

Japan Fashion Week in Tokyo

The 11th Japan Fashion Week in Tokyo

【Participation Guide】

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June 14th, 2010



Japan Fashion Week Organization

Summary

- Name of Event : The 11th Japan Fashion Week in Tokyo
- Date : Fri, Oct 15 – Sun, Oct 24, 2010
- Main Venue : Tokyo Midtown
- Organizer : Japan Fashion Week Organization
- Supporters : Ministry of Economy, Trade and Industry / Organization for Small & Medium Enterprises and Regional Innovation, JAPAN / JAPAN EXTERNAL TRADE ORGANIZATION / Japan Fashion Association / Japan Apparel Industry Council / Institute for the Fashion Industries / Others *possible supporters
- Special sponsors/Sponsors: Tokyo Midtown / Mitsui Fudosan Co., Ltd. / Others

Contents

[Tokyo Collection Week] <Invite Only>

Fashion Show, Installations

- Date: 10/18 (Mon) – 10/22 (Fri)
- Venue: Tokyo Midtown Hall A (10/18~10/22)
roomsLINK Halls 1 & 2 (10/19~10/21),
misc. Halls
- Exhibition Overview: Pages 6 to 8 (See Hall A Specs Page)
*Specs for roomsLINK Halls 1 & 2 will be released on 6/22 (Tue).

Footage distribution

- Date: 10/18 (Mon) – 10/22 (Fri)
- *Collection announcement via footage distribution will be part of the official schedule from now on.

[Joint Exhibition] <Invite Only>

- Compile and send out information on joint and individual exhibitions.
Will set up JFW supporters area within roomsLINK at JFW.
- Exhibition Overview: Pages 9 to 10

[Misc.]

- JFW Reception: 10/18 (Mon) [tentative]
- Various parties
- Footage: Broadcast (via USTREAM, 3D), 3D footage recording [tentative]
- Increase no. of domestic/foreign media and buyers
- Maison-Hosted Event: Collect party and event plans/ideas by the end of June (See JFW official website)

The 11th Japan Fashion Week in Tokyo grand schedule plan

Date	Area	Oct. 18th Mon.		Oct. 19th Tue.		Oct. 20th Wed.		Oct. 21th Thu.		Oct. 22th Fri.	
		10:30	15:30	10:30	15:30	10:30	15:30	10:30	15:30	10:30	15:30
20:30	1st Venue	●	●	●	●						
20:30	2nd Venue		●	●	●				●		
20:30	Other venues	12:30 14:00 17:00 18:00	14:00 17:00	21:30 12:30 14:00 17:00	21:30 12:30 14:00 17:00	21:30 12:30 14:00 17:00	21:30 12:30 14:00 17:00	21:30 12:30 14:00 17:00 18:00 19:00 21:30	21:30 12:30 14:00 17:00 18:00 19:00 21:30	21:30 12:30 14:00 17:00 18:00 19:00 21:30	21:30 12:30 14:00 17:00 18:00 19:00 21:30
20:30	roomsLINK Designers' Exhibition	11:00 ~ 20:00									

15 12 11 12
38(in total)

Note

■ Collection, Installation, Footage distribution, JFW supporter areas at roomsLINK Exhibition Review

Screening will be conducted by the Exhibition Coordinating Committee based on the following criteria.

① Creativity

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

② Having a minimum level of business management systems

- 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 fees.

③ Business meeting during the JFW

- You must have a plan to hold exhibition/business meeting around the JFW'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 problems, they may affect the screening.

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

■ Exhibition screening for the JFW Designers' Exhibition

Screening will be conducted according to the criteria of the Tokyo Collection Week.

■ Notice of results of the Tokyo Collection Week and the JFW Designers' Exhibition

The Exhibition Coordinating Committee will examine all submitted documents and select the exhibitors and recipients of the Designer Support Program.

Designers who apply for the Designer Support Program need to have an interview after they have passed the application screening. As for an interview date, we will contact them separately.

In terms of the results of screening and the Designer Support Program, these will be forwarded to the listed contact person via e-mail by Wed, July 16, 2010.

