



# Amazon Fashion Week TOKYO

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2018 Spring / Summer

**[Participation Guide]**

June, 2017

Japan Fashion Week Organization

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By concentrating collection announcement schedules, and setting an official venue, JFWO aims to promote buyers and media visits, thereby increasing international exposure and powers to transmit, to make this a place that leads to real business.

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This Presentation Guide is as of June 15, 2017. Please note that there are changes in details.

# Event Outline

- NAME OF EVENT : Amazon Fashion Week TOKYO 2018 S/S
- DATE : October 16<sup>th</sup> (Mon.) – October 22<sup>th</sup> (Sun.), 2017
- MAIN VENUES : Shibuya Hikarie Hikarie Hall / Omotesando Hills Main Building B3F SPACE O
- ORGANIZER : Japan Fashion Week Organization
- SUPPORTERS : Ministry of Economy, Trade and Industry / Japan External Trade Organization / Organization for Small & Medium Enterprises and Regional Innovation, JAPAN / Tokyo Metropolitan Government / Keidanren (Japan Business Federation) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Japan Fashion Association / Japan Apparel Fashion Industry Council / INSTITUTE FOR THE FASHION INDUSTRIES / Japan Department Stores Association / Shibuya City / Shibuya-ku Shoutenkai Rengoukai

## ■ SPONSORS

### TITLE SPONSOR

**Amazon Fashion**

### OFFICIAL SPONSORS



### SPECIAL SUPPORTING PARTNERS

Hikarie ShinQs

### SUPPORTING PARTNERS



### SUPPORTING PARTNERS



### SIGNAGE PARTNER

SHARP

### OFFICIAL MEDIA PARTNER



### VENUE PARTNER



### OFFICIAL MEDIA SUPPORTER



# Event Outline

## [Amazon Fashion Week TOKYO 2018 S/S]

□DATE October 16th (Mon.) – October 22th (Sun.), 2017

Fashion Shows, Installations, Footage Distribution (the season: 2018 S/S)

□VENUE Various Venues in Tokyo

- Official Support Venue (Shibuya Hikarie Hikarie Hall A & B, Omotesando Hills Main Building B3F SPACE O)
- Supported Venue (Shibuya Hikarie Hikarie Hall B)
- Others

□COLLECTION SCHEDULE PLAN

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

\*Due to schedule adjustments, there may be time changes/adjustments in 30 minute intervals.

Venue		16-Oct	17-Oct	18-Oct	19-Oct	20-Oct	21-Oct	22-Oct
		Mon	Tue	Wed	Thu	Fri	Sat	Sun
Hikarie Hall	Hall A	11:00 16:00 21:00	11:00 SPECIAL PROGRAM	SPECIAL PROGRAM 21:00	11:00 SPECIAL PROGRAM	14:00 20:00	11:00 16:00 21:00	-
	Hall B	10:30(Support) 15:30 20:30	10:30(Support) 15:00 21:00	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	-
Omotesando Hills	SPACE O	-	17:00	18:00	17:00	17:00	17:00	-
Other		12:00 13:00 14:00 18:00 19:00	12:00 13:00 14:00 16:00 19:00	12:00 14:00 16:30 19:00	12:00 13:00 14:00 18:00 19:00	12:00 13:00 18:00 19:00	12:00 13:00 14:00 18:00 19:00	Depends on participating brand

# Exhibit Outline

## ■ Screening exhibitors for Amazon Fashion Week TOKYO (Collection Shows, Installations, Footage Distribution)

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

【Exhibit standard for screening】

### ①Quality

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

### ②Having a minimum level of business operation

- Your trademark must be registered.
- You have the ability to plan/produce/operate your own collection announcement
- You must have the capacity to pay the exhibition fee.

### ③ Business meeting during the Amazon Fashion Week TOKYO.

- You must have a plan to hold exhibition/business meeting around the Amazon Fashion Week TOKYO 's time frame.
- You must have a manufacturing system to deal with received orders.
- For those who do not have specific exhibit plans, we are open to discuss various exhibit options.--

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

- Change of schedule without prior notice, causing confusion to visitors and event operations.
- Not holding any exhibition/ business meetings.
- Any other actions to cause distrust in JFW towards your brand.

■ All first time exhibiting brands must participate in the information seminar (scheduled for August 21st, 2017).

■ If you decide to exhibit, please make sure to submit all floor plans/scheduled brand confirmation form to the JFW Secretariat, by the designated dead-line (September 29th, 2017).

## ■ Notification of exhibitor Approval

The JFW committee will 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 early August.

Please note that inquiries concerning results and/or of the selection process, will not be accepted.

## \*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://amazonfashionweektokyo.com/jp/aboutus/>) for committee members.

# Exhibit Guidelines

## ■ Number of people invited

**The maximum capacity of the Hikarie Hall and Space O, is stipulated by law. The number of visitors allowed, including invited guests, is 1,004 people for Hall A, 301 people for Hall B, and 800 people for Space O. Please adhere to these legal stipulations when planning the number of people to be invited.**

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

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

\*In order to prevent crowding of Space O public space, if/when many customers who are waiting prior to the start of the show, will be instructed to line-up, under the guidance of Hills Operation Room staff.

## ■ Seats for special guests

• Participants of the “Amazon Fashion Week TOKYO” are asked to provide seats for sponsors at collection shows.

The number of seats depends on the venue, and specific number of seats to be provided will be notified later, once the venue is decided upon (typically between 20-50 seats are required).

Seats provided will be used to invite Official Sponsors and JFWO related personnel.

• As for invited overseas buyers, participants may also be asked to provide seats for them, in addition to those mentioned above.

## ■ Collection Invitation

• **Please be sure to have the sponsor logo and event title on collection invitations. Please send in your designs before submitting them to the print shop for prior confirmation of title logo use.**

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

## ■ Sponsorship

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

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

# Exhibit Guidelines

## ■ Audio used in the event

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

The JFWO asks that all brands participating in the Amazon 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.

## ■ Regarding music source for live distribution

During the Amazon Fashion Week TOKYO 2018 S/S, there is a possibility that JFW will distribute live footage of your exhibit.

In such case, additional applications to comply with Japanese Copyright Laws will be needed. ※For information of the Copyright System in Japan:  
<http://www.cric.or.jp/qa/hajime/hajime4.html>

We ask that the brand itself make necessary arrangements regarding Japanese Copyright Laws.

For other required legal applications regarding live distribution, we will notify you as details become determined. We ask that you handle each case as they arise.

# Footage recordings

## ■ Recordings: videos (movies) and photographs (stills)

JFWO will make footage recordings (movie/stills) for the runway shows of brands participating on-schedule.

- Hikarie - Movie 【Hall A/2 cameras ・ Hall B/1 camera】, Stills 【Hall A/1 camera ・ Hall B/1 camera】
- Omotesando Hills – Movie 【1 camera】, Stills 【1 camera】
- Other venues – Movie 【1 camera】, Stills 【1 camera】

**Details on how you may obtain the movie, will be provided later. (In addition to existing cameras, movie cameras can be added, at price.)**

**\*Depending upon the announcement style/contents, movie footage recordings may not be shot.**

**Stills will not be provided, so if you need still photos, please make your own arrangements.**

**・ If you need a photographer, we can introduce one to you.**

### <Licensing of sound recording, video recording, and photographs>

At Amazon Fashion Week TOKYO , sound recording, video recording, and photography shall be conducted by JFWO or by 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).

Please note that JFWO is responsible for the editing of these sound and video recordings, and there is a chance that these will be used for the purpose of JFW publication.



# Brand's Support Program

## What is Brand's Support?

One of JFWO's aims is to make this event a gateway to success, not only for young Japanese designers, but for up-and-coming designers from around the world. In order to realize this aim, we continue to provide support for participation in "Fashion Week", to prospective up-and-coming designers.

## The outline of Brand's Support in Amazon Fashion Week TOKYO 2018 S/S

In the Amazon Fashion Week TOKYO 2017 A/W, Brands selected by the JFWO for Entries from the many designers who wish to participate in Fashion Week will be offered to use the venue free of charge in 10:30 slots of Shibuya Hikarie Hall B, which is the venue for supported collections.

