

## JFW NEXT BRAND AWARD 2027

### “Brand support program organized by JFWO” Application Guidelines

#### ■ JFW NEXT BRAND AWARD Overview

This program is based on the mission of the Japan Fashion Week Organization (JFWO) to create and support designers from Japan for the world, aiming to support an emerging designer with strong global potential.

JFWO will support the awarded designer by providing a platform to elevate the work. Through runway shows in Japan, a designer can present their worldview and creations, enhancing branding, driving growth, and expanding global recognition.

Selection will prioritize a designer with strong craftsmanship and the ability to clearly communicate their concept and message through runway presentations, as well as those with the potential to develop in both domestic and global markets.

#### ■ Eligibility Criteria

Applicants are expected to meet the following criteria:

- **Demonstrates strong craftsmanship and a high level of product quality.**
- **Ability to clearly convey the brand's worldview and message in a runway show.**
- **Has the ability to develop business both in Japan and in the global market.**

1. The designer himself/herself is active in the design of women’s wear and/or men’s wear.
2. The brand’s current base for business operations/main country of operation is Japan. Otherwise, the brand has intentions for Japan to be a focus of future business operations.
3. Designers of any nationality and age are accepted. Brands founded in any year are accepted.
4. You are prepared and have the financial capacity to present your collection in physical runway show format during the Rakuten Fashion Week TOKYO 2027 S/S term (August 31- September 5 , 2026), at an Official venue, time/date\* designated by JFWO. Furthermore, along with presenting your collection, you will be expected to collaborate with the opening event organized by JFWO\*\*.

\* Shibuya Hikarie Hall A venue / August 31 (Mon.) / afternoon time slot (planned)

\*\*Contents of cooperation to be determined at a later date, through discussions with JFWO

5. Continue to present your collection at fashion week in the 2027 A/W season in the 2027 A/W season.

No restrictions/specifications for time/date, venue, scale for the 2027 A/W season.

6. The brand must be well structured in terms of PR, sales, and other business aspects in Japan.
7. Have a strong will to actively develop and promote your brand both nationally and internationally.

## ■ Support Contents

The following support will be provided in a physical show at Rakuten Fashion Week TOKYO 2027 S/S, starting on August 31, 2026, and at Rakuten Fashion Week TOKYO 2027 A/W, scheduled for March 2027.

- ▶ Prize money: JPY 3,000,000

(excluding tax / in the case of an independent designer, subject to withholding tax for individuals).

For both S/S, A/W seasons, the amount of ¥1,500,000 per season to be remitted to the account of your choice, after the end of each term.

### Support for show production

- ▶ For Rakuten Fashion Week TOKYO 2027 S/S in September 2026, under the general rule, the designer has to use an official venue, and collections are presented in a physical format. Usage fees and participation registration fees will be waived.
- ▶ Registration fees will be waived for Rakuten Fashion Week TOKYO 2027 A/W.  
\*Venue usage fees are waived only if using the official venue.
- ▶ Footage will be captured of the shows at Rakuten Fashion Week TOKYO 2027 S/S and 2027 A/W, as well as shooting and provision of archival stills.
- ▶ Discount on venue fees when using the official venues for Rakuten Fashion Week TOKYO 2028 S/S onwards.  
\*Applicable up to 4 times in total.

### Business matching support

- ▶ Arranging business meetings with JFWO overseas buyers during Rakuten Fashion Week TOKYO 2027 S/S and 2027 A/W.
- ▶ If desired, support for exhibition at overseas joint exhibitions affiliated with JFW.
- ▶ Provision of opportunities to connect with JFWO official media.

## Application / Selection / Timetable

### 1. How to apply: Please submit the below ①～③.

1 : Request for support application form (Excel data)

2 : LOOKBOOK

3 : Actual samples of 5 looks

※ Regarding the support application form

Please fill out the application form (entry sheet) available in the Rakuten Fashion Week TOKYO Official website and submit by email.

Submit to: [rakutenfwt27ss@jfw.jp](mailto:rakutenfwt27ss@jfw.jp)

Japan Fashion Week Organization Person in charge: Minegishi

※ ②③ Information materials, such as the LOOKBOOK, product sample, press kits, must be sent to the address below. All materials **must arrive by April 30, 18:00 (Japan time).**

Giraffa bldg., 6F, 1-6-10 Hiroo, Shibuya-ku, Tokyo, 150-0012

Japan Fashion Week Organization Brand Coordinator: Minegishi

Note: Hand delivering of documents/samples cannot be accepted

### 2. Application period:

April 2<sup>nd</sup> (Thu.), 2026 ~ April 30<sup>th</sup> (Thu.), 2026

Must be received by 18:00 (Japan time)

### 3. Method of screening:

Brands that apply through self-nomination or recommendation will be reviewed by the selection committee. Based on the criteria outlined in A–D below, along with evaluation of actual works (where applicable) and other qualitative assessments, as well as eligibility for this program, a shortlist of brands will be selected.

The shortlisted brands will then participate in interviews with the jury, after which one final brand will be selected.

The first round of selection is scheduled for mid-May 2026, and the final selection is planned for late May. Selected brands will be notified by JFWO after the completion of the selection process.

Evaluation Criteria

- A. Meets the eligibility requirements.
- B. Has established a company or brand with a business-oriented purpose.
- C. While there are no restrictions on the designer's nationality, the brand is expected to be based in Japan and have the potential for both domestic and future global development.
- D. Has a strong intention to continue presenting collections on an ongoing basis.

4. Screening committee:

Designer : Naoki Takizawa

Designer of yoshiokubo : Yoshio Kubo

Editor-in-Chief, WWDJAPAN (INFAS Publications, Inc.) : Kaname Murakami

Editor and Strategist : Tiffany Godoy

Fashion Journalist : Mami Osugi

President & CEO, MIDWEST Co., Ltd. : Takenori Osawa

5. Timetable: (possibility of being changed in the future)

April 28<sup>th</sup> Application deadline

Mid-May: First round of selection

Late May: Final round of selection (interview format)

Mid-June: Notification of results

Early July: Announcement of the selected brand(s) (details of the announcement method to be determined)

August 31: Collection presentation in a physical runway show format at Rakuten Fashion Week TOKYO 2027 S/S

**Precautions**

- ※ Applications submitted after the deadline will not be accepted for any reason whatsoever.
- ※ Indirect application by third parties (PR company, production company, etc.) are not accepted. We ask that the brand applies themselves, directly.
- ※ Results of the screening will be notified to the award winning brand only. Please note, we cannot answer to any inquiries regarding screening results.
- ※ Product samples sent to us for screening purposes will be returned within one week after the screening meeting.

## ■ Past Award-Winning Brands

### ■ 2023 (1st)

Brand : FETICO

Designer : Emi Funayama

### ■ 2024 (2nd)

Brand : KANAKO SAKAI

Designer : Kanako Sakai

### ■ 2025 (3rd)

Brand : TELMA

Designer : Terumasa Nakajima

### ■ 2026 (4th)

Brand : mukcyen

Designer : Yuka Kimura