

# To enhance international business, global exchange, and information dissemination, we are strengthening our support programs for overseas buyers and press visiting Japan

From the Autumn/Winter 2024 season, JFWO began to significantly enhance its support for buyers and press visiting from overseas, and established this as a formal program from the Autumn/Winter 2025 season. By fostering physical exchange with the international community and disseminating information, and by enabling them to experience Fashion Week up close, we aim to increase the number of articles featuring brands/designers based in Tokyo, and to increase actual buying activity.

\*Please note that support media and buyers will select brands with a high affinity for them for show viewings, feature articles, and business meetings. So, we cannot guarantee that these opportunities will be available to all participating brands. However, we will share support members' email addresses so brands/designers can reach out proactively.

## 2026 S/S Season

### **Press release for support member's announcement**

[https://rakutenfashionweektokyo.com/jp/topics/information/art\\_20250805\\_10/](https://rakutenfashionweektokyo.com/jp/topics/information/art_20250805_10/)  
[https://rakutenfashionweektokyo.com/jp/topics/information/art\\_20250827\\_01/](https://rakutenfashionweektokyo.com/jp/topics/information/art_20250827_01/)

### **Media (Show attendance and publish articles)**

- 1, Natalia Andrea Pérez Hernández ([Metal Magazine](#). Fashion Editor Fashion Journalist)
- 2, M-C HILL ([SHOWSTUDIO](#) Fashion Journalist )
- 3, Eugene Rabkin ([Journalist](#))
- 4, Jimin Jeon ([Photographer](#))
- 5, Anders Edstrom ([DOUBLE MAGAZINE](#) Photographer)

### **Article samples**

- Natalia Andrea Pérez Hernández  
Metal Magazine \_1 ([Article Link](#))  
Metal Magazine \_2 ([Article Link](#))  
Metal magazine \_3 ([Article Link](#))
- M-C HILL  
SHOWSTUDIO ARTICLE ([Article Link](#))  
SHOWSTUDIO Features articles ([Article Link](#))  
Collection look for other brands published on the web page
- Eugene Rabkin  
Style Zeitgeist ARTICLE ([Article Link](#))  
Style Zeitgeist IG\_1 ([Article Link](#))  
Style Zeitgeist IG\_2 ([Article Link](#))  
Numerous other publications on Instagram

### **Buyer (Show attendance and business meeting)**

- 1, Andreas Murkudis ([Andreas Murkudis](#) Owner · Buyer)
- 2, Sunny Luk (Associate Merchandising Director at [I.T Apparels Limited](#))
- 3, Changyong Lee ([10 Corso Como Seoul](#) Menswear Chief Buyer)
- 4, June Moon ([10 Corso Como Seoul](#) Womenswear Chief Buyer)

## 2026 A/W Season

### Press release for support member's announcement

[https://rakutenfashionweektokyo.com/jp/topics/information/art\\_20260217\\_11/](https://rakutenfashionweektokyo.com/jp/topics/information/art_20260217_11/)  
[https://rakutenfashionweektokyo.com/jp/topics/information/art\\_20260312\\_01/](https://rakutenfashionweektokyo.com/jp/topics/information/art_20260312_01/)

For the 26AW season, Nathalie Dufour ([ANDAM](#) Founder & Managing Director), Christelle CAGI NICOLAU ([Federation De La Haute Couture Et De La Mode](#) Head of Emerging Brands Support), and [Nick Wooster](#) (Brands Adviser & TFA Judge) also came to Japan as official guests and attended the shows.

### Media (Show attendance and publish articles)

- 1, Blake Abbie ([A Magazine curated by](#) Chief Editor)
- 2, Alex Catarinella (Freelance Writer for [HYPEBAE / Forbes](#))
- 3, Maria Biardzka (Photographer for [Schön! Magazine](#))
- 4, Sidonie Boiron ([Mixte Magazine](#) Fashion & Web writer)
- 5, Jimin Jeon ([Photographer](#))

### Article samples (As of 2026.4.28)

• Blake Abbie  
Interviews with featured brands will be published on social media or online (scheduled for around May). He also shared runway movies through A Magazine and his personal social media accounts.

• Alex Catalinella  
HYPEBAE ([Article Link](#))  
Forbes ([Article Link](#))  
Forbes ([Article Link](#))  
Plus other posts on personal social media

• Maria Biardzka  
Schon! Magazine \_1 ([Article Link](#))  
Schon! Magazine \_2 ([Article Link](#))  
Schon! Magazine \_3 ([Article Link](#))  
Plus other posts on Schon! Magazine / personal social media

• Sidonie Boiron (Mixte Magazine)  
Mixte Magazine \_1 ([Article Link](#))  
Mixte Magazine \_2 ([Article Link](#))  
Mixte Magazine \_3 ([Article Link](#))  
Plus other posts on MIXTE Magazine / personal social media

### Buyer ( Show attendance and business meeting )

- 1, Andreas Murkudis ([Andreas Murkudis](#) Owner • Buyer)
- 2, Manuel Marelli ([10 Corso Como](#) Concept Store Head of Buying)
- 3, Sunny Luk (Associate Merchandising Director at [I.T Apparels Limited](#))
- 4, Jesse Hudnutt (Buyer and Consultant for [Rooney Montreal](#) [Voo Store Berlin](#))
- 5, Jessica Lam ( Senior Buying Manager, Womenswear – [Lane Crawford](#) )
- 6, Dongin Noah Seo ( Men's buyer | [Beaker](#) Team )
- 7, Changyong Lee ([10 Corso Como Seoul](#) Menswear Chief Buyer)
- 8, June Moon ([10 Corso Como Seoul](#) Womenswear Chief Buyer)