### ■ 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 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 ■

Selection for "brand support", will be made by the JFW committee, under the below process:

1. Examination of application documents such as application for participation
2. Judging of pieces

### ■ Application ■

The application must arrive at the following address by the deadline. Applications will not be accepted after the deadline. More detail→page 28

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

# Supplementary items for exhibit

- Information regarding the collection can be widely distributed to leading shops and national/international media. (In addition to other exposures, such as the web, SNS, release distributions, official programs, official media, etc.)
- A list of national/international press/buyers will be provided.
- Recorded materials including the contents of collection movies will be offered at an extremely affordable price.
- Support for show make-up by Shiseido. If you wish, support for hair can also be given.  
\*Support may be unavailable depending on the show schedule.
- There will also be product & service support provided by various sponsors.  
Details will be announced, once they are determined.

# Registration Fee / Venue Charges

You must pay for the registration fee if you wish to participate in Amazon Fashion Week TOKYO 2018 S/S.

**Registration Fee: 150,000 yen (without tax)**

## ■ Venue Charges

Venue	Oct 16(Mon)	Oct 17(Tue)	Oct 18(Wed)	Oct 19(Thu)	Oct 20(Fri)	Oct 21(Sat)	会場使用料
	Showtime / Operating Time	Showtime / Operating Time	Showtime / Operating Time	Showtime / Operating Time	Showtime / Operating Time	Showtime / Operating Time	
Shibuya Hikarie Hikarie Hall A	A 11:00	A 11:00	-	A 11:00	-	A 11:00	500,000 yen [540,000 yen (tax in)]
	7:30~12:30 (5H)	7:30~12:30 (5H)	-	7:30~12:30 (5H)	-	7:30~12:30 (5H)	
	B 16:00	-	-	-	B 14:00	B 16:00	1,000,000 yen [1,080,000 yen (tax in)]
	12:30~17:30 (5H)	-	-	-	10:30~15:30 (5H)	12:30~17:30 (5H)	
	C 21:00	-	C 21:00	-	C 20:00	C 21:00	2,000,000 yen [2,160,000 yen (tax in)]
	17:30~22:30 (5H)	-	17:30~22:30 (5H)	-	16:30~21:30 (5H)	17:30~22:30 (5H)	
Shibuya Hikarie Hikarie Hall B	D 10:30	D 10:30	D 10:30	D 10:30	D 10:30	D 10:30	Targeted for support Venue ※In the case of pay 250,000 yen [270,000 yen (tax in)]
	7:15~12:00 (4.75H)	7:15~12:00 (4.75H)	7:15~12:00 (4.75H)	7:15~12:00 (4.75H)	7:15~12:00 (4.75H)	7:15~12:00 (4.75H)	
	E 15:30	E 15:00	E 15:30	E 15:30	E 15:30	E 15:30	450,000 yen [486,000 yen (tax in)]
	12:00~17:00 (5H)	12:00~17:00 (5H)	12:00~17:00 (5H)	12:00~17:00 (5H)	12:00~17:00 (5H)	12:00~17:00 (5H)	
	F 20:30	F 21:00	F 20:30	F 20:30	F 20:30	F 20:30	700,000 yen [756,000 yen (tax in)]
	17:00~22:00 (5H)	17:30~22:30 (5H)	17:00~22:00 (5H)	17:00~22:00 (5H)	17:00~22:00 (5H)	17:00~22:00 (5H)	
Omotesando Hills Main Building B3F SPACE O	-	G 17:00	G 18:00	G 17:00	G 17:00	G 17:00	700,000 yen [756,000 yen (tax in)]
	-	8:00~20:00 (12H)	8:00~20:00 (12H)	8:00~20:00 (12H)	8:00~20:00 (12H)	8:00~20:00 (12H)	

# Registration Fee / Venue Charges

## ■ Cautions regarding venue charges

**\*Please pay your registration fee by wire transfer by Friday, July 14.**

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

**\*After the committee review, the secretariat will contact you with the results. Schedule requests will be filled on a first-come-first-serve basis, pending submission of application and completion of payment.**

**\*Money will be refunded if rejected by the committee review.**

**\*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 (190,000 yen for Hall A, 80,000 yen for Hall B/1H, 100,000 yen for Space O/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]

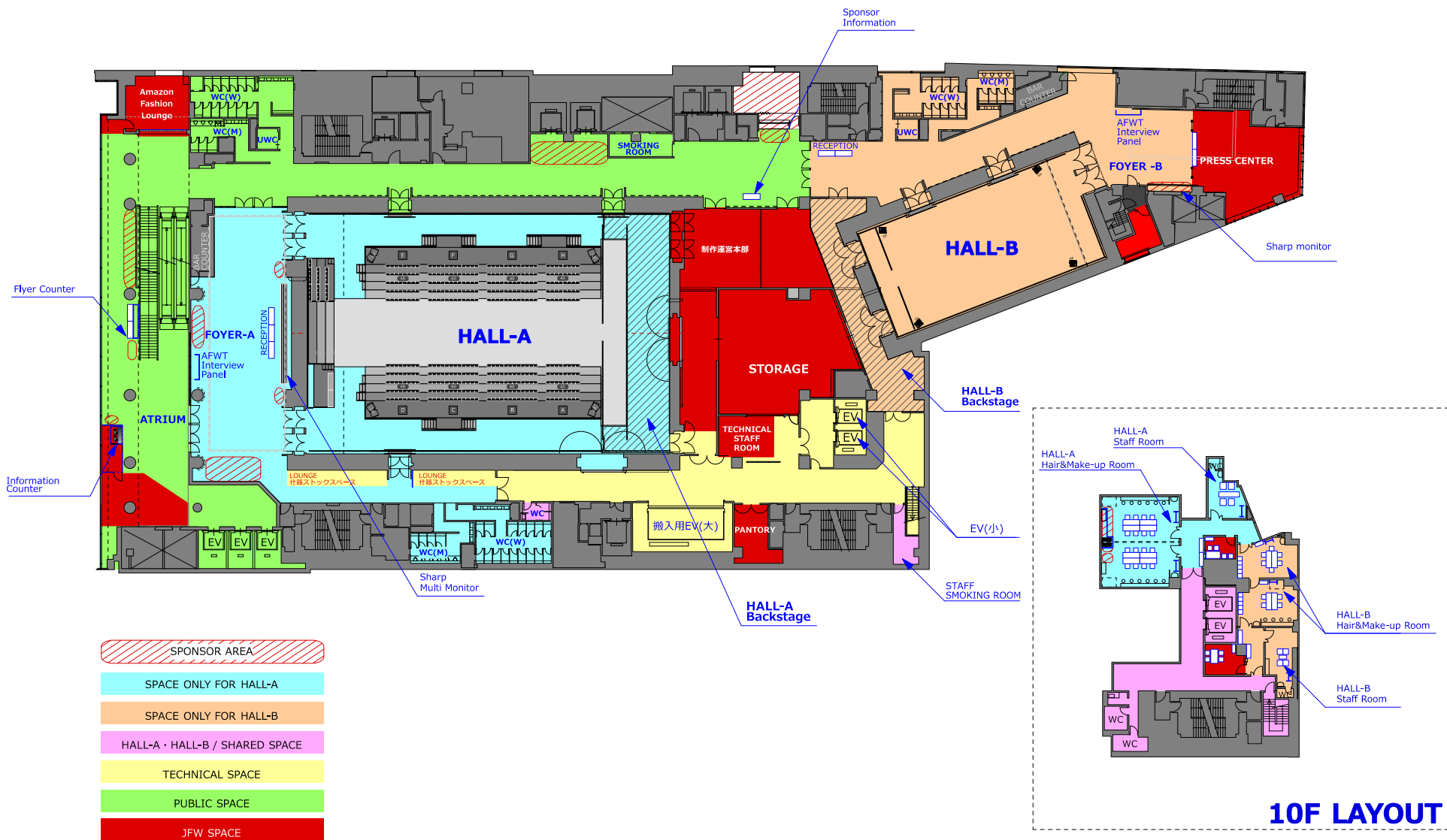
Bank Name: MIZUHO BANK, Ltd.

