

Press / Photographer Registration Guideline

This guideline explains the registration process for Press & Photographers, including applicants and registrants.

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Important Notice:

Registering in this application will not guarantee your attendance to each show.

Please note that you will require separate invitations from each brand to attend the collection shows.

Please follow the steps below to enter and submit your company/organization information and registrant details.

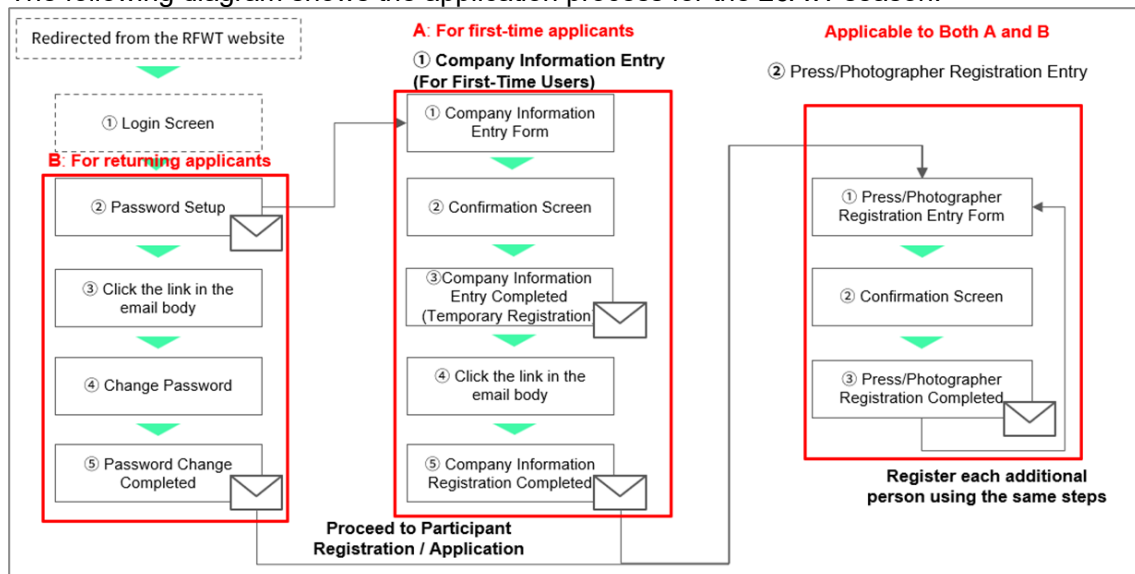
Notes:

Before sending each individual registrant, you must first register your company/organization information in this system.

Review criteria are updated periodically. Please note that even if you were approved in the past, approval is not guaranteed for this season.

【Application Procedure】

The following diagram shows the application process for the 26AW season.



Starting this season, all applicants—both first-time and returning—are required to set their own login password.

On the password issuance screen:

- **For first-time applicants**, please click “Here” under “A.”
- **For returning applicants**, enter your email address in section “B” and click “Next.”

Rakuten Fashion Week TOKYO

Rakuten

Reset Password

This is the form for press/photographer registration for Rakuten Fashion Week TOKYO 2026 A/W.

For the 26 A/W season, all applicants—both first-time applicants and those who have previously applied—are required to set their own login password.

Applicants who have applied in previous seasons are requested to set a password before proceeding.

First-time applicants, please register your company from **A here**

For applicants who have applied in previous seasons: please enter your email address and click “Next.”

* Please fill in the required fields

Registrant Email **B** (Half-width characters only: email address)

※ For users in category B, please enter your email address and click “Next.”

Next →

【A】 (For First-Time Applicants)

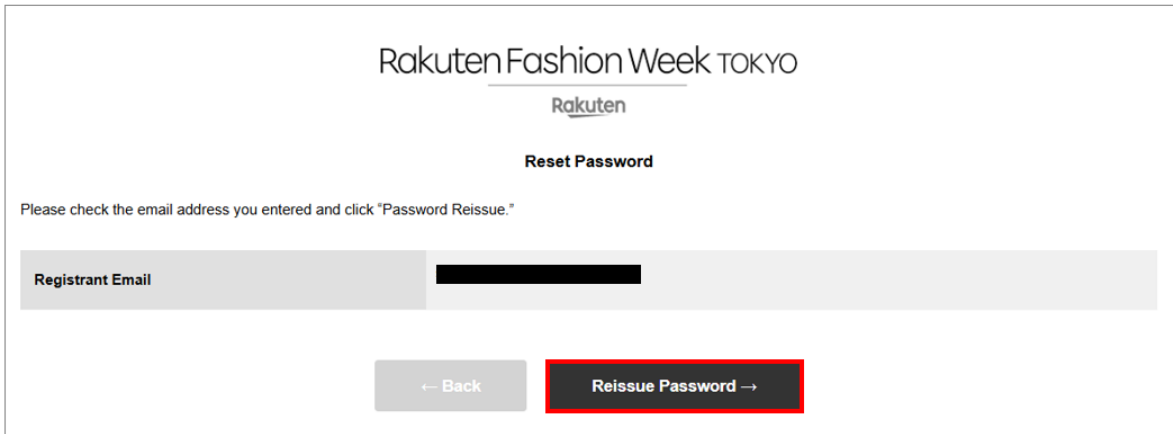
Click “Here” to move to the Company/Organization Information Registration form. Please fill in all required fields and complete your registration.

