



Mercedes-Benz FashionWeek
TOKYO

2016 Autumn / Winter

[Participation Guide]

November, 2015
JFW Organization

INDEX

*Today's fashion is here, now,
at "Mercedes-Benz Fashion Week TOKYO".*

Mercedes-Benz Fashion Week TOKYO will once again set Shibuya Hikarie as its main venue this season,
aiming to strengthen the international competitiveness of the fashion business based in Tokyo,
transmitting Japan's high-quality and highly sensitive textile materials along with the creation of fashion to the world,
and making Tokyo a more fashionable and exciting city.

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This Presentation Guide is as of November 16, 2015. Please note that details change.

Holding Outline of the Event

- NAME OF EVENT : Mercedes-Benz Fashion Week TOKYO 2016 A/W
- DATE : March 14(Mon) – March 19(Sat), 2016
- MAIN VENUES : Shibuya Hikarie Hall / Mercedes-Benz Connection
- ORGANIZER : Japan Fashion Week Organization
- SUPPORTERS : Ministry of Economy, Trade and Industry / Ministry of Foreign Affairs of Japan / The Organization for Small & Medium Enterprises and Regional Innovation, JAPAN / Japan External Trade Organization / Tokyo Metropolitan Government / KEIDANREN (Japan Business Federation) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber Commerce and Industry / Japan Fashion Association / Japan Apparel Fashion Industry Council / Japan Department Store Association / Institute for the Fashion Industries / Shibuya Ward / Shibuya shopping Federation Council and others *possible supporters

■ SPONSORS

Title Sponsor



Official Sponsors



Special Supporting Partners



Supporting Partners



Signage Partner



Official Media Partner



Official Media Supporter



Holding Outline of the Event

[Mercedes-Benz Fashion Week TOKYO 2016 A/W]

DATE March 14(Mon) – March 19(Sat), 2016

Fashion Show, Installations, Footage Distribution (the season : 2016 A/W)

VENUE Various Venues in Tokyo

- Official Support Venue (Shibuya Hikarie Hall A & B, Mercedes-Benz Connection)
- Supported Venue (Shibuya Hikarie Hall B Morning & Daytime)
- Other (including Mercedes-Benz Connection)

COLLECTION SCHEDULE PLAN

Officially scheduled fashion shows will follow the schedule (TBD) below.

Venue		Mar 13 Sun	Mar 14 Mon	Mar 15 Tue	Mar 16 Wed	Mar 17 Thu	Mar 18 Fri	Mar 19 Sat	Mar 20 Sun
Hikarie Hall	Hall A	Site management	11:00 16:00 21:00	11:00 16:00 21:00	11:00 16:00 21:00	10:00 15:00 21:00	11:00 16:00 21:00	SPECIAL PROGRAM	Unavailable
	Hall B	Site management	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	SPECIAL PROGRAM	Unavailable
Other (including Mercedes-Benz Connection)			12:30 14:00 17:30 19:00	12:30 14:00 17:30 19:00	12:30 14:00 17:30 19:00	12:30 14:00 16:30 18:00 19:00	12:30 14:00 17:30 19:00	12:30 14:00 17:30 19:00	

[Other]

Opening Receptions

Outline of the Exhibition

■ About Exhibition Review for Mercedes-Benz Fashion Week TOKYO (Collection Show, Installations, Footage Distribution)

Screening will be conducted by the JFW Committee* based on the following criteria.

① Quarity

- Your brand concept must be clear.
- Your business must be going concern.(not only one season)

② Having a minimum level of business system to meet an outline of the exhibition.

- Your trademark must be registered.
- You must have an operation system to meet an outline of the exhibition.
- you must have the capacity to pay exhibition fee.

③ Business meeting during the Mercedes-Benz Fashion Week TOKYO.

- You must have a plan to hold exhibition/business meeting around the Mercedes-Benz Fashion Week TOKYO's time frame.
- You must have a manufacturing system to deal with received order.

*If you have participated in a previous JFW and caused the following problem, they may affect the screening.

- You changed schedule without notice and confusion for visitors and event operations.
- You didn't hold exhibition/ business meeting.
- You eroded people's trust in JFW and your brand.

■ Notification of exhibitor Approval

The JFW committee shall review and select exhibitors and "Designer Support" applicants.

The result of exhibitor approval and acceptance of "Designer Support" will be notified to the representative in the late of December.

Please note that inquiries concerning the result of the selection process shall not be accepted.

*The Presentation Coordinating Committee (JFW Committee)

This is an organization established by the Japan Fashion Week Organization (JFWO), bringing together authorities of the fashion industry to discuss issues of Fashion Week and to review presenting brands. Please see the website (<http://tokyo-mbfashionweek.com/en/aboutus/>) for the committee's members.

Precaution Statement

■ Number of people invited

The maximum capacity of the Hikarie Hall is stipulated by law. The number of visitors including the invited customers is 1,004 people for Hall A and 301 people for Hall B. Please adhere to these legal stipulations when planning the number of people to be invited.

*The maximum legal capacity includes invited customers, show staff, brand staff, and booth staff.

*In order to prevent crowding of the 9F public space, customers are led to the foyer from both Hall A and Hall B 30 minutes prior to the start of the show.

■ Collection Invitation

• Participants in the "Mercedes-Benz Fashion Week" are asked to provide collection invitations for sponsors.

The number of invitations depends on the venue, but typically between 20-50 are required.

We shall use these invitations to invite official sponsors.

• For invitations for overseas buyers, participants may also be asked to provide invitations separately in addition to the invitations mentioned above.

• **Please be sure to have the sponsor logo and event title on the collection invitations. Please send in your designs before submitting them to the print shop so that the use of the event title logo can be confirmed beforehand.**

• Please report to JFWO regarding information such as the number of invitations and mails being sent out. Contact will be made at a later date regarding the deadline.

■ Sponsorship

Participation of manufacturers competing with our sponsors is prohibited. Please contact the office beforehand if you wish to attach a sponsor independently.

*Please check the "Sponsor List" on Page 2 for details on our sponsors.

■ Audio used in the event

In compliance with the Copyright Act, the usage rights for the music (audio) used in the collection event must be processed accordingly.

The JFWO asks that all brands participating in the Mercedes-Benz Fashion Week Tokyo perform the necessary legally mandated copyright clearances toward this end.

Furthermore, such legal clearances of music (BGM) must be done by each brand, on their own, and report to the JFWO. Please understand that depending on the results of the report, we may not be able to include you in official plans (SNS, live transmissions, etc.). In addition, only if you have used original music and/or have fully completed all legally mandated copyright clearances, will you be able to purchase recorded movies later.

■ Recordings of photography (pictures) and videos (movies)

JFWO will take film footage (movie) for the runway shows of brands participating on-schedule, and will provide this with charge.

Although official photography (pictures) will be taken at the official venue and at other venues, but the pictures will not be provided.

Regarding shows at venues, photography and video preparation is the responsibility of the brand.