Please be advised that we do not accept any inquiries regarding the screening results.

■ Liaison work between the organizer and the selected exhibitors

Communication between the organizer and the selected exhibitors for the Tokyo Collection Week and the JFW Designers' exhibition must be done in Japanese. As need arises, the exhibitors need to get an interpreter or a coordinator to create an environment in which you can communicate in Japanese.

Please be advised that the organizer does not take care of interpretation, translation, meeting or payment work that the designers should do.

■ Collection tickets

Exhibitors at the Tokyo Collection Week are requested to provide the organizer with collection tickets (invitations). We are planning to issue about 50 of those tickets for Tokyo Midtown Hall Hall A, about 30 For roomsLINK, and about 20 for other venues. We will offer them to the official sponsors and as web tickets present. As for the number of tickets going to the invited journalists from overseas, there will be forwarded to you separately.

■ Permission for recording, videotaping and photography

At both the Tokyo Collection Week and the JFW Designers' Exhibition, the organizer or the person authorized by the organizer shall record, videotape and photograph to create record, videotaped and photographed materials (hereinafter referred to as "recorded audio/visual materials").

Please be advised that the organizer reserves the right to offer and use the recorded audio/visual materials for publicity and/or advertising purpose. (including distribution via internet and hard copies.)

■ About Designer Support Program

The Japan Fashion Week in Tokyo (JFW) aims to promote visits from buyers and press, to increase the power of information transmission to the world, and to create business opportunities by shortening the length of the programs and also by setting the main venue. Moreover, creating a gateway into the fashion industry for world's young designers is one of our aims. In order to achieve this goal, the JFW has been supporting mainly up-and-coming designers to show their collections at the Tokyo Collection Week since the 3rd JFW.

■ Outline of Designer Support Program of the 11th JFW

At the 11th JFW, the Exhibition Coordinating Committee will select designers among from applicants who wish to participate in the Tokyo Collection Week and also wish to have support from an organizer. The JFW will offer the Designer Support Program for the selected designers and will provide roomsLINK 1st Area and 2nd Area(Daytime) free of charge as a collection venue.

■ Qualification requirements ■

Applicants for the Designer Support Program must meet the following qualifications.

1. Your company must be less than 5 years old from the date of company establishment (brand launch or start selling products) or from the start date of your collection.
2. Nationality is no object however, you must meet any of the following conditions.
 - ① You must have your business base in Japan.
 - ② You must create your collection/products in Japan.

■ Criteria of selecting ■

Selecting of the Designer Support Program will be conducted based on the following criteria.

1. You must meet the exhibition criteria of the Tokyo Collection Week.

As for the exhibition criteria, please see “Exhibition Screening for the Tokyo Collection Week” on P.4.
2. Your brand must have the potential to grow as a business.
3. A necessity of financial support must be accepted.
4. The number of times of the support is limited to four times. After the second support, we will examine designers by considering their actual achievements.

■ Process of selecting ■

Selecting of the Designer Support Program will be conducted by the Exhibition Coordinating Committee based on the following process.

1. Screening of the application documents.
2. Interview for designers who have passed the application screening.

■ Others ■

Logos of sponsor and supporting companies will be displayed in the public hall.

Details of Tokyo Midtown Hall Hall A

Basic seating capacity: 540

- Area: [External size] about 770m² / about 230tsubo (18.3m × 40.8m)
- Ceiling : Eave height 7.0m
- Curtain・Floor: Curtain=Black / Floor=Black punch carpet.※ Please send details of runway decoration to applicable Maison.

