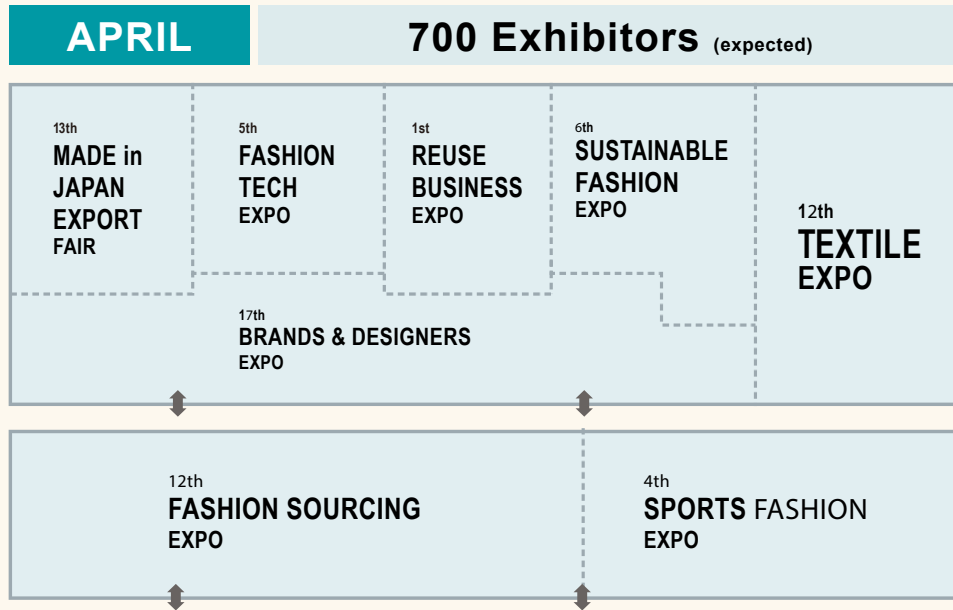
### **SPORTS FASHION EXPO**

Gathering Asia's trendsetting center for cutting-edge sportswear.

# Covers All Fashion Items Consisting of 9 Specialised Expo

## ■ Floor Plan (Tokyo Big Sight)

\* Refer to TEXTILE EXPO / FASHION SOURCING EXPO Brochure for more information  
 \*\* Refer to iOFT Brochure for more information



The floor plan is subject to change.

## ■ Many International Pavilions (expected)

FaW TOKYO gathers many international pavilions every year from all around the world.

FaW TOKYO is used as the best platform to expose national handcrafts and the latest fashion brands.



Italy Pavilion



Georgia Pavilion



Korea Pavilion



South Africa Pavilion



Germany Pavilion

# Meet High-Quality Buyers On-site

■ You can meet your target customers as below:

## Importers/Trading Agents

- MITSUI
- MARUBENI
- YAGI TSUSHIO
- MITSUBISHI
- ONWARD
- SANYEI
- ITOCHU
- TOYOTA TSHUSHO
- UENI TRADING
- SOJITZ
- SUMITOMO

etc.

## Department Stores

- ISETAN MITSUKOSHI
- DAIMARU
- TOKYU
- TOBU
- TAKASHIMAYA
- PARCO
- KEIO
- HANKYU HANSHIN
- LUMINE
- MARUI
- ODAKYU
- SOGO & SEIBU

etc.

## Boutiques/Specialty Stores

- BEAMS
- SHIPS
- UNITED ARROWS
- NANO UNIVERSE
- URBAN RESEARCH
- ISSEY MIYAKE
- SAZABY LEAGUE
- BAYCREW'S

etc.

## Shoes Stores

- ABC-MART
- LIFE GEAR
- TOHO LAMAC
- G-FOOT
- DIANA
- STEP
- MARUBENI FOODWEAR
- SHOEMART
- CHIYODA
- ROYAL
- REGAL
- WA ORIENTAL TRAFIC
- TSURUYA
- HIRAKI
- MODACLEA

etc.

## Bag Stores

- SAC'S BAR HOLDINGS
- GALLERIA-NISM
- BLBG
- KUGIMACHI
- SANPO CREATE
- HAPINESS & D
- MORITA
- MOTHERHOUSE
- NOEL YAMAMOTO
- CATTLEY ASACS
- FIT HOUSE
- KYOWA BAG
- TATSUYA
- KANDAYAKABAN SEISAKUSHO

etc.