Branch Name: KOBUNACHO

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

Swift Code: MHBKJPJT Account #: Saving Account 105-1127087 Beneficiary: Japan Fashion Week Organization

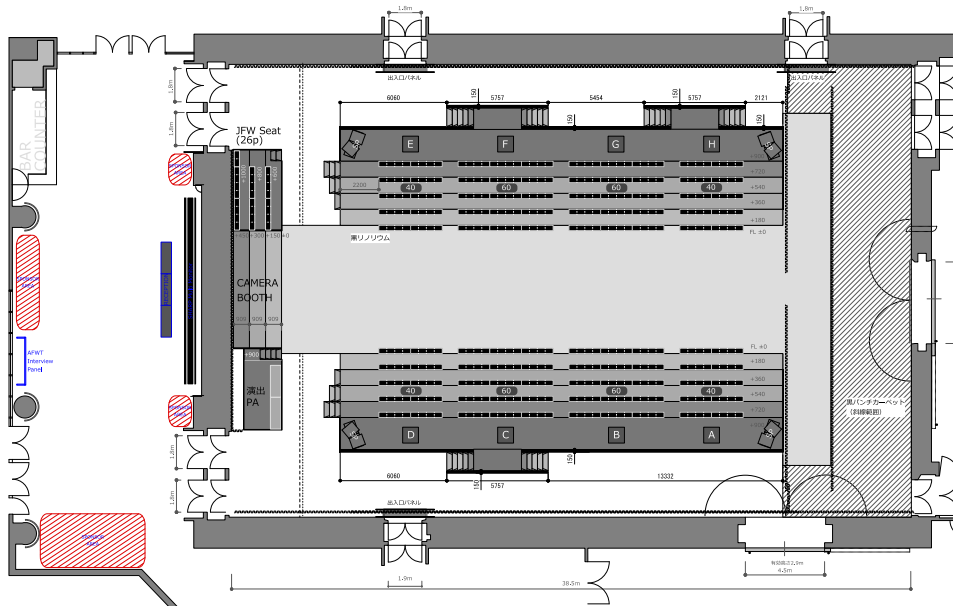
# Main Venue / Shibuya Hikarie Hall Floor Plan



※Specifications may change.

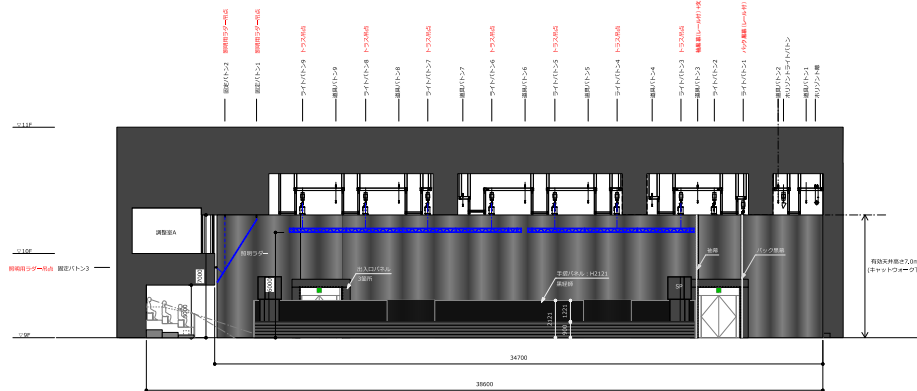
# Main Venue / Shibuya Hikarie Hall A Basic Spec

SEATS: 400p

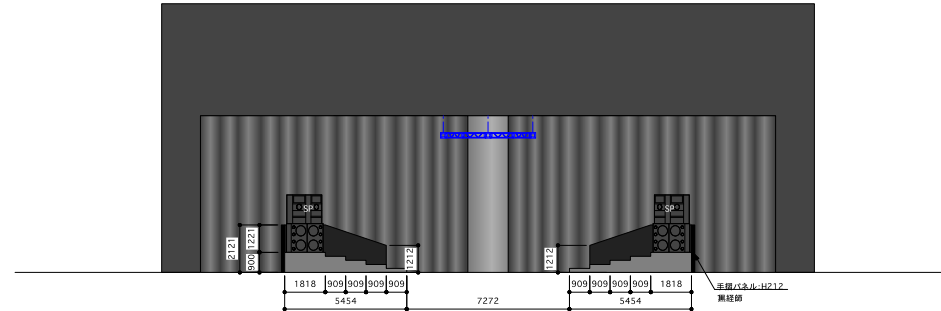


<OVERHEAD VIEW>

◆側面図



<SIDE VIEW>



<FRONT VIEW>

## Shibuya Hikarie Hall A Facilities

■ AREA: HALL/1000m<sup>2</sup> (38.5m × 26.0m) / FOYER/315m<sup>2</sup>

■ ROOF HEIGHT: 7m

■ SEATS:400p (depends on brands' plans)

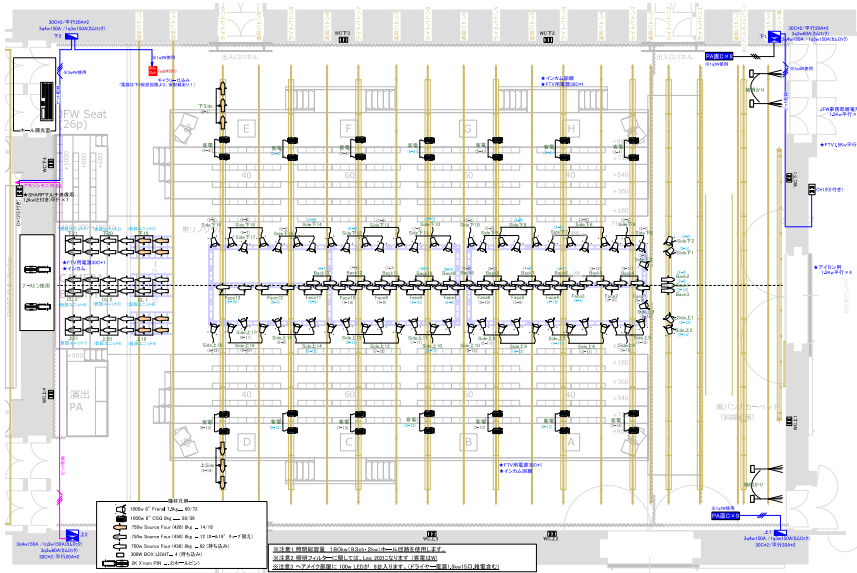
■ BASIC DECORATION:

- 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=27m / ±0) black linoleum  
\*The finish-up of the decorations of the runway will be handled by each brand.
- Integrated elevating truss for lights (length---22m × 3 / width---4.25m × 5)
- 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)
- 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)

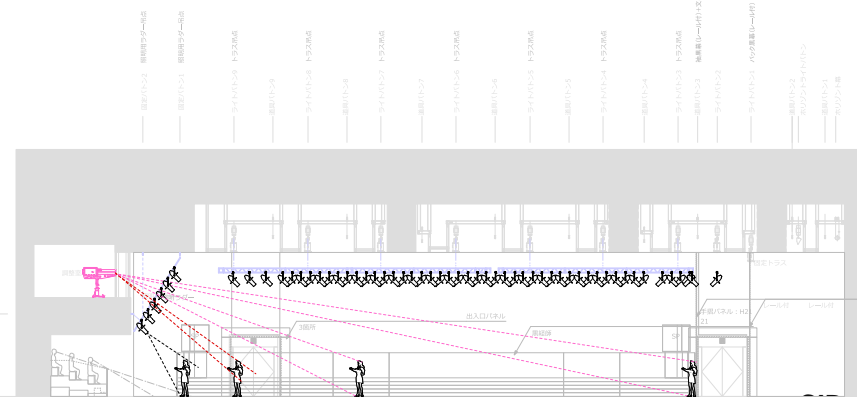
■ Misc:

- 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 × 62  
 1000W 8" Frenel 7.5kg × 60