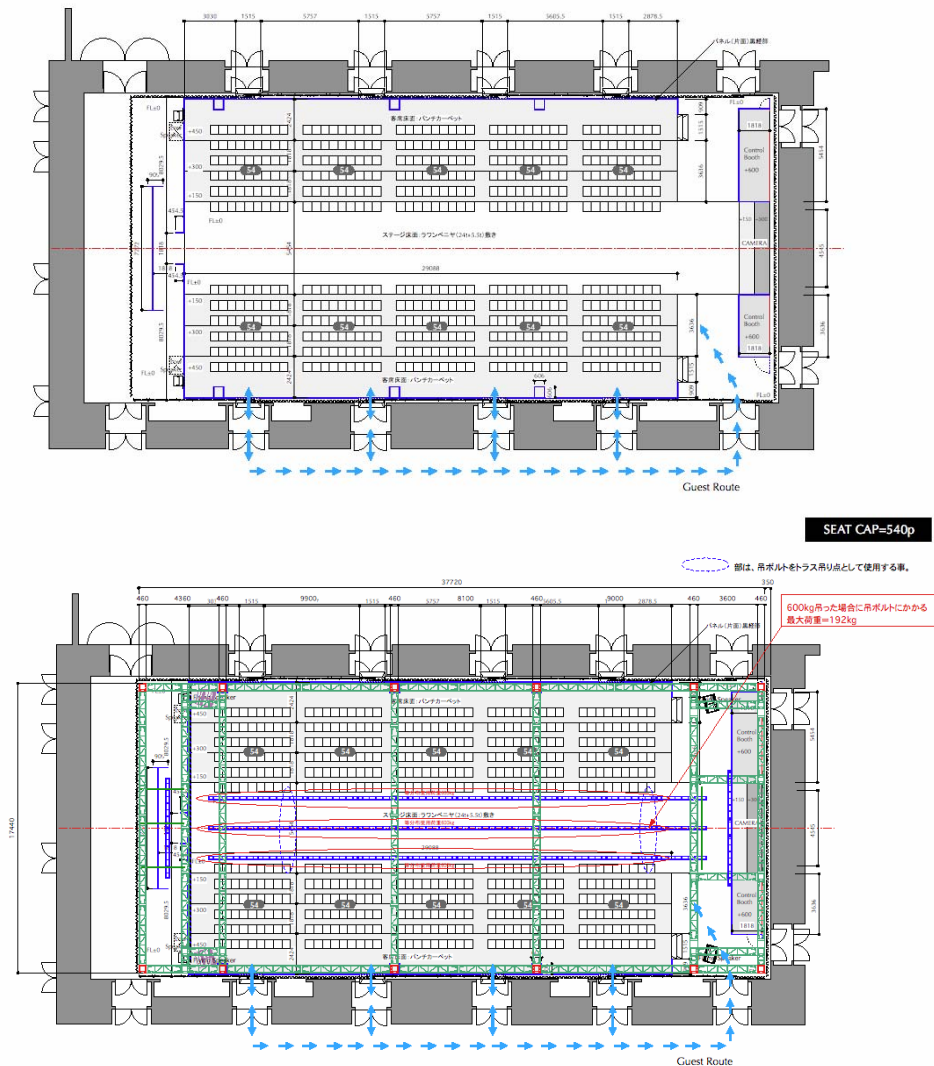
- Basic seating capacity: 540
 - ※ Stacking chairs (black) will be used.
 - ※ This seating spec and capacity is a plan at this stage so it is subject to change in the future.

- Basic stage
 - Panel/3 panels in white cloth(h5,400mm), Stage curtain(h5,400mm)
 - ※ When the stage is converted, the size of the stage is 900mm and it is resizable.
 - Runway/Flat(w5.4m × d29.0m)
 - ※ It is negotiable, if you would like to use the stage.

<IMPORTANT>

- Changes from 10th Annual JFW:
 - Cost of redecorating runway ceiling (e.g. with b&w needle punch carpets) will be borne by each Maison.
 - As the lighting truss is attached to the main truss and cannot be adjusted, all plans should include ample time for conversion.
 - Control booth has been moved to the 1st floor (on both sides of Camera Area) due to its two-story construction.
 - Cleaning of each Hall will be managed by each Maison (*Secretariat will NOT provide cleaning staff).

Venue plan



※ This seating spec and capacity is a plan at this stage so it is subject to change in the future.