<Licensing of sound recording, video recording, and photography>

At Mercedes-Benz Fashion Week Tokyo, sound recording, video recording, and photography shall be conducted by JFWO or an individual appointed by JFWO. JFWO will produce sound recordings, videos, pictures, and so on (below noted as "sound and video recordings").

Please note in advance that JFWO will provide and use these sound and video recordings for the purpose of media coverage and PR (including internet and paper media distribution).

The Brand's Support Program

What is Brand's Support?

Japan Fashion Week Organization (hereinafter JFWO) aims to encourage more visits from buyers and the press, enhance communication to the world, and create business opportunities, by scheduling "Collection Week" (collection show) in a certain period of time and having a main venue. JFWO also has a goal to become the gateway for up-and-coming designers worldwide. In order to accomplish this goal, support is given to mainly up-and-coming brands participating in Tokyo Collection Week.

The outline of Brand's Support in Mercedes-Benz Fashion Week TOKYO 2016 A/W

In the Mercedes-Benz Fashion Week TOKYO 2016 A/W, Brands selected by the JFW Committee for Entries from the many designers who wish to participate in Collection Week will be offered to use the venue free of charge in 10:30 of Shibuya Hikarie Hall B which is the venue for supported collections. Also, make-up support by Maybelline NY may be available depending on the contents of the show. Please inquire for details.

■ Qualifying requirements ■

Those wishing to apply for Brand's Support must meet the following requirements:

1. Company must have been established for business purposes (brand creation, product sale) within the last 10 years, and have annual sales over ¥10 million (sales price).
2. Nationality itself is not an issue, but applicants must fulfill one of the following:
 - A. Base of business must be based in Japan
 - B. Manufacturing must take place in Japan

■ Selection criteria ■

Designers for Brand's Support will be selected based on the following criteria.

1. Meets the requirements for "Examination criteria for entries to Collection Week". Please see "Examination of entries to Collection Week" on page 4 for the examination criteria.
2. The brand has a prospect for business developments
3. Necessity of financial support is approved.

■ Selection process ■

The selection of designers for Brand's Support will go through the below process in the JFW Committee for Entries.

1. Examination of application documents such as application for participation
2. Interviews for those who passed the examination of documents

■ Application ■

The application must arrive at the following address by deadline. Applications will not be accepted after the deadline. More detail→page 21

Please note that the logos of co-sponsoring companies will be displayed at the venue.

Advantages

- Information regarding the collection can be widely spread to leading shops and both domestic and international media. (In addition to exposure such as web, SNS, release distributions, guidebooks, and official media)

- The list is offered each season along with domestic and international press invitations, and invitations for domestic and international buyers.

- Recorded materials including the contents of collection movies are offered at a low price.

- Facility administration expenses of the developed venue (official) are offered at a low price. (Equivalent to 10 million yen or more).

- Show makeup support by MAYBELLINE NEW YORK professional makeup artists.
*Support may be unavailable depending on the show schedule.

- Show hair support by Conair Japan G.K. backing up MIRACURL
*Support may be unavailable depending on the show schedule.

*Support can be received if desired during the official venue Hikarie Hall B 10:30 time slot (free of charge). Please refer to Page 6 for more details, such as qualification requirements.

Registration Fee / Charge to Use the Venues

You must pay for the registration fee if you want to go in for the Mercedes-Benz Fashion Week TOKYO.

Registration Fee: 150,000 yen (excepted tax)

■ Charge to Use the Venues

Venue	Date	Showtime	Operating Time	Charge (excepted tax)	
Shibuya Hikarie Hikarie Hall A	Mar 14(Mon)- 18(Fri)	A 11:00	7 : 30~12 : 30	5H	500,000 yen [540,000 yen (tax in)]
		* 17th (Thu) will change time			
		A 10:00	7 : 15~11 : 30	4.25H	1,000,000 yen [1,080,000 yen (tax in)]
		* 17th (Thu) will change time			
		B 16:00	12 : 30~17 : 30	5H	
		B 15:00	11 : 30~16 : 30	5H	2,000,000 yen [2,160,000 yen (tax in)]
		C 21:00	17 : 30~22 : 30	5H	
Shibuya Hikarie Hikarie Hall B	Mar 14(Mon)- 18(Fri)	D 10:30	7 : 15~12 : 00	4.75H	Targeted for support Venue ※In the case of pay 250,000 yen[270,000 yen (tax in)]
		E 15:30	12 : 00~17 : 00	5H	450,000 yen [486,000 yen (tax in)]
		F 20:30	17 : 00~22 : 00	5H	700,000 yen [756,000 yen (tax in)]

● Please pay your registration fee by wire transfer by Wednesday, December 16(Wed).

*Please provide your top three preferences in order. As there are instances in which we cannot meet your top preference regarding show time, please make sure to list three preferences.

*Adjustment of schedule will take place after the committee is held (late December).

*Money will be refunded if the committee review is not passed.

*A separate attendance fee may be incurred for special production times.

The schedule is created in accordance with the rules. Please strictly adhere to the given time. If by any chance a delay is to occur, excess charges (Hall A is 190,000 yen, Hall B is 80,000 yen / up to 1H + related necessary costs (due to change depending upon situation) +

★Overhead costs) will be billed separately.

Excess charges will be billed, hourly.

★Overhead costs = Labor costs for night attendance staff and any transportation and accommodation expenses that occurs when time exceeds 11:30 PM for the C and F time slots.

*Please contact us if you need an invoice or receipt.

[Deposit account]

Bank Name: MIZUHO BANK, Ltd.