→For instructions on how to enter the information, please refer to this manual: [\[Company / Organization Information Registration\]](#).

After completing the company/organization information registration, please proceed to this manual: [\[Press / Photographer Information Registration\]](#).

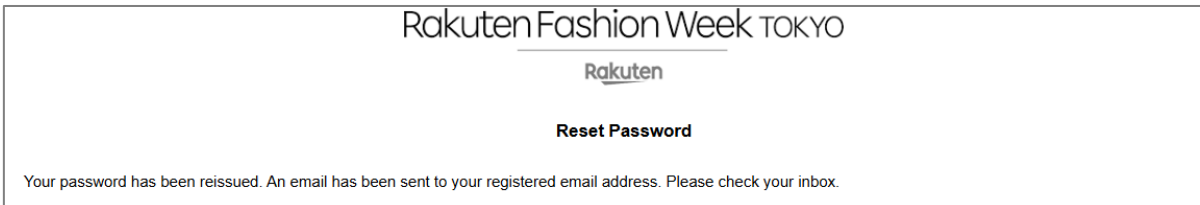
【B】 (For Returning Applicants)

- 1 After entering your email address, please click “Reissue Password.”



The screenshot shows the 'Reset Password' page for Rakuten Fashion Week TOKYO. At the top, the event name and the Rakuten logo are displayed. Below the logo, the text 'Reset Password' is centered. A message states: 'Please check the email address you entered and click "Password Reissue."' Below this message is a form with a label 'Registrant Email' and a blacked-out email address. At the bottom of the form are two buttons: a grey '← Back' button and a red 'Reissue Password →' button.

- 2 After clicking “Reissue Password,” a password setup email will be sent to your registered email address. Please check your inbox and follow the instructions.



The screenshot shows the confirmation page for the password reset process. At the top, the event name and the Rakuten logo are displayed. Below the logo, the text 'Reset Password' is centered. A message states: 'Your password has been reissued. An email has been sent to your registered email address. Please check your inbox.'

3 Click the URL in the password notification email within 10 minutes of its expiration time.

Password Reset Notification | JFWO

JP JFWO PRESS <jfwpress@jfw.jp>
宛先 [REDACTED]

2026/01/08 (木) 16:08

このメッセージから余分な改行を削除しました。

Dear [REDACTED]

This is JFWO Press/Photographer Registration Office.

Rakuten Fashion Week TOKYO Press / Photographer Registration Application Form We will guide you through the password reset procedure.

Temporary New Password
[REDACTED]

Please click the link below and be sure to reset your password.

<https://krs.bz/tokyofw/m/updatepw?m=209&t=hj2fj&v=25316566afd820f3b464dbf9771ce8471c4f792363cd1d8113ba69e5d1a63c6ee>

※ Password reset validity period (10 minutes)

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MAIL: jfwpress@jfw.jp

4 Enter your password twice, including the confirmation, and click “Next.”

Rakuten Fashion Week TOKYO

Rakuten

Password Update Page

This is the password change form for the Rakuten Fashion Week TOKYO press/photographer registration application.
Your registration information will be updated. Please modify the items you wish to update.

* Please fill in the required fields

Registrant Email	[REDACTED]
Password	<input type="password"/> (Letters, numbers, and symbols only; 8–32 characters)
Password (confirmation)	<input type="password"/> (Letters, numbers, and symbols only; 8–32 characters)

Next →

- 5 On the confirmation screen, click “Update.”

Rakuten Fashion Week TOKYO

Rakuten

Password Update Page

This is the password change form for the Rakuten Fashion Week TOKYO press/photographer registration application.
The information below will be updated. If everything is correct, please click the “Update” button.