Incidental Facilities of Hall (Tokyo Midtown Hall Hall A)

【Incidental Facilities of Hall】

- ① Reception area / table (W1,500mm × D700mm × H950mm) × 3
- ② Stage direction and technical control booth (Both sides of Camera Area / 1F)
- ③ Lighting / Audio Truss
- ★ Attached to main truss (will not adjust).
- ④ Basic Lighting (Control panel, spotlight/runway, audience seats, back yard, entrance)
- ★ Basic lighting plan is same as 10th Annual JFW. Spotlights are optional.
Audience seat lighting will be attached to main trusses on both sides.
- ⑤ Lighting operator
- ※ 1 chief operator + 3 sub operators.
- ※ If you wish to change the lighting plan widely or plan to take time in conversion, a contact to the secretariat is necessary.
- ⑥ Basic audio (console control unit, speakers, microphones)
- ★ Basic lighting plan is same as 10th Annual JFW.
- ⑦ Sound operator ※ 1 chief operator + 1 sub operator
- ⑧ Stage curtain (back, horizont, wings)
- ⑨ Air-conditioning

【Basic Facilities of Backstage】

◇ Backstage

- ① [Basic fixtures] hangar rack w900mm × 30 / full-length mirror × 10 / ironing board × 2 / table w1,800mm × 3
- ② [Electric power supply] for iron 1.5kw × 2, for general use 1.5kw × 4

◇ Anteroom for hair & make-up staff and models

- ③ [Basic fixtures for hair & make-up] hair & make-up table w1,800mm × 8 / chair × 16 / make-up mirror × 30
- ④ [Basic fixtures for models] table w1,800mm × 8 / chair × 24 / catering table w1,800mm × 2 /
coin locker × 30 (capacity is for 30 persons)
- ⑤ [Electric power supply for hair & make-up]
for hair & make-up 1.5kw × 10 / hair & make-up light 1.5kw × 4 / for general use 1.5kw × 2

◇ Anteroom for maisons

- ⑥ [Basic fixtures] table w1,800mm × 8 / chair × 24 / coin locker × 20 (capacity is for about 20 persons)
- ⑦ [Electric power supply] for general use 1.5kw × 2

※ All rooms have an air-conditioning.

Note

Please bring your own iron. We do not have preparation.

【Usage fee for venue】

Basic fee: ¥500,000-~¥1,500,000- (consumption tax not included) /
5 hours (including set up, rehearsal, show and carrying out garments and goods)

Usage fee for Tokyo Midtown Hall Hall A differs according to date and time. For details on the fee, please see page 11.

※ The above fee is applied for the “basic spec” written above.

You need to bear all additional fees including basic conversion such as re-covered of stage.

※ Runway refurbishing costs will also be borne by each Maison

※ If you wish to use extra time, inquiry to the secretariat is necessary.

【Additional usage fee ¥200,000-/hour (consumption tax not included)】

【Additional labor charge may be required for overtime technical services.】

※ In principle, backyard and the anterooms for hair & make-up staff /models are considered to be used in the same hours as the venue.

■ Recording, videotaping and photography at venues

- We (the JFW) record all the collection's footage and provide them for a fee. For the details, please see information we will send you at a later date. We are not able to provide official recorded footage.
- Maisons take it upon themselves to record footage/pictures at venues. No recording in public space.

■ Show management, theft and insurance

- When maisons carry in and out their garments and other goods, and during show, we post guards to organize the venue and to keep watch over belongings. However, we are not responsible for any damage through fate, theft/loss/damage of garments, make-up goods and other belongings.
- We suggest that you take out **an insurance** to be prepared for unforeseeable circumstances during carrying in and out, and show.

■ Carrying in and out garments and other goods

- We will send "regulations for carrying in and out" to you at a later date separately.

■ Anteroom

- We will send "regulations for anteroom" to you at a later date separately.

■ Drinking and eating at venues

- **Drinking and eating is prohibited** at venues and around the venues.
We are not responsible for any troubles. Please be forewarned.

■ Lunchbox

Please take your own food and take all garbage back home with you.

■ Disposal of garbage at venues

Please take all garbage back home with you.