Branch Name: KOBUNACHO

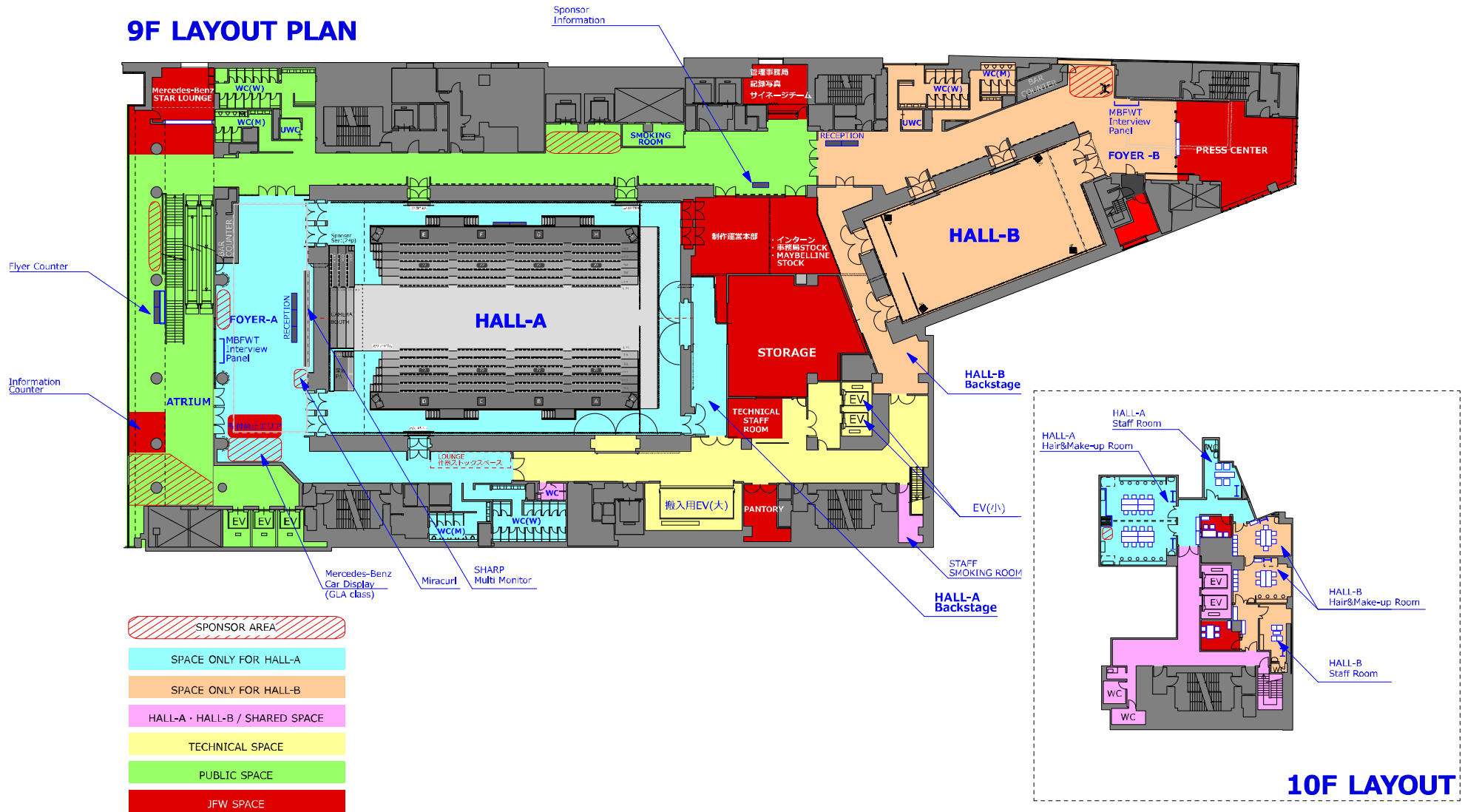
Address: 8-1, Nihonbashi-Kobunacho, Chuo-ku, Tokyo, JAPAN

Sweft Code: MHBKJPJT Account #: Saving Account 105-1127087

Beneficiary: Japan Fashion Week Organization

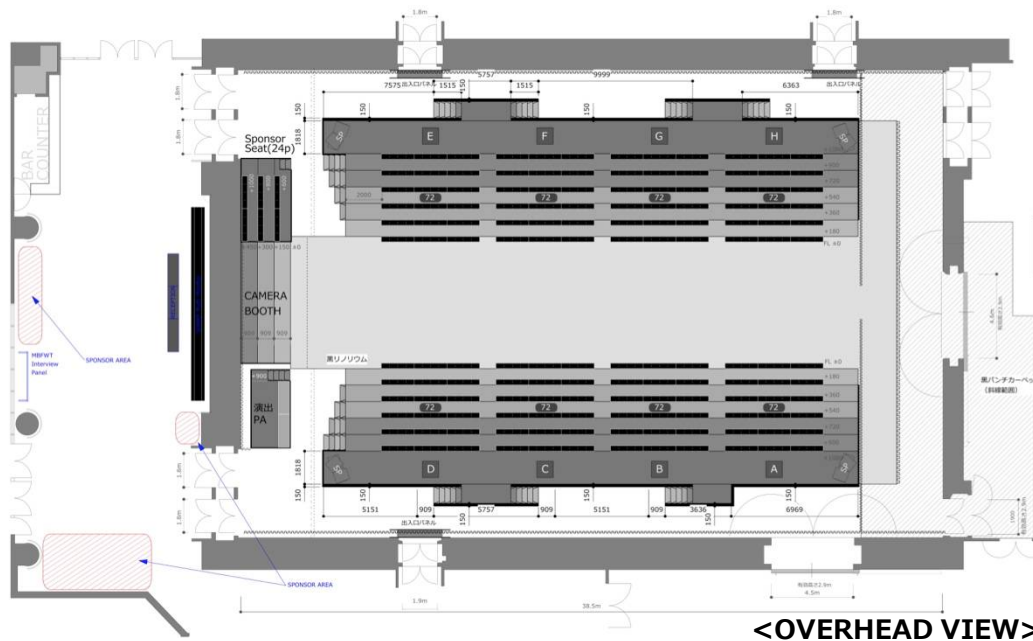
Main Venue / Shibuya Hikarie Hall Floor Plan

9F LAYOUT PLAN



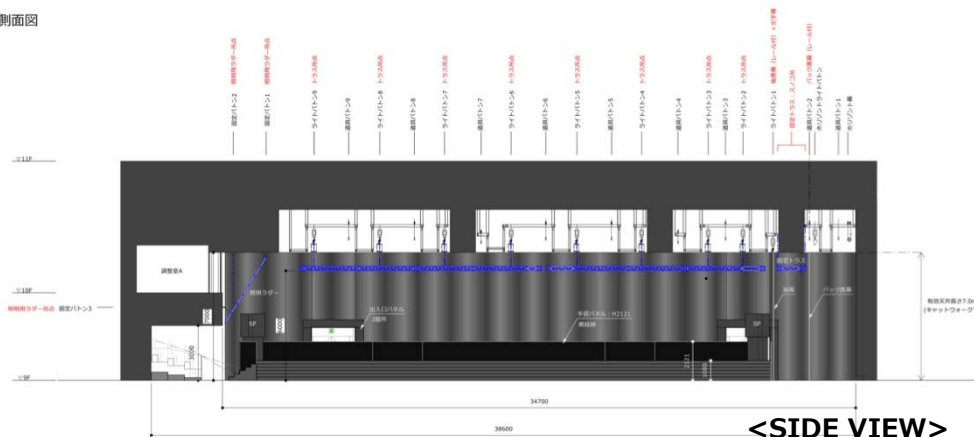
Main Venue / Shibuya Hikarie Hall A Basic Spec