Registrant Email	[REDACTED]
Password	*****
Password (confirmation)	*****

[← Back](#) [Update →](#)

- 6 After completing the password update, a “Password Update Notification” email will be sent to your registered email address. Please check your inbox.
- 7 If there are no changes to your previously registered company information, please click the URL in the red box and proceed to “Press/Photographer Registration Application.”
Please refer to [\[Press / Photographer Registration\]](#), for instructions..

Rakuten FWT Registration Application – Password Change Completion Notification...

JFWO PRESS <jfwpress@jfw.jp>
宛先 [REDACTED]

2026/01/08 (木) 16:25

Dear [REDACTED]

This is JFWO Press/Photographer Registration Office.

The password for registration application has been successfully changed.

Company (organization) ID: [REDACTED]
Company (organization) Name: [REDACTED]
Publication(Media) Name: [REDACTED]

Next, please proceed with the press/photographer registration application via the link below.
https://krs.bz/tokyofw/m/attendeeformen?e_68=##e_15##&e_69=##e_16##

If you have any changes to your company registration information, click here.
<https://krs.bz/tokyofw/m/updatejp?m=209&t=hjzm&v=27780fd6503a728e1022ca0b41e778de2dbd4e0f0535e265f02f9f08809487b3d>

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MAIL: jfwpress@jfw.jp

【Company/Organization Information Registration】














Please register your company or organization information. For the company/organization information, please enter the details of either the applicant themselves or, if submitting applications for multiple individuals, the proxy.

After completing this step, use the link provided in the email to proceed with the Press/Photographer registration (multiple registrations are allowed). Please follow the steps below to complete your registration.

① Please enter the name of the company or organization to which the applicant belongs. If you are applying for multiple people, only the representative should complete this registration.

【Company / Organization Information Entry】

* Please fill in the required fields

Registrant Email 	<input type="text"/>
Password 	<input type="password"/> (Must include letters, numbers, and symbols; 8-32 characters)
Password (confirmation) 	<input type="password"/> (Must include letters, numbers, and symbols; 8-32 characters)
Registrant First Name 	<input type="text"/>
Registrant Last Name 	<input type="text"/>
Company (Organization) Name 	<input type="text"/>
Publication (Media) Name 	<input type="text"/>
Company Type 	<input type="text" value="-Select-"/>
Company Subtype 	<input type="text" value="-Select-"/>
Address 1 	<input type="text"/>
Address 2	<input type="text"/>
City 	<input type="text"/>
State/Province/Region 	<input type="text"/>
Postal Code	<input type="text"/>
Country 	<input type="text"/>

Please fill in the required field.

Address information may be used to send invitations for the collection, please ensure that the details are entered accurately.

※ For media based in Japan, please enter the information in Japanese.

※ If you are a freelancer, please enter “Freelance” in the “Company (Organization) Name” field.

After completing the form, please read the “Privacy Policy” at the bottom of the screen and check the box labeled “I agree to the Terms of Use.”

By clicking the “Next →” button, you will be able to review the information you have entered.

Please check that the information you have entered is correct and click the “Submit →” button.

If you wish to edit the information, please click the “← Back” button and make the necessary changes.

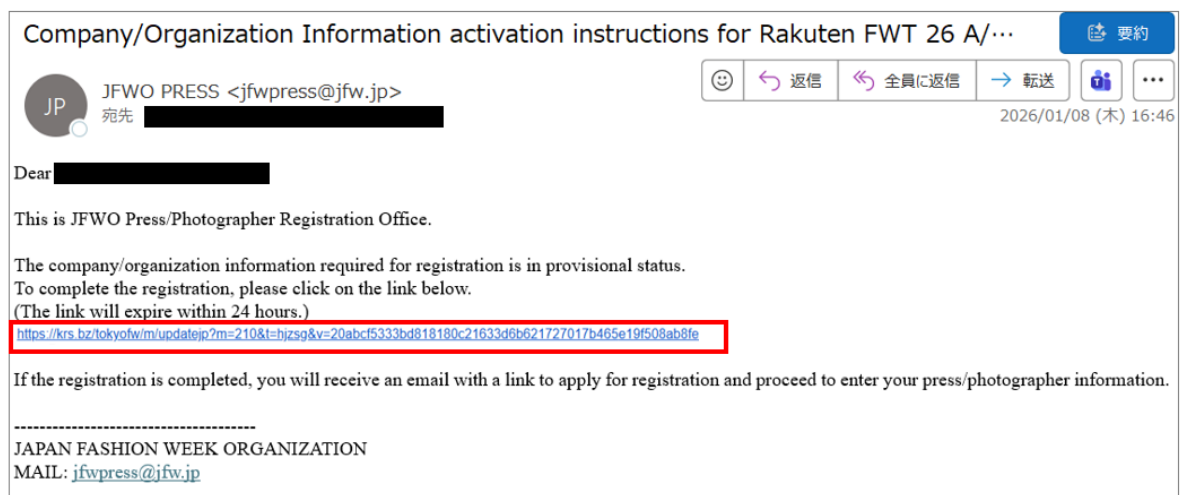
※A notification email titled “Rakuten FWT 26 A/W Season – Company/Organization Information Registration Confirmation” will be sent to the email address you entered.

