

Japan Fashion Week in Tokyo

The 10th Japan Fashion Week in Tokyo

【About PR Activities】

November 11th, 2009



Japan Fashion Week Organization

■ About PR activities

Overseas PR Activity Plans for the 9th JFW

- Publication on overseas fashion related magazines beforehand.
 - * Planning to have a publication on WWD (USA).
- Inviting overseas journalists and individuals.
 - * Planning to invite journalists and individuals from influential fashion related magazines (including websites) in the US and Europe.
 - * Arranging interviews and providing information for influential media from overseas.
- Holding out events that link to recognition of the JFW.
 - * Planning to hold a PR event in New York in February 2010.



Publications overseas for the 9th JFW

- Saturday 12th, September 2009 WWD Weekend NY collection feature issue
- Tuesday, 15th, September 2009 NY collection / London Fashion Week preview feature issue



Publications and publication plans by invited journalists for 9th JFW

Publications by invited journalist from overseas

- ① 「VOGUE Taiwan」 Ms. Jil WU, Special Project Writer (Taiwan)
 - Plan to have a 3page feature on the 2010 January issue (5th January on sale).
 - Plan to run the “Key Visual” on VOGUE.TV.
- ② 「Shu-matsu Gahou」 Mr. Kar Chun LEUNG, Deputy Features Director (Shanghai)
 - Plan to have a 2page feature on the late November issue.
 - Plan to have a few designer interview article from late December to late January.

Publications by correspondents for foreign media

- Feature article on WWD (28th October, 2009)
- Photos and briefings of 24 collections on “WWD.com”

■ About PR activities

Domestic PR activity vision for the 9th JFW

Acting by 3 aspects to approach the media that reach to the visitors and the consumers.

- PR activities about The 10th Japan Fashion Week itself.
- PR activities about getting attention (mainly to press and buyers) towards the Tokyo Collection Week such as by sending out highlights of the season and new brand .
- PR activities about sending out events that relates with the JFW.

Advertisements for the 9th JFW



Publication of Mainichi Newspaper
Sat, October 24, 2009

Operating advertisement plans in and out of Japan that links with PR activities.

Advertisements for the 9th JFW

■ Guide book

- Reexamining by making it more useful considering the cooperation with the website.
(Including the format.)

■ Web

Expanding contents that link to interest and merchandizing of the maisons and collections, and sending out new information of the JFW.



The 9th JFW
guidebook



The 9th JFW
Website