SEATS : 576p

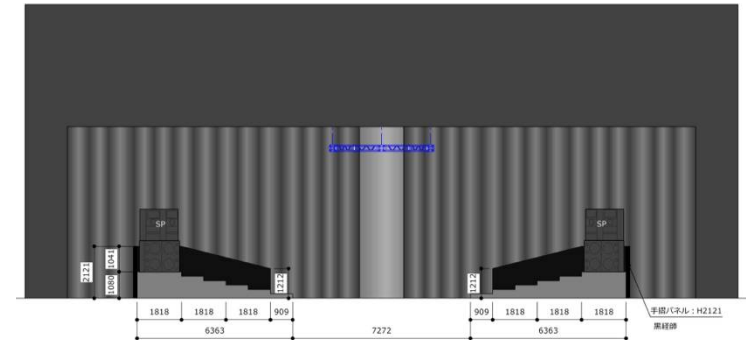


<OVERHEAD VIEW>

◆側面図



<SIDE VIEW>

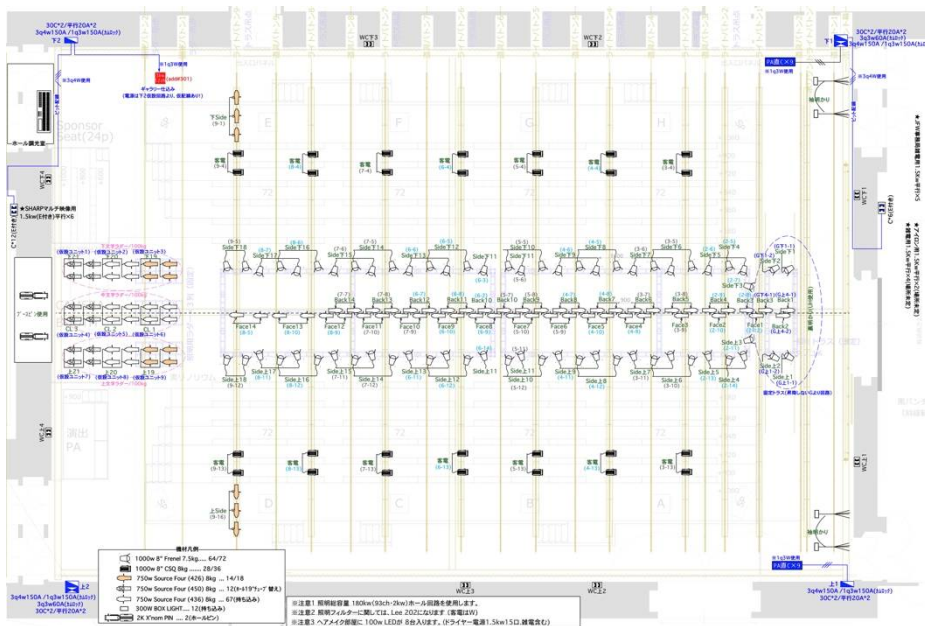


<FRONT VIEW>

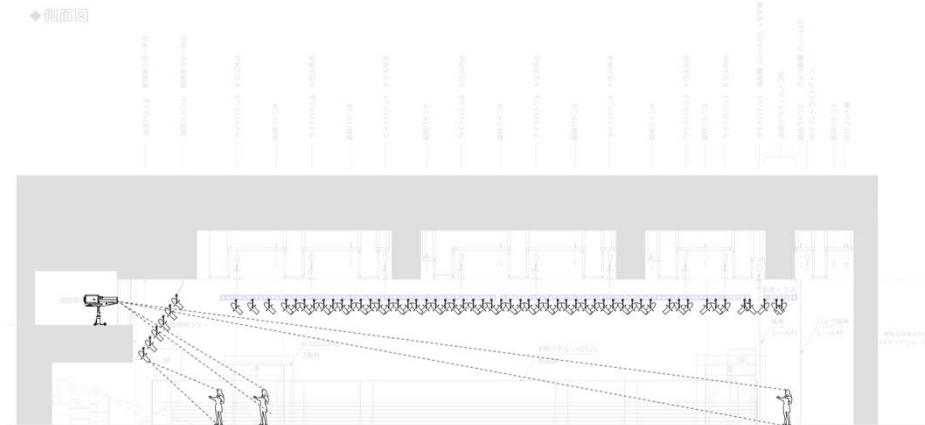
Shibuya Hikarie Hall A Facilities

- AREA : HALL/1000m² (38.5m×26.0m) / FOYER/315m²
- ROOF HEIGHT : 7m
- SEATS : 336p~752p (depends on brands' plans)
- BASIC DECORATION :
 - Large black curtains for walls / Large black curtains for both sides of the stage and cyclorama
 - Base floor of the runway (W=7.2m×L=28m / ±0) black linoleum
*The finish-up of the decorations of the runway will be handled by each brand.
 - Integrated elevating truss for lights (length---31m × 3 / width---4.25m × 8)
 - Ladder truss for lighting
 - Technical booth (basically in the lights room on 10F)
*A PA table / production table will be installed on stage right of the camera booth, and a sponsor booth will be installed on stage left.
 - Tiered audience seats: laminated in black (H=180mm,360mm,540mm,720mm,900mm,1080mm)
 - Audience seats: 188 black benches (seats of 4×188 =752 people)
※Chairs prepared with the venue may also be used
 - Camera booth: black laminated floor (H=150mm,300mm,450mm)
- Misc :
 - AIR CONDITIONER : fully-equipped
 - CLEANING : brands must make preparation

Main Venue / Shibuya Hikarie Hall A Basic Spec



<OVERHEAD VIEW>



<SIDE VIEW>

LIGHTING

RUNWAY
 750W Source-Four (426) 8kg × 14
 750W Source-Four (450) 8kg × 12
 750W Source-Four (436) 8kg × 67
 1000W 8" Frenel 7.5kg × 64