If garments, make-up goods and garbage are left in the hall after the JFW-set time, we will get rid of them and will charge you disposal costs.

■ Decoration materials and festive flowers

Please take all decoration materials and festive flowers at the reception and in the hall away within the JFW-set time.

■ Smoking

No smoking in the hall. Smoking in designated area only.

■ Preliminary inspection of Tokyo Midtown Hall, Hall A

• We are planning to hold a preliminary inspection on Tokyo Midtown Hall, Hall A in the beginning of August. **Please inform the production company and the stage director to attend the inspection.** Further notice will be announced by the end of July.

• **Please manage reception of collection show and guidance of visitors on maison's own responsibility. Each maison needs to organize their operation system and arrange staff to do those works. Please be advised that the JFW will not arrange guiding staff.**

• If you would like to have a meeting with the JFW individually, please contact the secretariat.

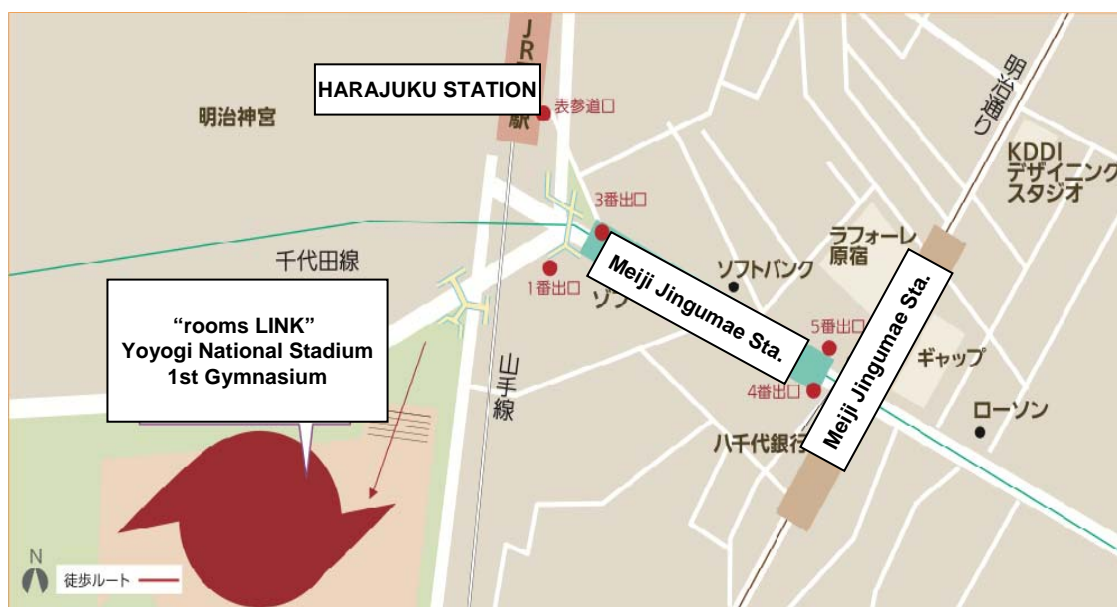
■ Application for usage of fire and other hazardous materials

The secretariat will round up the application for using the smoke machine (or the diffusion machine). A contact to the secretariat for using the smoke machine is necessary. Further notice will be informed later. Fire and other hazardous act is prohibited in the hall so do not carry on with out notice. Please ask the secretariat for more information.

Outline of roomsLINK supporters Area

- Date Tue, Oct. 19 – Thu, Oct 21, 2010 / 11:00am–8:00pm ※plan
- Venue “rooms LINK” Yoyogi National Stadium 1st Gymnasium
- Standard booth (1 booth) 10m² ※plan
- Exhibition fee (1booth) ¥ 300,000–(consumption tax not included)
 - ※Exhibition fee includes wall panel, booth sign and lights.
 - Further information will be noticed in the briefing session.

