

## **Report of JFW International Fashion Fair (JFW-IFF)**

**Date:** 2012 January 25-27

**Time:** 10:00-18:00

**Venue:** Tokyo Big Sight West Hall

**Organizer:** Senken Shimbun Co., Ltd.

**Product category:** Cloth, accessories, shoes, scarf, hat, bag, pet accessories

**Number of exhibitors:** 650 (17 countries and regions)

**Number of visitors:** 25, 752 visitors

**Size of the Hall:** West Hall 1-4

### **Observation:**

The JFW International fashion fair is an event organized by the Senken Shimbun. Exhibiting products includes clothes, shoes, bags, scarf, hats leather products and fashion accessories. Bridal related fashions are exhibited at the central open space near the registration counter. The wedding dresses and accessories are mostly western style. Pet fashions were also exhibited at the event. Famous zip manufacturer YKK collaborated with pet fashion companies for pet wears. There were oversea exhibitors from Thailand, Bangladesh, Pakistan and China. Bangladesh pavilion participated with a large number of booths. Majority of its products are for mass production clothing which are not design based. Hat fashions for coming spring and summer were also displayed. There were hats made of palm leaves such as Raffia; the materials which are widely available in South East Asia. The hat is designed by mixing palm leaves and other materials. Rattan purses and bags were also exhibited; the products are manufactured in China. The products combined rattan with other materials such as leather, which made the products high quality, unique and differentiated from products of South East Asia.



IFF sign board



Registration counter



Entrance of hall 3-4



Registration and Bridal exhibition



Registration and Bridal exhibition