**SEATS** : 1000W8" CSQ 8kg × 28

**BACKYARD** : 300W BOX LIGHT × 4

**H&M ROOM** : 100W LED × 8

## SOUND

**FRONT SP** : Main System EAW502 × 4 ( × 2 per side )  
 Subwoofer EAW528 × 4 ( × 2 per side )

**REAR SP** : Main System EAW502 × 4 ( × 2 per side )  
 Subwoofer EAW528 × 4 ( × 2 per side )

**CONSOLE** : YAMAHA LS9-16

**CD PLAYER** : TASCAM SS-CDR200 × 2  
 TASCAM CD-500B × 2

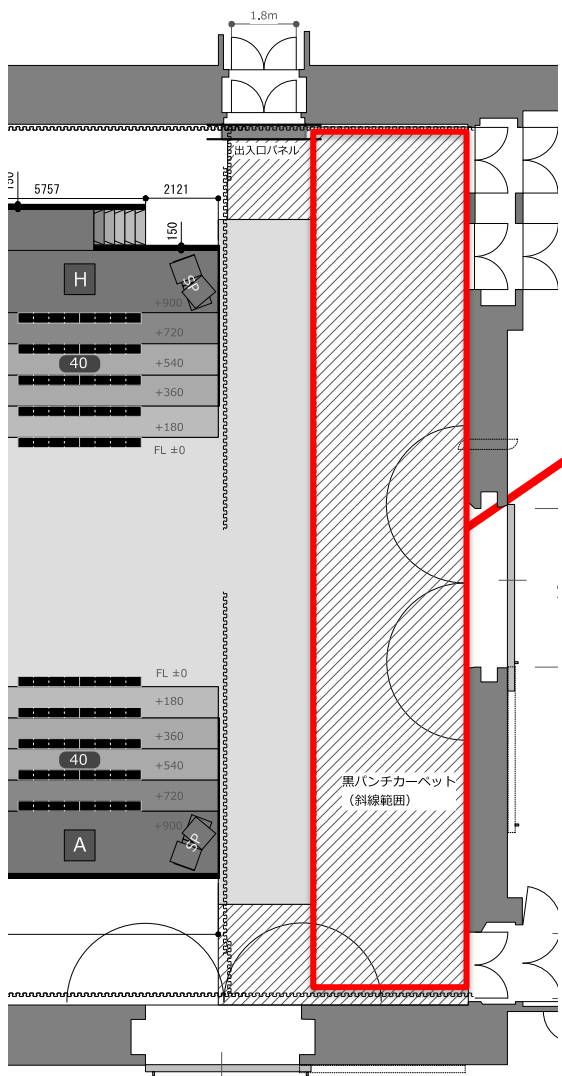
## TECHNICAL STAFF

**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 . . . . . 10
- Locker with key (for 10 persons) . . . . . 1

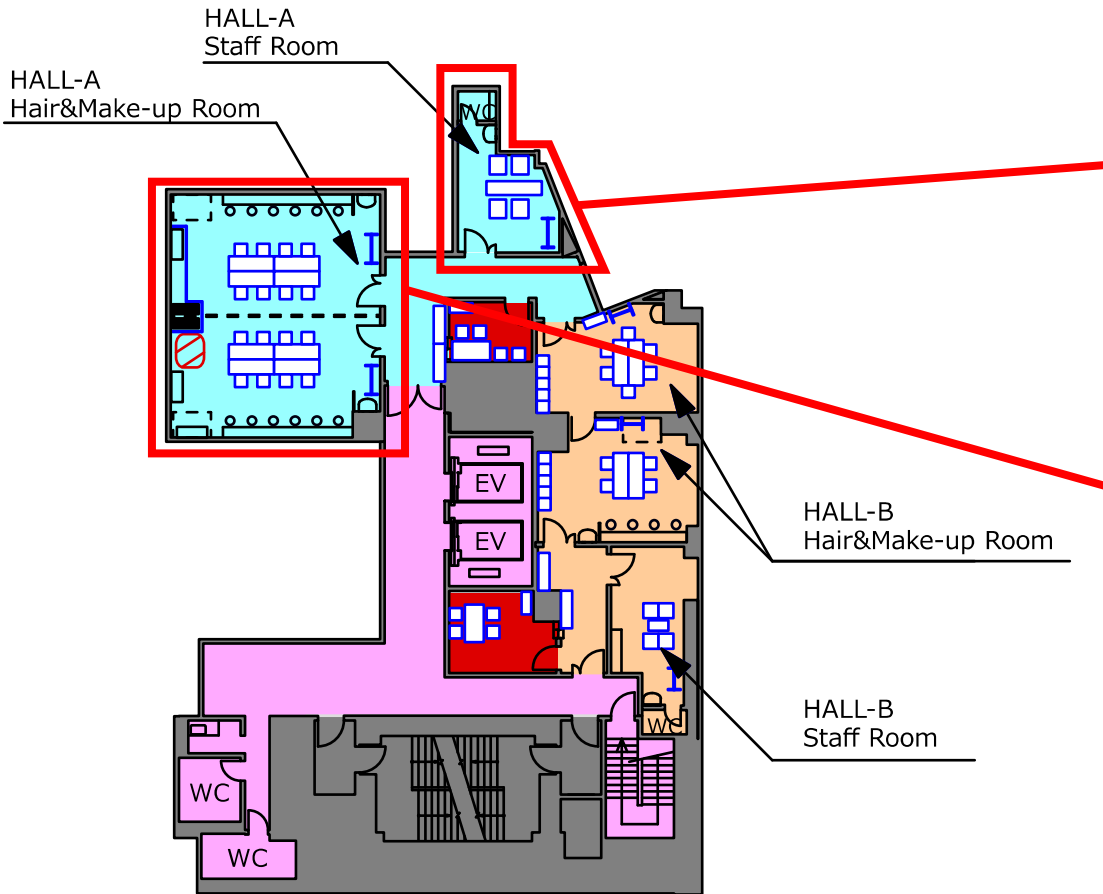
### FACILITIES

- 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

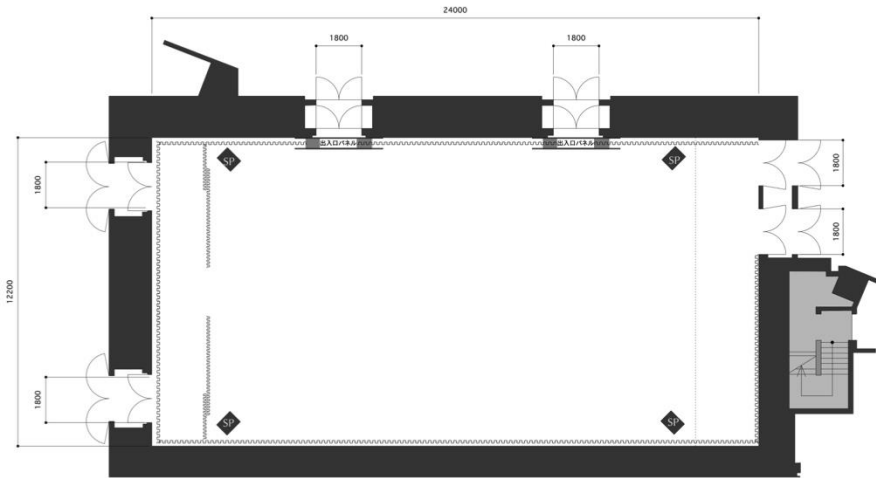
- Conference Table .....8
- Chair ..... 28
- Catering table ..... 2
- Mirror for H&M (addition) .....8
- Coin-locker(12 persons) .....1

### FACILITIES

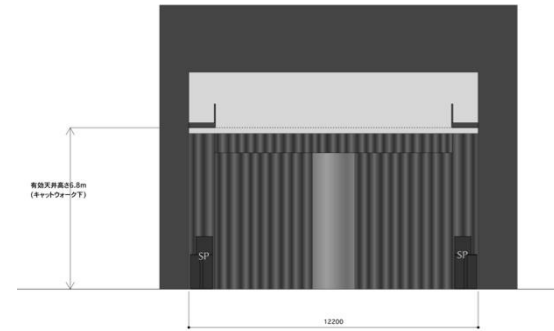
- Lightning for H&M( excepted light for venue ) .....9
- Plug in for H&M( 1.5kw / included Power) .....15

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

Almost: \*Depends on brands' plans



<OVERHEAD VIEW>



<FRONT VIEW>

## Shibuya Hikarie Hall B Facilities

■ AREA : HALL/300m<sup>2</sup> (24.0m × 12.0m) , FOYER/270m<sup>2</sup>

■ 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)