SEATS 1000W8" CSQ 8kg × 28

BACKYARD 300W BOX LIGHT × 12

H&M ROOM 100W LED × 9

SOUND

MAIN SP EAW502 × 4

SUB LOW EAW528 × 4

REAR SP EAW502 × 2

SUB LOW EAW528 × 2

TECHNICAL STAFF

STAGE CHIEF × 1
 STAFF × 1

LIGHTING CHIEF STAFF × 1
 STAFF × 1

SOUND CHIEF STAFF × 1
 STAFF × 1

Main Venue / Shibuya Hikarie Hall A Backstage Basic spec



Backstage

FURNITURE

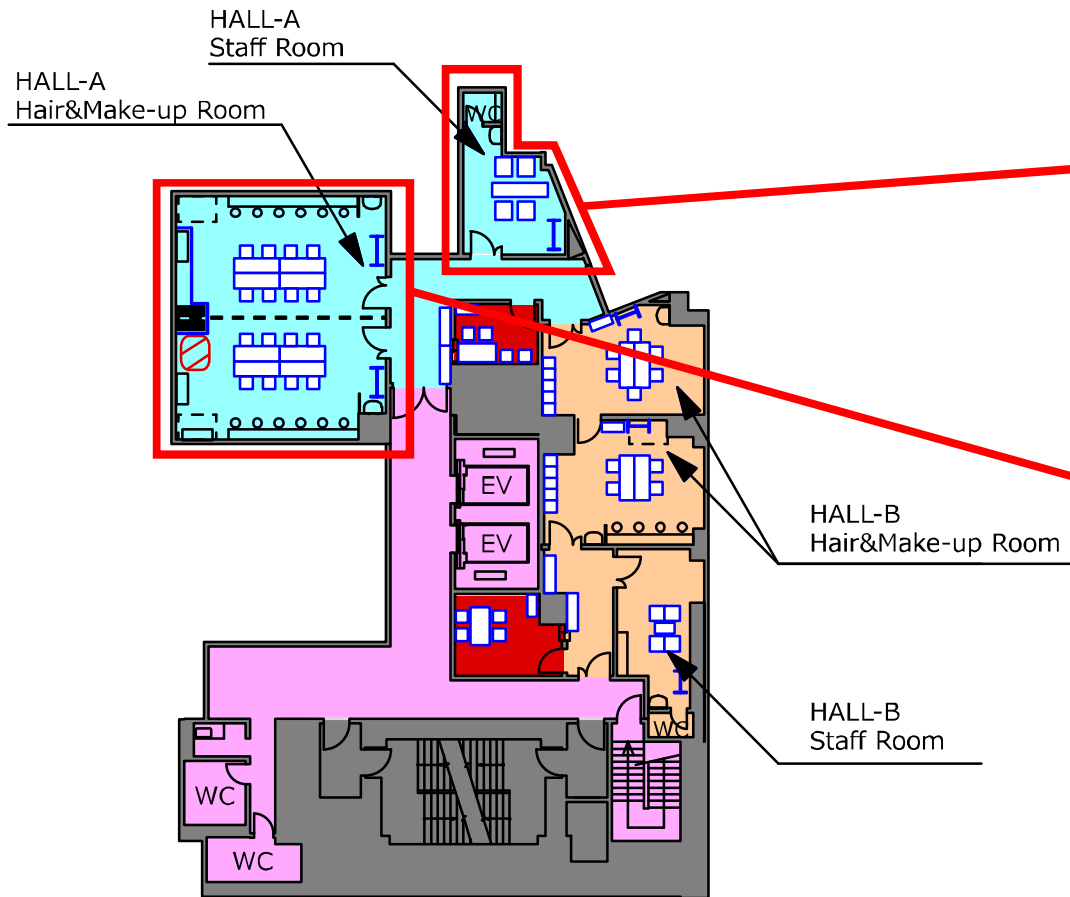
- Hanger rack (W900mm) 20
- Cheval glass 5
- Ironing board 1
- Table (W1800mm) 3
- Chair 5

FACILITIES

- Power for Iron(1.5kw) 2
- Power (1.5kw) 4

ATTENTION! Brands must prepare irons if you need. The Office does not prepare.

Main Venue / Shibuya Hikarie Hall A / 10F H&M ROOM • STAFF ROOM Basic spec



Green Room for STAFF

FURNITURE

- Conference Table 1
- Chair 4

FACILITIES

- Power(1.5kw) 2

H&M ROOM

FURNITURE

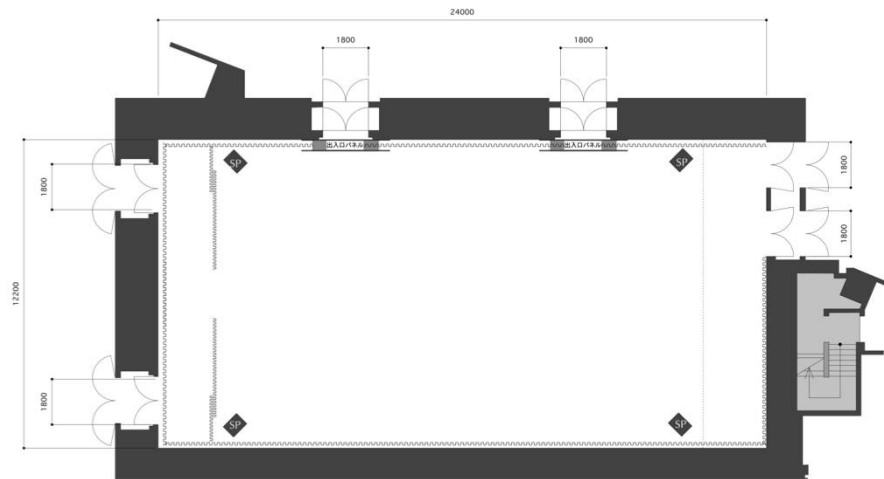
- Conference Table 8
- Chair 28
- Catering table 2
- Mirror for H&M (addition) 8
- Coin-locker(12 persons) 1

FACILITIES

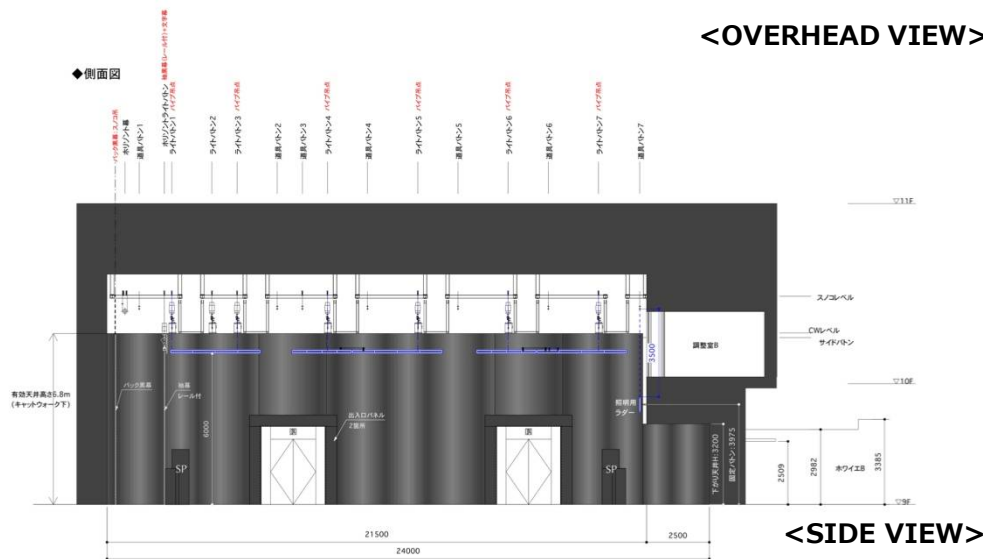
- Lightning for H&M(excepted light for venue) 9
- Plug in for H&M(1.5kw / included Power) 15

Main Venue/ Shibuya Hikarie Hall B Basic spec *Specifications are subject to change.