Venue of roomsLINK



Access

- Harajuku station OmotesandoExit (JR Yamanote-Line) 5-minute walk
- Meiji Jingumae station Exit1 (Chiyoda line / Fukutoshin Line) 5-minute walk

Interior and Equipments of Exhibition Booth

■ Interior of exhibition booth

- You can decorate the exhibition booth within the regulations.
- If you use an outside contractor to arrange your original decoration, please let the designated contractor know it. Please note that you have to work under the instructions of the designated contractor even though you have an outside contractor.

■ Equipments

- All equipments need to be provided by maisons except the equipments that an organizer provide in the booths. If you would like to lease fixtures, we will provide them but you need to bear the costs.

■ Decorative materials

- You can use only hazard-resistant materials for decoration because of the Fire Laws. Please note that the Fire Department may make an inspection of booths.
- All equipments for decoration need to be provided by maisons.

(For details, we are planning to inform you at the JFW Designers' Exhibition briefing session in the the middle of Sep.)

Note

- *For carrying in and out of garments and goods, we will send an instruction manual to you separately.*
- *Basically, maisons should only showcase their new collections and get an order in the exhibition booth. However, it is possible to hand information materials to visitors and to show footage in order to explain further details of collections. Please adjust the volume of DVD/video so it doesn't bother other people.*
- *At least one person must be in the booth during the exhibition period.*
- *Please take all garbage back home with you. If garbage is left in the booth, we will get rid of it but the secretariat will charge you disposal costs.*
- *No smoking in the hall. Smoking in designated area only.*

(For details, we are planning to inform you at the JFW Designers' Exhibition briefing session in the middle of Sep.)

■ Exhibition Fee

Exhibition Fees (Tokyo Collection Week)

■ Usage fees for venues

Venue	Date	Time(plan)	Usage Fee for venues	
Tokyo Mid Town Hall A	10/18 (Mon) ~10/22 (Fri)	7:00~12:00	¥500,000-(Consumption tax not included)	
		12:00~17:00	¥1,000,000-(Consumption tax not included)	
		17:00~22:00	¥1,500,000-(Consumption tax not included)	
	※Additional usage fee: ¥2000,000-/hour(consumption tax not included). Additional labor charge may be requested for overtime technical service. ※Time stated above may change by an arrangement of the entire collection schedule.			
roomsLINK	10/19(火) ~10/21(木)	1 st Area	Daytime [tentative]	Free of charge (Designer support venue)
			Night [tentative]	¥600,000-(Consumption tax not included)
		2 nd Area	Daytime [tentative]	Free of charge (Designer support venue)
			Night [tentative]	¥600,000-(Consumption tax not included)
		※Not be able to use extra time. ※Time stated above may change by an arrangement of the entire collection schedule.		

■ Registration fee

You are requested to pay a registration fee to participate in the Tokyo Collection Week,

※If you participate only in the roomsLINK / JFW Designers' Exhibition, you are not requested to pay a registration fee.

Registration fee	¥100,000- (consumption tax not included)
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Exhibition fee for the JFW Designers' Exhibition	¥300,000-(consumption tax not included)
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■ Note

After you are officially accepted to exhibit in the Tokyo Collection Week or the roomsLINK/JFW Designers' Exhibition, an exhibition contract and an invoice for exhibition fee (usage fee for venue, registration fee) will be sent to you from the secretariat.

Please send back the completed exhibition contract to the secretariat by Mon, August 18, 2010.

The exhibition fee stated above **should be transferred to the designated bank account by Tue, August 30, 2010.**

If you fail to meet the requirements, we may disqualify you from the collection show and exhibition.