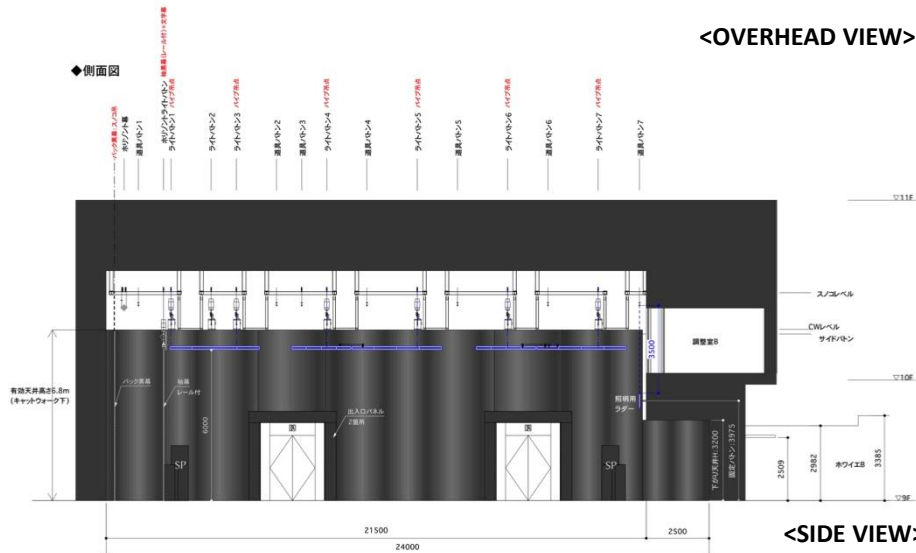
- Tiered audience seats : none  
Audience seats: black benches  
(seats of 4 × 48 = 192people + seats of 2 × 18=36people)

- Camera booth: Two unit stages of the venue (installed permanently)

■ Misc. :

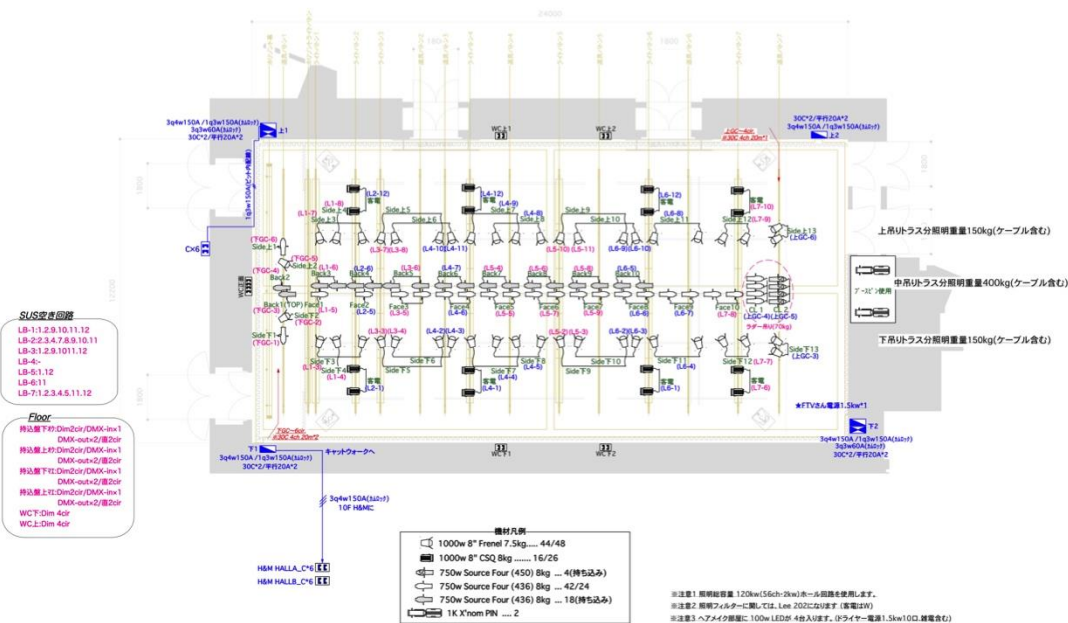
- AIR CONDITIONER : fully-equipped

- CLEANING : brands must make preparation

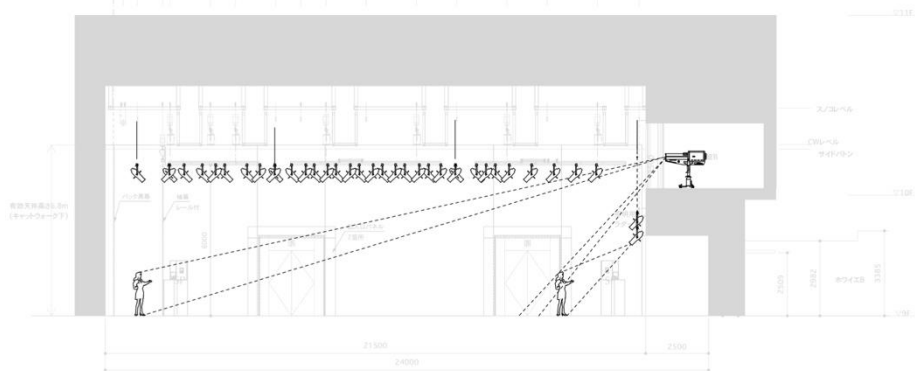


<SIDE VIEW>

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



<OVERHEAD VIEW>



<SIDE VIEW>

## LIGHTING

**HALL** : 750W Source-Four(450)8kg × 2  
 750W Source-Four(436)8kg × 42  
 1000W 8" Frenel 7.5kg × 44  
 1000W 8" CSQ 8kg × 16