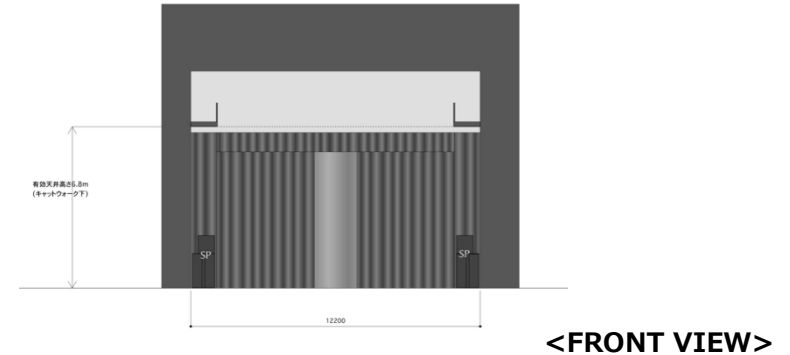
Almost: *Depends on brands' plans



<OVERHEAD VIEW>



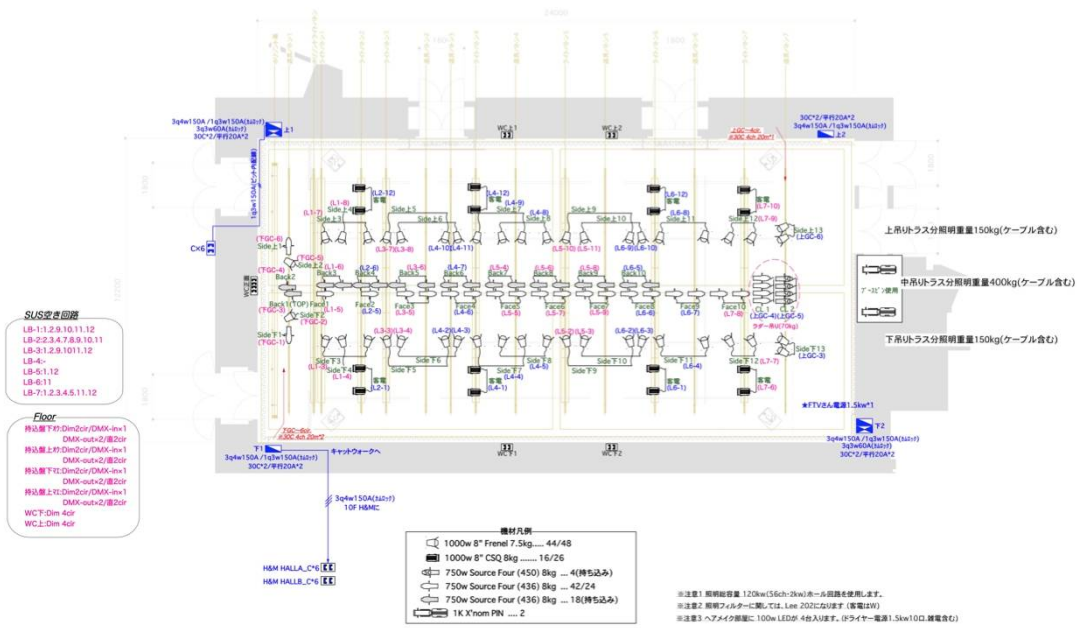
<SIDE VIEW>



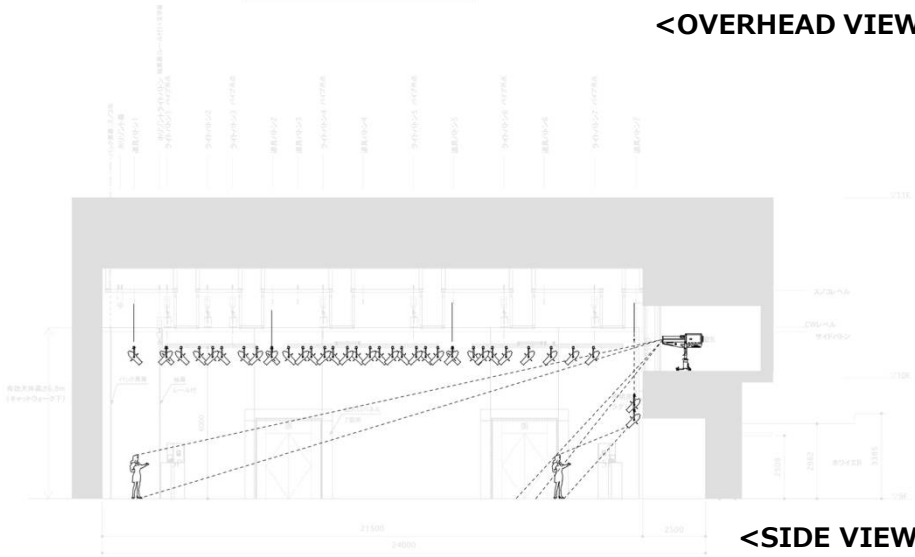
Shibuya Hikarie Hall B Facilities

- AREA : HALL/300m² (24.0m×12.0m) , FOYER/270m²
- ROOF HEIGHT : 6.8m
- SEATS : *Depends on brands' plans
- BASIC DECORATION :
 - Large black curtains for walls / Large black curtains for both sides of the stage and cyclorama
 - Base floor of the runway : none
 - *The finish-up of the decorations of the runway will be handled by each brand
 - Elevating baton for lighting + single tube
 - Ladder truss for lighting
 - Technical booth (basically in the lights room on 10F)
 - Tiered audience seats : none
 - Audience seats: black benches (seats of 4×48 = 192people + seats of 2×18=36people)
 - Camera booth: Two unit stages of the venue (installed permanently)
- Misc. :
 - AIR CONDITIONER : fully-equipped
 - CLEANING : brands must make preparation

Main Venue / Shibuya Hikarie Hall B Basic spec *Specifications are subject to change.



<OVERHEAD VIEW>



LIGHTING

HALL : 750W Source-Four(450)8kg × 4
 750W Source-Four(436)8kg × 42
 1000W 8" Frenel 7.5kg × 44
 1000W 8" CSQ 8kg × 16