# Meet Visitors from the Entire Fashion Industry

By being held altogether as FaW TOKYO, you can approach to the entire fashion industry!  
 FaW TOKYO attracts quality visitors from a wide variety, which expands your business opportunities.



## FaW TOKYO FASHION WORLD TOKYO



**BRANDS & DESIGNERS EXPO**

**MADE in JAPAN EXPORT FAIR**

**INT'L OPTICAL FAIR TOKYO iOFT\***

\*October only

**SUSTAINABLE FASHION EXPO**

**FASHION TECH EXPO**

**WELLNESS & SPORTS EXPO**

**FASHION SOURCING EXPO**

**TEXTILE EXPO**

### Trading Companies

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**Previous Visitors**

|                   |                 |                       |
|-------------------|-----------------|-----------------------|
| • CHORI           | • ITOCHU        | • MARUBENI            |
| • MITSUBISHI      | • MITSUI        | • MORIRIN             |
| • SOJITZ          | • TAKIHYO       | • TAKISADA            |
| • TEIJIN FRONTIER | • TOYOTA TSUSHO | • TORAY INTERNATIONAL |
| • TOYOSHIMA       |                 | <small>etc.</small>   |

### SPA/Manufacturers

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**Previous Visitors**

|                          |                |                     |
|--------------------------|----------------|---------------------|
| • ABAHOUSE INTERNATIONAL | • ADASTRIA     | • ASICS             |
| • ISSEY MIYAKE           | • DESCENTE     | • FAST RETAILING    |
| • ITOKIN                 | • MIZUNO       | • ONWARD KASHIYAMA  |
| • PATAGONIA              | • SANYO SHOKAI | • TSI HOLDINGS      |
| • WACOAL                 | • WORLD        | <small>etc.</small> |

### Retailers

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**Previous Visitors**

|                  |                   |                     |
|------------------|-------------------|---------------------|
| • AEON           | • CAN DO          | • CHIYODA           |
| • FRANCFRANC     | • MURASAKI SPORTS | • NITORI            |
| • RYOHIN KEIKAKU | • SEIYU           | • SHIMAMURA         |
| • THE LOFT       | • TOKYO DERICA    | • TOKYU HANDS       |
|                  |                   | <small>etc.</small> |

### Buyers from Other Industries

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**Previous Visitors**

|                        |                 |                     |
|------------------------|-----------------|---------------------|
| • ALL NIPPON AIRWAYS   | • ALBION        | • COSTCO WHOLESALE  |
| • DHC                  | • IRIS OHYAMA   | • JAPAN AIRLINES    |
| • KOKUYO               | • ORIENTAL LAND | • SANRIO            |
| • SONY MUSIC SOLUTIONS | • TOYOTA MOTORS | • WALT DISNEY JAPAN |
|                        |                 | <small>etc.</small> |

# FaW TOKYO Advertising Opportunities!

## ■ FaW TOKYO Advertisement Services

This service allows you to promote your company's products and services to thousands of visitors prior to/and during 3 days exhibition. You can also send out e-mail newsletters and web ads to buyers before the show.

Merit  
**1**

### Targetting

Approach segmented core customers

Merit  
**2**

### Direct Exposure

Propose the plan directly to key person

Merit  
**3**

### Differentiation

Impress and stand out from anyone else

## Advertisement Opportunities (excerpts)

### Banner Ads on Official Show Website



### Show Entrance Floor Ads



### Hanging Banner Ad above Your Booth



### Digital Signage Ads on the Hallway



etc.

## Advertisement Packages

### Premium Plan (Limited to 3 Exhibitors)

Complete package of all kinds of ads. maximum exposure plan.

### Business Activation Plan

Bring quality customers to your booth. Visitor Promotion Plan.

### Starter Plan II

Increase effectiveness of exhibiting.

▼ Receive more detailed info ▼

Click here for details **FREE**

You can choose package plan above OR choose one each



# FaW TOKYO

## FASHION WORLD TOKYO

Request Exhibiting Info

Download Exhibit Application Form

Built by



In the business of  
building businesses

Contact



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