**H&M ROOM** : 100W LED × 6

## SOUND

**SP** : Main System Meyer CQ-1 × 4 (× 1 four corners)  
 Subwoofer TOA SR-L5 × 4 (× 1 four corners)

**CONSOLE** : YAMAHA M7CL-32

**CD PLAYER** : TASCAM SS-CDR200 × 2  
 TASCAM CD-500B × 2

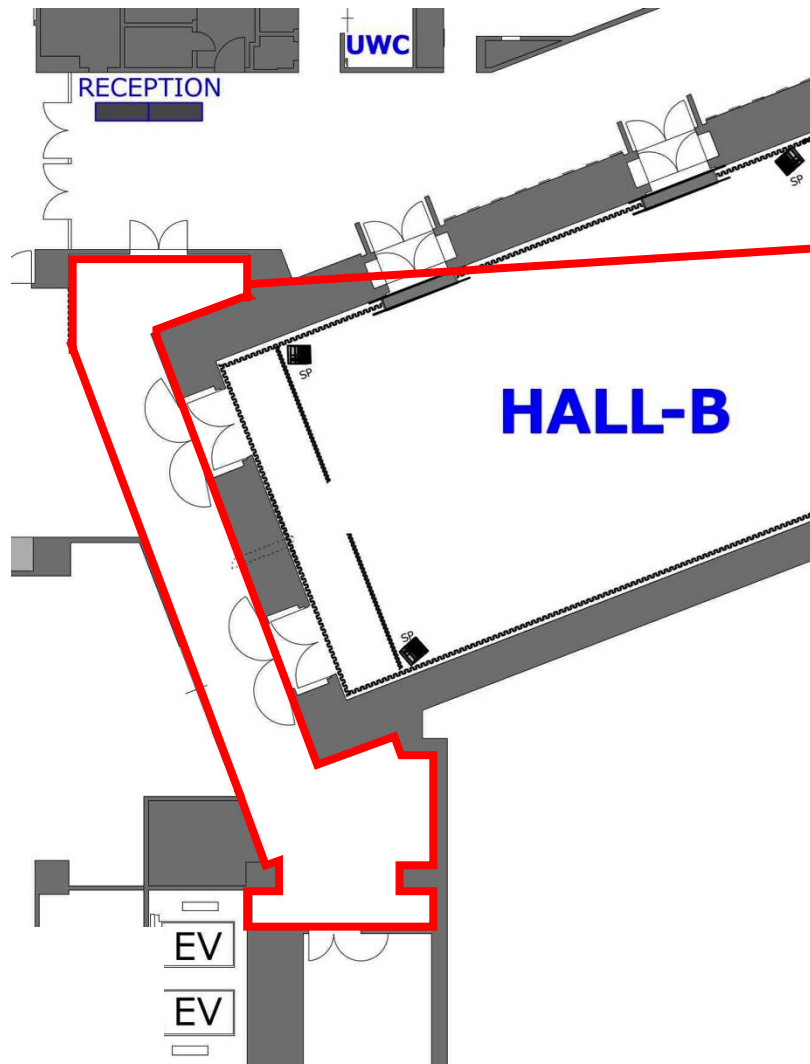
## TECHNICAL STAFF

**STAGE** : STAFF × 2

**LIGHTING** : CHIEF STAFF × 1  
 STAFF × 1

**SOUND** : CHIEF STAFF × 1

# Main Venue/ Shibuya Hikarie Hall B Backstage



## Backstage

### FURNITURE

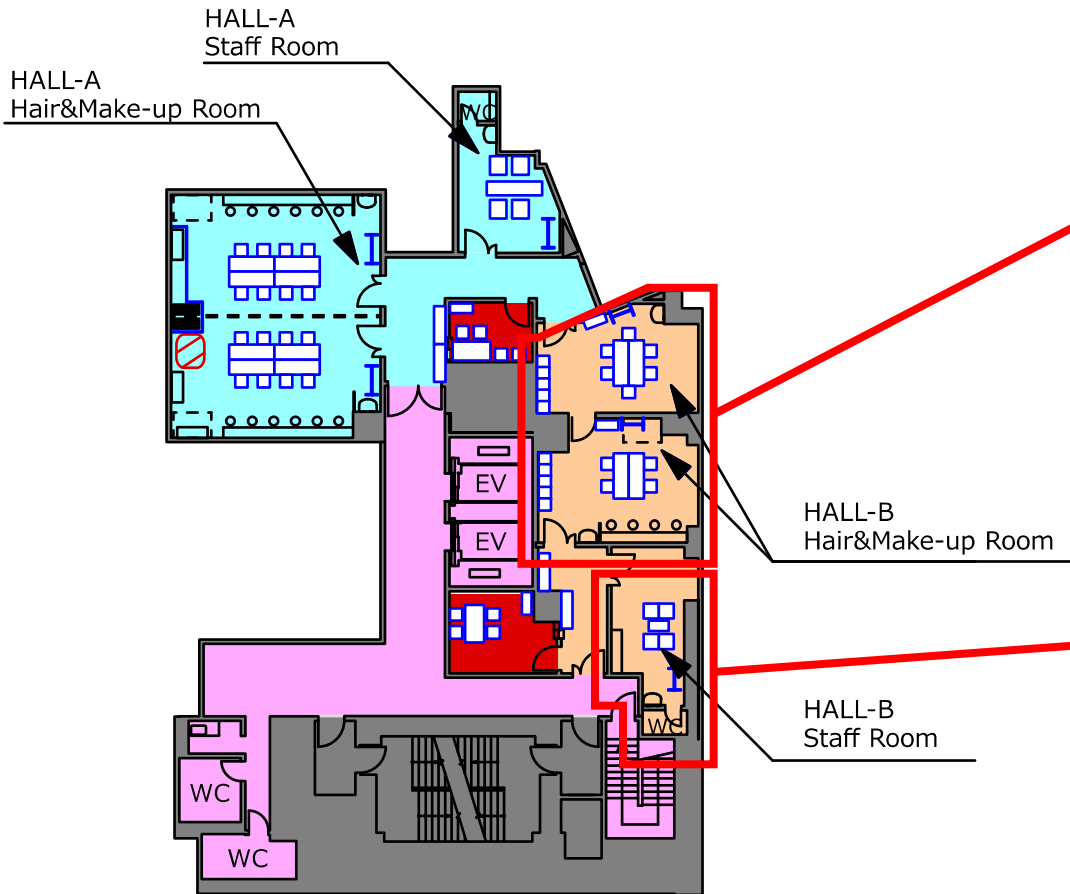
• Hanger rack (W900mm)	.....	12
• Cheval glass	.....	3
• Ironing board	.....	1
• Table (W1800mm)	.....	2
• Chair	.....	5
• Locker with key (for 10 persons)	.....	1

### 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 H6M (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 regards to your participation, please be sure to observe etiquette in using the Halls, 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 use the venue comfortably.

## ■ Management, theft, and insurance

- The JFWO will have security staff on the premises during installment, dismantlement, and the show itself to handle security for the venue and items within the venue. However, we can not be held responsible for losses due to acts of nature, theft, misplacement, or damage of items relating to the show such as wardrobes or makeup.
- In order to ensure that damages due to unforeseen accidents do not occur during installment, dismantlement, during the show itself or any time in between, we recommend that participants have relevant items **insured as needed.**
- Coin-operated lockers are available. Please use as needed to ensure safety of individual belongings.

## ■ Disposing of trash created at venues

**Each brand is responsible for the disposal of their own trash. Please carry out your own trash.**

**\*In the past, there has been a brand that disposed of trash illegally around the venue, which later led to a legal dispute.**

If/when wardrobes, make-up tools, trash are left in the venue beyond the time designated by JFWO, JFWO reserves the right to dispose of these at their discretion, and disposal fees will be charged to the brand later.

## ■ Food and beverage consumption within the venue

Eating and drinking within/around the venue is **not prohibited, however, if in case a problem should arise, please note that JFWO will not be held responsible for any/all occurrences.**

**■ When leaving the venue, please keep in mind that everything must be returned to its original state.**

## ■ Lunch boxes (meals)

Lunch boxes(meals) **must be prepared individually, by each brand. Boxes of such meals must be disposed of by each brand.**

# Notes on the main venue (Shibuya Hikarie)

## ■ Smoking

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

## ■ 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 cooperation 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 note that JFWO does not provide guidance staff or cleaning staff.**

If you wish for individual consultation on this matter, please make an inquiry to JFWO.

## ■ Prohibited acts within the venue

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

**\*In such case, all damages to Hikarie Hall and any/all facilities in below floors, will be the responsibility of the brand and any/all repairs will be charged to the brand.**

## ■ Application for use of fire

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 exhibit plans by deadline.**