H&M ROOM: 100W LED × 4

SOUND

MAIN : Meyer CQ-1 × 4

SUB : JBL SRX728S × 4

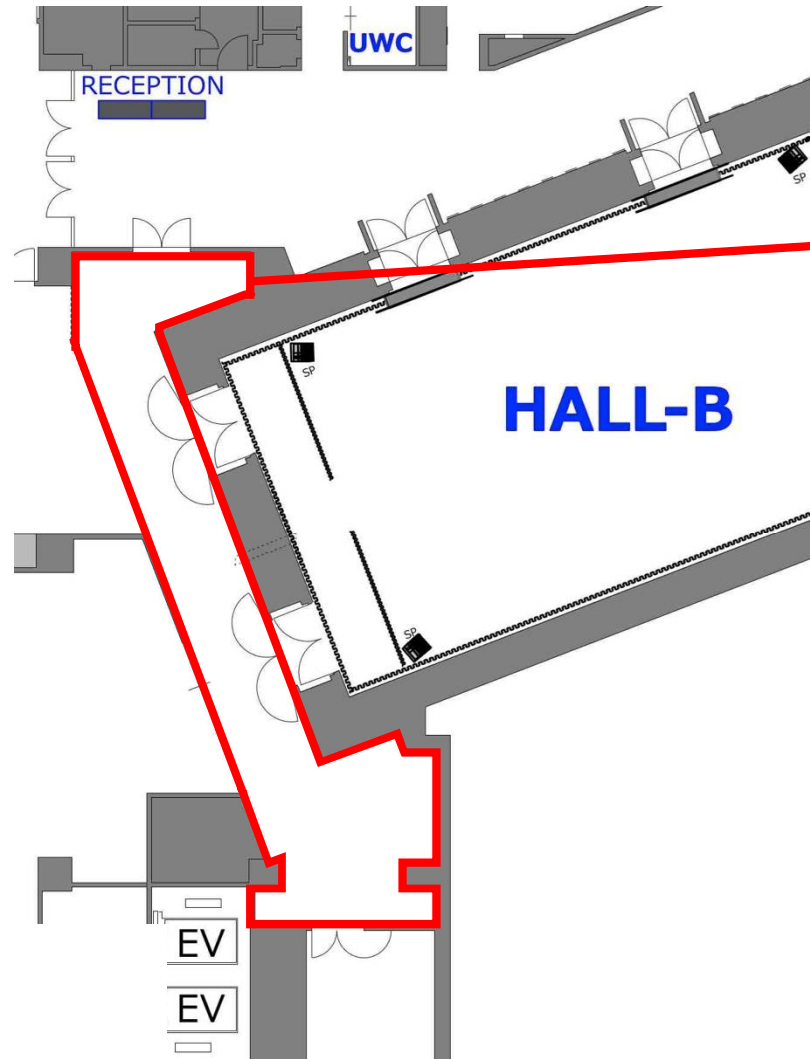
TECHNICAL STAFF

STAGE : STAFF × 2

LIGHTING : CHIEF STAFF × 1
 STAFF × 1

SOUND : CHIEF STAFF × 1

Main Venue/ Shibuya Hikarie Hall B Backstage



Backstage

FURNITURE

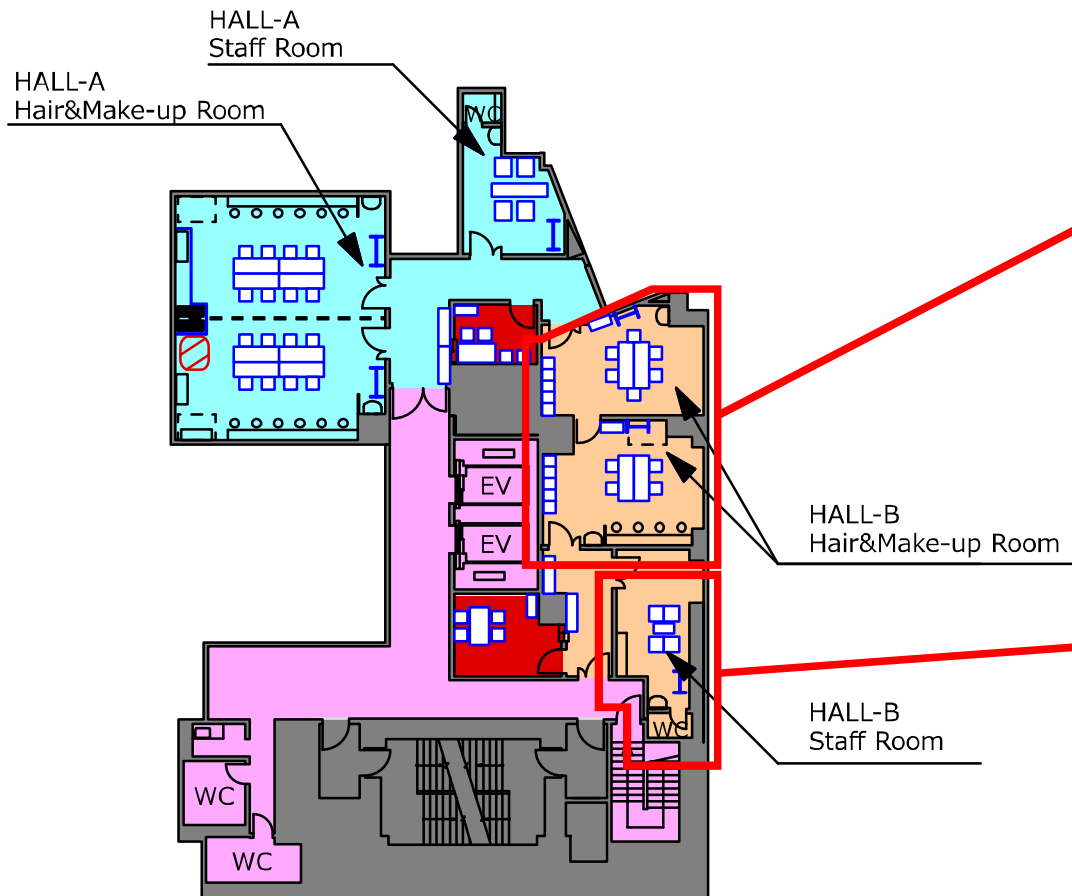
- Hanger rack (W900mm) 12
- Cheval glass 3
- Ironing board 1
- Table (W1800mm) 2
- Chair 5

FACILITIES

- Power for Iron(1.5kw) 2
- Power (1.5kw) 4

ATTENTION! Brands must prepare irons if you need. The Office does not prepare.

Main Venue / Shibuya Hikarie Hall B / 10F H&M ROOM · STAFF ROOM Basic spec



H&M ROOM

FURNITURE

- Conference Table 6
- Chair 20
- Mirror for H&M (addition) 6
- Coin-Locker(for 6 persons) 2

FACILITIES

- Lightning for H&M(except attached) 6
- Plug in for H&M (1.5kw / included power) 10

Green Room for STAFF

FURNITURE

- Conference Table 1
- Chair 4

FACILITIES

- Power(1.5kw) 2

Notes on the main venue (Shibuya Hikarie)

**With regard to your participation, please be sure to observe etiquette of using the hall, various rooms, as well as traffic rules from the venue entrance/exit to its neighboring areas.
We appreciate your understanding and cooperation to have all participants comfortably use the venue.**

■ Management, theft, and insurance

- The Secretariat will have security staff on hand during installation, removal, and the show itself to handle security for the venue and items within the venue. However, we will not claim responsibility for losses due to acts of nature or theft, loss, or damage of items relating to the show such as wardrobes or makeup.
- In order to ensure that damages due to unforeseen accidents are not incurred during installation, removal, the show itself or any time in between, we recommend that participants have the relevant items **insured as needed**.
- Coin-operated lockers are available in the model dressing rooms of the Hikarie Hall A / Hall B (12 total), and these may be used to store items safely.

■ Disposing of trash created at venues

Please carry out any trash created at venues from each brand.

***A brand disposed of their waste along the way, which led to an illegal disposal dispute.**

Items such as wardrobes, makeup tools, and all other trash left over in venues beyond the period stipulated by the Secretariat will be disposed of at its discretion. The costs incurred for said disposal will be charged to each brand.

■ Food and beverage consumption within the venue

Although consumption of food and beverages within the venue or its surrounding areas are not explicitly forbidden, **please be aware that the Secretariat is absolved of all responsibility for any problems arising from these actions.**

■ Before leaving, please reorganize every area that you used as it originally was.

■ Lunchboxes

We ask that **participants prepare their own lunchboxes at each brand. Also, please carry out any garbage created due to consumption of these lunchboxes.**

Notes on the main venue (Shibuya Hikarie)

■ Smoking

Smoking is prohibited within the venue. Please smoke only in the designated areas.