■ Schedule for Designers

Schedule for Designers

		General schedule	Maison schedule
Jun	Mon, 14	The 11th JFW summary and submission form web upload	
	Tue, 22	11th Annual JFW roomsLink Area 1 & 2 details shared online	
Jul	Fri, 9	Deadline for submitting applications and designer information	Submission after deadline will not be accepted.
	Mid	Deciding of the maisons to attend the collection and exhibition	The results will be sent to the listed contact person.
Aug	Beg	Preliminary inspection	The information will be forwarded to the listed contact person.
	Mon, 18	Submission deadline of the exhibition contract	Please send us without delay.
	Mid	Guidebook and web works	Please confirm with press staff
	End	Deciding of the collection schedule	
	Tue, 31	Due date of exhibition fee	Please transfer the exhibition fee to the designated bank account by the due date
Sep	Beg	Press and buyer list (1) shipment	The list will be sent to the listed contact person.
	Mid	Preliminary inspection for roomsLink exhibition	The information will be forwarded to the listed contact person.
	Fri, 24	Submission deadline of collection tickets and maison's ID(Maison ID (for official venue only))	Please send us without delay.
Oct	Beg	Press and buyer list (2) and the final informationshipment	The list and the final information will be sent to the listed contact person.
	FRI, 15	The 11th Japan Fashion Week in Tokyo	
	18-22	The 11th Japan Fashion Week in Tokyo "Tokyo Collection Week"	

*If the schedule changes, we will inform you separately.

■■ Inquiries for Exhibition ■■

Japan Fashion Week Organization Contact person : Tachizaki
 3F, Terasaki 1st. Bldg., 1-10-5, Nihombashi-Muromachi, Chuo-Ku, Tokyo, 103-0022
 TEL: 03-3242-8551 FAX: 03-3242-8552
 Time in 10:00am - 6:00pm (weekday) No-business day (Saturdays, Sundays and public holidays)

■ Submission Towards the Exhibition

Application Process

Doc. No.	Documents Required	Comments
No.1	1) Participation Application 2) Brand Logo Data (1 type) (Adobe Illustrator .ai format) 3) Designer Portrait Data (Adobe Photoshop EPS format) 4) Hearing Sheet (enter info onto roomservice online form) 5) Brand Visual Data (Adobe Photoshop EPS format / compatible up to CS2)	1) Please download the application sheet from the Official website. Make sure to fill in all items on the application form. 4) Enter info onto roomservice online form ("JFW Participating Brands"): http://www.roomservice-japan.org/entry/entry_top.php 5) Upload to JFW official website or onto "roomservice" (See Page X for examples / reference). Size: H110mm × W95mm; resolution: 350dpi; color: CMYK. Gaining permission / usage rights to images of models from talent agencies should be dealt with beforehand by each Maison. Please provide the data required in 1), 2),3) and 5) on a CD-ROM.
No.2	Designer Profile	Please provide a condensed history of works by that designer.
No.3	Brand Materials	• 3 coordinated outfits from latest lineup (actual product samples). ※We will return the samples. • Provide 10 – 20 "looks" (each) for the S/S and A/W seasons, via photo/scrapbooks that contain an explanation of the brand concept and product photos.

Submission deadline (7/9)

Doc. No.	Documents Required	Comments
No.1	1) Participation Application 2) Brand Information Hearing Sheet (enter info onto roomservice online form) 3) Brand Visual Data (Adobe Photoshop EPS format / compatible up to CS2)	1) Please download the application sheet from the Official website. Make sure to fill in all items on the application form. 2) Enter info onto roomservice online form ("JFW Participating Brands"): http://www.roomservice-japan.org/entry/entry_top.php 3) Upload to JFW official website or onto "roomservice" (See Page X for examples / reference). Size: H110mm × W95mm; resolution: 350dpi; color: CMYK. Gaining permission / usage rights to images of models from talent agencies should be dealt with beforehand by each Maison. Please provide the data required in 1) and 3) on a CD-ROM.

- Please send all materials to the following address by Fri, July 9, 2010.
- We do not accept applications after the submission deadline.
- You are kindly requested NOT to apply via e-mail or fax.
- Please be advised that any submitted materials are not returnable.

■■ Location where applications should be submitted ■■

Japan Fashion Week Organization Contact persons: Tachizaki
 3F, Terasaki 1st. Bldg., 1-10-5, Nihombashi-Muromachi, Chuo-Ku, Tokyo, 103-0022
 TEL: 03-3242-8551

Time in : 10:00am – 6:00pm (weekday) No-business day (Saturdays, Sundays and public holidays)