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

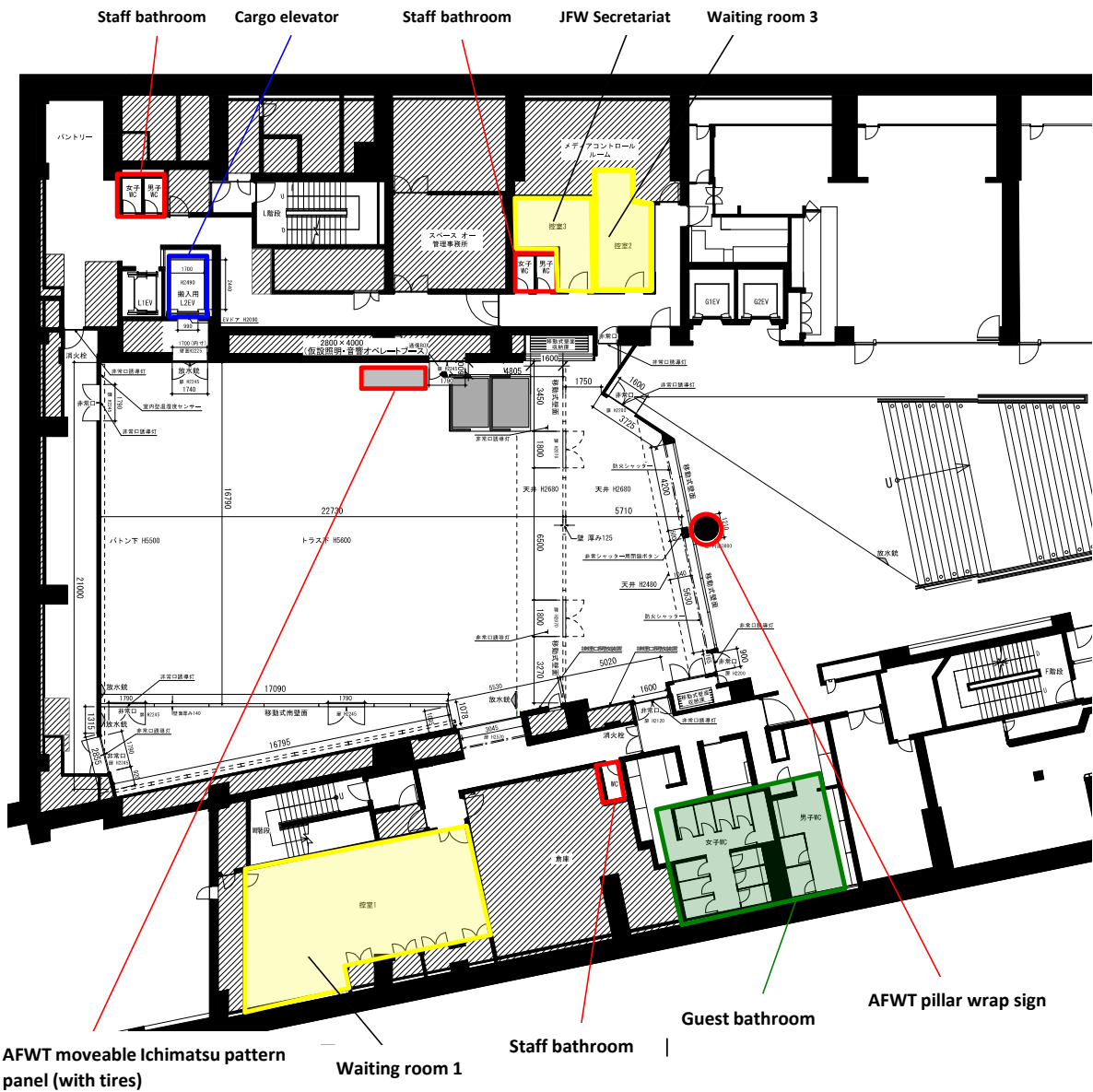
## ■ Evacuation lights

When temporarily turning lights off, that brand is obligated to notify visitors/guests upon entering the venue, and responsible for making notification signs. JFWO has signs prepared, so please contact us regarding use.

## ■ 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.

# Official venue / Omotesando Hills Space O, venue layout



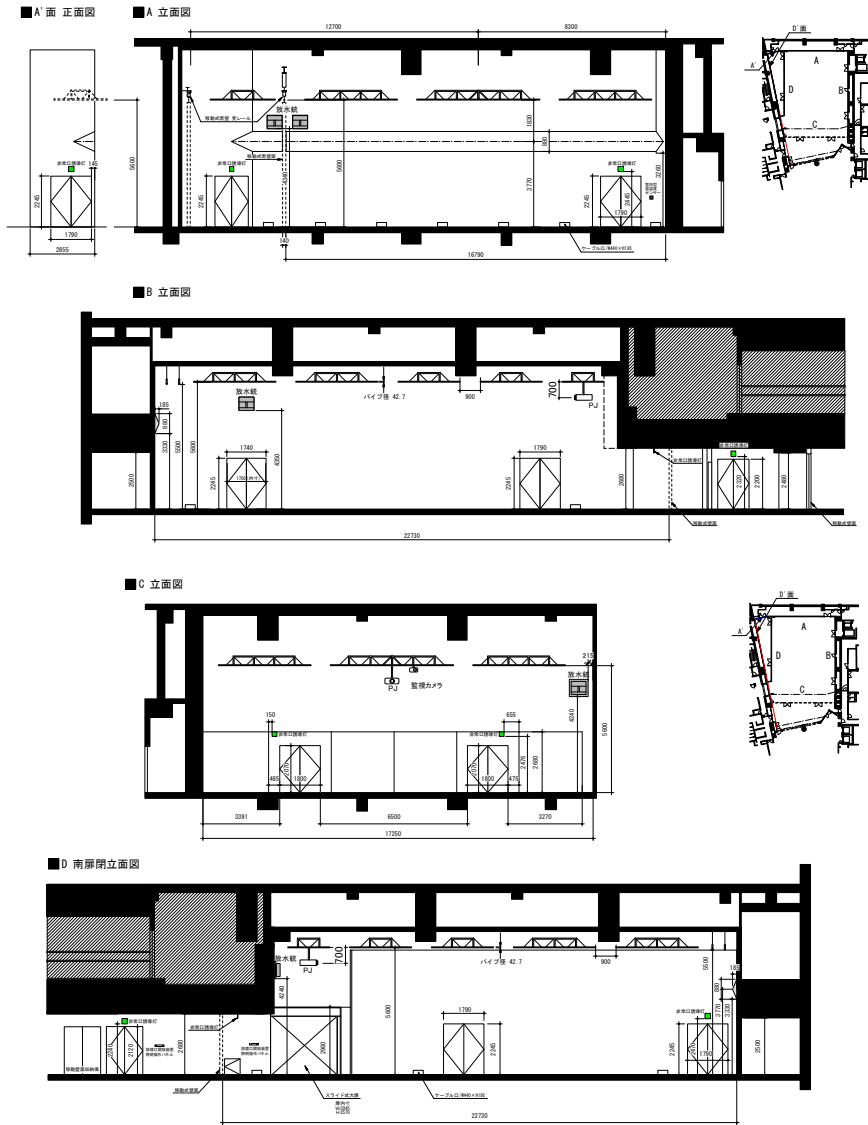
## 【Omotesando Hills, Space O】

- SPACE
  - Event space 448㎡ (ceiling height 5.6m)
  - Foyer 100㎡ (ceiling height 2.68m/2.48m)
- ROOMS
  - Waiting room (1) 74㎡ (ceiling height 2.8m)
  - Waiting room (2) 17㎡ (ceiling height 2.8m)
  - Waiting room (3) 14㎡ (ceiling height 2.8m)
- Legal capacity: 800 people (including foyer)
  - ※(will vary depending upon usage of venue)
  - Legal capacity is approximately 600 people.



# Official venue / Omotesando Hills Space O, floor plan

● Omotesando Hills, collection venue layout / elevation plan



● Omotesando Hills, collection venue layout / baton plan



# Official venue / Omotesando Hills Space O, basic specs

## ● Space O, equipment list

The following lighting, equipment are all available for use (included in venue fee). Please be sure to arrange for installment/dismantle/delivery in-out staff/operators.

### ■ List of incidental facilities (lighting)

#### [Lighting equipment list]

- Dimming control console, Panasonic PASTEL PLENO--1 unit
- Source Four 426 500W lens 26 20A C-type--20 units
- Source Four 436 500W lens 36 20A C-type--20 units
- Interchangeable lens 36 for the above\*20 pcs.
- Interchangeable lens 50 for the above\*20 pcs.
- Iris for the above\*20 pcs.
- GOBO holder for the above\*40 pcs.
- Sheet frame for the above, black\*40 pcs.
- 1kw Fresnel 20A C-type sheet size: 6 inch--60 units
- Sheet frame for the above, black\*60 pcs.
- 500W Fresnel 20A C-type sheet size: 6 inch--40 units
- Sheet frame for the above, black\*40 pcs.
- Source Four PAR (M) black 500W 20A C-type--30 units
- Source Four PAR (N), black 500W 20A C-type--20 units
- Sheet frame for the above, black\*50 pcs.
- Lens for the above (W)\*50 pcs.
- Lens for the above (M)\*20 pcs.
- Lens for the above (N)\*30 pcs.
- Lens for the above (VN)\*50 pcs.
- Spot lighting for wiring ducts 65W, white 20--30 units
- Spot lighting for wiring ducts 65W, white 40--15 units
- Spot lighting for wiring ducts 100W, white--25 units

### ■ List of incidental facilities (sound effects)

#### [Audio equipment list]

- \*Up to 4 channels can be used for wireless microphones.
- Digital mixer YAMAHA QL-5--1 unit
- Ceiling speaker CODA D5-Cube--6 units
- Speaker JBL SRX-712M--4 units
- CD player TASCAM SSCDR200--2 units
- CD player TASCAM CD-01U--1 unit
- Dynamic microphone A SHURE SM57-LCE--4 units
- Dynamic microphone B SHURE SM58-LCE--4 units
- Dynamic microphone C SHURE SM58S--2 units
- Tabletop capacitor microphone audio-technica ES915/H--2 units
- Handheld wireless microphone SHURE UR2/Beta58--4 units
- Necktie pin-type wireless microphone SHURE MX150B--4 units
- Headset wireless microphone SHURE WBH54--4 units
- Direct box BSS AR-133--4 units
- Boom-type microphone stand K&M ST210/2B--6 units
- Mini boom-type microphone stand K&M ST259B--3 units
- Straight-type microphone stand ULTIMATE--6 units
- Table microphone stand K&M ST233--3 units
- Mixer YAMAHA QL-1--1 unit
- Sub woofer MEYER M1D-sub with a built-in power amp--4 units
- Distribution amp DRAWMER DA-6 (Stereo x 6 or Mono x 12)--1 unit