■ Decorations and congratulatory bouquets

Unless explicitly stated otherwise, congratulatory bouquets and all other flowers are prohibited within the Hikarie Hall. We ask for the understanding and participation of all parties wishing to send such bouquets in advance.

■ Reception, guidance, and cleanup

Conducting show reception, guidance of visitors, and venue cleanup is the responsibility of each brand.

We ask that each brand make its own considerations and arrangements for staff that will be needed on the day of the event, including reception staff and guidance staff. Please understand in advance that the JFWO does not provide guidance staff or cleaning staff.

Please contact JFWO if you would like to hold an individual meeting separately.

■ Prohibited acts within the venue

Open flames are prohibited within the venue. (If open flames are used, the on-site fire-fighting facilities will become active automatically, causing the venue to become drenched.)

***A brand using open flames in the past without prior declaration lost its eligibility to be included in future events (including related events).**

■ Regarding fire application

Of the Application for the Rescission of Prohibited Acts, JFWO handles applications for the use of smoke machines (diffusion) in bulk. Brands planning to use a smoke machine for the production of their show must apply to the JFWO beforehand.

***Please submit applications by the exhibition plan submission deadline in mid-February.**

Unauthorized use of open flame and other dangerous actions are prohibited. Please contact JFWO if you have any questions or inquiries.

■ Evacuation lights

When temporarily turning lights off, it is an obligation of each brand to convey this message to visitors upon entering the venue, and making notifications by signs. JFWO will have the signs prepared, so please make contact regarding usage.

■ Damages to the venue

If in case your show staff/brand staff damages venue facilities and/or equipment in any way, you will be charged for repairs, after the closing of the period.

Schedule

		Schedule	Notes
Nov	16 (Mon)	Begin to accept applications for Mercedes-Benz Fashion Week TOKYO 2016 A/W	
	16 (Mon)	Deadline for participation application	No application will be accepted after the deadline
		The due date of fee for participation and venue	Please pay into the bank account which we indicated
	Late December	Brands which will participate 2016 A/W is selected.	We shall contact your representative *Production company, Hair and Makeup, and PR inform it on decision.
		Collection schedule adjustment start	
December 26(Sat), 2015-January 3(Sun), 2016 Winter vacation of JFWO			
Jan	Beginning of January	Sending of exhibitor agreement	
	Middle of January	Announced exhibitor brands of 2016 A/W	
	Late of January	Deadline for submitting exhibitor agreement	Please submit the document
Feb	1(Mon)	*We're going to do preliminary inspection party. (distribute an administration manual)	
	Middle of September	Detailed schedule of 2016 A/W is determined	
		Announced collection schedule of 2016 A/W	
		Deadline for submitting Exhibition plan	Please submit the document
	Late of September	The due date of fee for venue costs	Please pay into the bank account which we indicated
		Deadline for submitting collection tickets	Please submit collection tickets
29(Mon)	*We're going to do preliminary inspection party. (distribute an administration manual)		
Mar	Beginning of March	Press/Buyer/Blogger list sent	We shall send your representative
		Deadline for submitting maison ID(only for Shibuya Hikarie Hall)	Please submit the document
		Sending of manual.	We shall send your representative
	14 (Mon) - 19 (Sat)	Mercedes-Benz Fashion Week TOKYO 2016 A/W	

■ Note

Please pay your exhibition fee (venue, registration, and other fees) for Mercedes-Benz Fashion Week TOKYO 2016 A/W by Wednesday, December 16. Please contact us if you need an invoice or receipt.

If we couldn't check each, you might be not able to make your presentation.

■ ■ Inquiries for Exhibition ■ ■

Ms.Iida E-mail: brand@jfw.jp

Japan Fashion Week Organization

8th Floor, No.5 Kanou Bldg., 3-26-16 Shibuya, Shibuya-ku, Tokyo 150-0002
 TEL : 03-3406-5261 FAX : 03-6805-0793
 Time in : 10 : 00-18 : 00 (weekday)
 No-business day : Sat., Sun. and public holidays

*Please understand in advance that the schedule for the venue preliminary inspection meeting is subject to change.

* Operation manual = Applies only for Shibuya Hikarie Hall

Exhibitor Application

For brands exhibiting for the first time

Exhibitor Application Documents	Remarks column
① Participation Application	<ul style="list-style-type: none"> Please download the form from the official website and fill out all necessary items. For those applying for support, please fill out all items. <p>Please note that you may be disqualified from the selection if there is any item missing.</p>
② Brand Image Visuals(10p) <small>(Adobe Photoshop EPS format)</small>	<p>To be used for the official website of JFWO and other official media,digital signage on official venue. H110mm × W95mm, 350dpi resolution, CMYK mode</p> <ul style="list-style-type: none"> Please request, in advance, for approval of the publicity of models to their agencies from each brand.
③ Brand Logo single-species <small>(Adobe Illustrator ai Format)</small>	
④ Designer Portrait <small>(Adobe Photoshop EPS Format)</small>	
⑤ Brand reference materials	<ul style="list-style-type: none"> An output of 10-20 outfits for both the S/S and A/W seasons in a photobook or scrapbook included with the brand concept and product photos. 3 outfits with the newest items (actual samples). They will be returned in the beginning of January.

***Please put the data of ①~④ on a CD-ROM**

Have participated the JFW or MBFWT

Exhibitor Application Documents	Remarks column
① Participation Application	<ul style="list-style-type: none"> Please download the form from the official website and fill out all necessary items. For those applying for support, please fill out all items. <p>Please note that you may be disqualified from the selection if there is any item missing.</p>
② Brand Image Visuals(10p) <small>(Adobe Photoshop EPS format)</small>	<p>To be used for the official website of JFWO and other official media,digital signage on official venue. H110mm × W95mm, 350dpi resolution, CMYK mode</p> <ul style="list-style-type: none"> Please request, in advance, for approval of the publicity of models to their agencies from each brand.
③ Most recent seasons In a photobook	

***Please put the data of ①~② on a CD-ROM.
Please submit the actual object for ③.**

The application must arrive at the following address by December 16 (Wed)

- Applications may not be submitted by e-mail or FAX.
- The application must arrive at the following address **by 18:00 on December 16 (Wed)**
- Applications will not be accepted after the deadline.
- Please note that the submitted documents will not be returned.
- This Presentation Guide is as of November 16, 2015. We will make a notification when details change.

■ ■ **Inquiries for Exhibition** ■ ■ E-mail: brand@jfw.jp

■ ■ Location where applications should be submitted ■ ■

Ms. Iida E-mail: brand@jfw.jp
Japan Fashion Week Organization
 8th Floor, No.5 Kanou Bldg., 3-26-16 Shibuya, Shibuya-ku, Tokyo 150-0002
 Tel +81 (3) 3406-5261 [JFW Secretariat]
 +81 (3) 6805-0791 [JFW Textile Business Secretariat]
 Fax +81 (3) 6805-0793 [Shared]
 Time in 10:00am - 6:00pm (weekday) No-business day
 (Saturdays, Sundays and public holidays)