### ■ List of incidental facilities (others)

#### [Other equipment list] / price per unit per day

- Reception counter (silver) W2000 x D750 x H1000--2 units ¥10,000/unit
- Podium (silver) W750 x D500 x H1100--1 unit ¥5,000
- Portable stage W2400 x D1200 x H450/600/750--12 units ¥5,000/unit
- Exclusive-use phone 03-3497-0360, 0362 (2 lines) call charge only
- Network equipment (wired/wireless connection)
- download speed up to 200Mbps (uplink speed up to 100Mbps)--1 set ¥3,000

#### [Free equipment]

- Riser (stage cover, velveteen gray) W9660 x H450/600/750--2 pcs.
- Step (4-step) W900 x D1200 x H600--3 units
- Step (2-step) W900 x D600 x H300--3 units
- Wide table (white) W1800 x D450 x H700--20 units
- Chair (upholstered, black) W500 x D500 x H780 (seat height 440)--400 units
- Signing stand (panel size: A3 H1114)--7 units
- Easel (metal, black) size B1--6 units
- Hanger rack (large) W1200 x H1600 \*15 hangers each--2 units
- Hanger rack (small) W900 x H1600 \*15 hangers each--2 units
- Mirror W410 x H1220 (H1520 with stand)--5 units
- Umbrella stand (for 24 umbrellas) W930 x D344 x H495--4 units

### ■ List of incidental facilities (video)

#### [Video equipment list]

- DLP video projector Panasonic PT-DZ21K (20,000 lm)--1 unit
- Screen 220 inch (16:9) WORKS--1 unit
- Screen 183 inch (16:9) Stumpf--1 unit
- DVD Player TASCAM DV-DO1U--1 unit
- \* When using screen only: ¥20,000/unit

(\* Charges shown do not include consumption tax.)

There are basically no extra charges for electricity use of personal equipment brought in, but in case of large use, please inform/discuss in advance. The same for specially designed equipment.

**With regards to your participation, please be sure to observe etiquette in 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 use the venue comfortably.**

### ■ Management, theft, and insurance

- The JFWO will have security staff on the premises during installment, dismantlement, and the show itself to handle security for the venue and items within the venue. However, we can not be held responsible for losses due to acts of nature, theft, misplacement, or damage of items relating to the show such as wardrobes or makeup.
- In order to ensure that damages due to unforeseen accidents do not occur during installment, dismantlement, during the show itself or any time in between, we ask that **each brand make their own management arrangements.**

### ■ Disposal of trash at the venue

**Each brand is responsible for the disposal of their own trash at the venue. (by dividing garbage, the venue will dispose on your behalf)**

- Food/beverage related (lunchboxes/drinks) trash – general trash can be disposed of at the venue. Please divide and dispose of at designated locations.
- Construction, decoration related trash - the show host is responsible for disposal (must be carried out). The venue cannot dispose of such trash.
- Congratulatory flowers – congratulatory flowers are allowed, but must be disposed of by the show host, within their time frame. Must be carried out by the host, or collected by the flower shop.

**\*In the past, there has been a brand that disposed of trash illegally around the venue, which later led to a legal dispute.**

If/when wardrobes, make-up tools, trash are left in the venue beyond the time designated by JFWO, JFWO reserves the right to dispose of these at their discretion, and disposal fees will be charged to the brand later.

### ■ Eating and drinking within the venue

Eating and drinking within/around the venue is **not prohibited, however, if in case a problem should arise, please note that JFWO will not be held responsible for any/all occurrences.**

**■ When leaving the venue, please keep in mind that everything must be returned to its original state.**

### ■ Lunch boxes (meals)

Lunch boxes (meals) **must be prepared individually, by each brand. Boxes of such meals must be disposed of by each brand.**

### ■ Smoking

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

### ■ Reception, guidance, and cleanup

**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 note that JFWO does not provide guidance staff or cleaning staff.**

If you wish for individual consultation on this matter, please make an inquiry to JFWO.

### ■ Prohibited acts within the venue

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

**\*In such case, all damages to Space O and any/all facilities in below floors, will be the responsibility of the brand and any/all repairs will be charged to the brand.**

- Of the Application for the Rescission of Prohibited Acts, Space O does not allow use of smoke machines (diffusion).

### ■ Application for use of fire

JFWO handles applications. Brands must submit exhibit plans to the JFWO beforehand.

**\*Please submit exhibit plans by the early March deadline.**

### ■ Evacuation lights

At Space O, these lights cannot be turned off temporarily

### ■ 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
Jun.	15(Thu)	Begin to accept applications for Amazon Fashion Week TOKYO 2018 S/S	
Jul.	10(Mon)	★Planning a preliminary inspection of Hikarie venues	Handing out of Hikarie venues operation manuals
	14(Fri)	Deadline for participation application	No application will be accepted after the deadline
		Participation fee due	Please make payment to the earlier specified account
Aug.	Early August	Selection of participating brands for 2018 S/S	Brand representative will be contacted. Please inform us of your production company, hair/makeup, PR,as soon as you have a decision.
		Collection schedule adjustment start	
		Sending of exhibitor agreement	
	Mid August	Announcement of 2018 S/S exhibiting brands	
	21(Mon)	First time participating brands' information seminar	All first time participating brands must participate.
	Late August	Deadline for submitting exhibitor agreement	
Sep.	Late Aug. ~ Early Sep.	★Planning a preliminary inspection of Hikarie venues	Handing out of Hikarie venues operation manuals
		★Planning a preliminary inspection of Omotesando Hills	Handing out of Omotesando Hills operation manual
	Mid September	Detailed schedule of 2018 S/S is determined	
		Announcement of 2018 S/S collection schedule	
	Late September	Venue fees due	Please make payment to the earlier specified account
		Deadline for submitting collection tickets	
	29(Fri)	Deadline for submitting official venue production plan/confirmation form	
	Late Sep ~ Early Oct.	★Planning a preliminary inspection of Hikarie venues	Handing out of Hikarie venues operation manuals
★Planning a preliminary inspection of Omotesando Hills		Handing out of Omotesando Hills operation manual	
Oct.	Early October	Press/Buyer/Blogger list sent	To be sent to your representative
		Deadline for submitting maison ID	
		Sending of manual.	To be sent to your representative
	5(Thu)	Deadline for submitting final draft of official venue production plan/confirmation form	Fire defense applications will be made on October 6th (Fri.)
	16(Mon) - 22(Sun)	Amazon Fashion Week TOKYO 2018 S/S	

## ■ Note

Please pay your exhibit fee (venue, registration, and other fees) for Amazon Fashion Week TOKYO 2018 S/S by Friday, July 14. Please contact us if you need an invoice or receipt.

**If we cannot confirm payment, your application may be cancelled.**

## ■ ■ Inquiries for Exhibit ■ ■

Ms.lida E-mail: [brand@jfw.jp](mailto:brand@jfw.jp)

## Japan Fashion Week Organization

8<sup>th</sup> 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

# Exhibitor Application

## For brands exhibiting for the first time

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

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

## Have participated in JFW or TFW

Exhibitor Application Documents	Remarks column
① Participation Application	<ul style="list-style-type: none"> <li>Please download the form from the official website and fill out all necessary items.</li> <li>For those applying for support, please fill out all items.</li> </ul> Please note that your application may be disregarded from selection if any item is missing.
② Brand Image Visuals(10p) (Adobe Photoshop EPS format)	To be used for the official website of JFWO and other official media, digital signage on official venue. H110mm×W95mm, 350dpi resolution, CMYK mode Each brand is responsible for applying for second hand usage of model images to their agencies, in advance.
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 July 14 (Fri)

- Applications may not be submitted by e-mail or FAX.
- The application must arrive at the following address by 18:00 on July 14 (Fri)
- Applications will not be accepted after the deadline.
- Please note that the submitted documents will not be returned.
- This Presentation Guide is as of June 15, 2017. We will make notifications when details change.

■■ Inquiries for Exhibition ■■ E-mail: [brand@jfw.jp](mailto:brand@jfw.jp)

■■ Applications should be submitted to the below address/person ■■

Ms. Iida E-mail: [brand@jfw.jp](mailto: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)