②Click the registration completion link included in the body of the “Company/Organization Information Registration Confirmation” email.

Once the link is clicked, the company registration will be completed and a page confirming the completion of the registration will be displayed.

※ A notification email titled “Company/Organization Information Registration Completion” will be sent to the email address you entered.

Please click the link highlighted in red in the email to complete the registration.



This completes the company/organization registration.

Next, please proceed to entering the registrant's information.

【Press / Photographer Registration】

For new applicants: "Company/Organization Information Registration Completion" Email

For applicants who have previously registered: "Password Change Completion" Email

By clicking the registration link included in the body of each email, "Press/Photographer Registration" form will be displayed.

【Company Registration / Password Change Completion Email / Applicant Registration Section】

Rakuten FWT Registration Application – Company/Organization Information Confi...

JFWO事務局 <jfwpress@jfw.jp>
宛先 [REDACTED]

2026/01/08 (木) 17:01

様

This is JFWO Press/Photographer Registration Office.

The confirmation of the Company/Organization Information for the registration application has been completed.

Company (organization) ID: [REDACTED]
Company (organization) Name: [REDACTED]
Publication(Media) Name: [REDACTED]

Next, please proceed with the press/photographer registration application via the link below.
https://krs.bz/tokyofw/m/attendeeformen?e_68=##e_15##&e_69=##e_16##

If you have any changes to your company registration information, click here.
##oc:5##

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MAIL: jfwpress@jfw.jp

Rakuten FWT Registration Application – Password Change Completion Notification...

JFWO PRESS <jfwpress@jfw.jp>
宛先 [REDACTED]

2026/01/08 (木) 17:09

Dear [REDACTED]

This is JFWO Press/Photographer Registration Office.

The password for registration application has been successfully changed.

Company (organization) ID: [REDACTED]
Company (organization) Name: [REDACTED]
Publication(Media) Name: [REDACTED]

Next, please proceed with the press/photographer registration application via the link below.
https://krs.bz/tokyofw/m/attendeeformen?e_68=##e_15##&e_69=##e_16##

If you have any changes to your company registration information, click here.
<https://krs.bz/tokyofw/m/updatejp?m=210&t=hjzsg&v=20abc5333bd818180c21633d6b621727017b465e19f508ab8fe>

JAPAN FASHION WEEK ORGANIZATION
MAIL: jfwpress@jfw.jp

1 Please enter the registrant's information.

【Registrant Information】

* Please fill in the required fields

Company / Organization ID	
Registrant Email	
Credential Type <small>*</small>	<small>-Select-</small> ▼
Attendees Last Name <small>*</small>	<input type="text"/>
Attendees First Name <small>*</small>	<input type="text"/>
Attendees Job Title	<input type="text"/>
Attendees Email <small>*</small>	<input type="text"/> <small>(Half-width characters only: email address)</small>
Attendees Telephone (Country Code) <small>*</small>	<input type="text"/>
Attendees Telephone <small>*</small>	<input type="text"/> - <input type="text"/> - <input type="text"/> <small>(Half-width numbers only)</small>
SNS 1	<input type="text"/> <small>(Half-width characters only: URL)</small>
SNS 2	<input type="text"/> <small>(Half-width characters only: URL)</small>
Work Samples, Media or Verification Letter (URL) <small>*</small>	<input type="text"/> <small>(Half-width characters only: URL)</small>
Work Samples or Media (URL)	<input type="text"/> <small>(Half-width characters only: URL)</small>
Work Samples or Media (URL)	<input type="text"/> <small>(Half-width characters only: URL)</small>
Invitation address (if you have a different place to stay than the company or a place you would like to receive the invitations)	<input type="text"/>

Please be sure to complete all required fields.

※ For media based in Japan, please enter the information in Japanese.

※ If you are a freelancer, please enter links to your work samples related to Fashion Week or fashion (within the past two years), or a link to a verification letter from the media, in the “Work Samples or Media Verification URL” field.

※ If you are a media organization, please enter a URL that clearly identifies the media outlet.

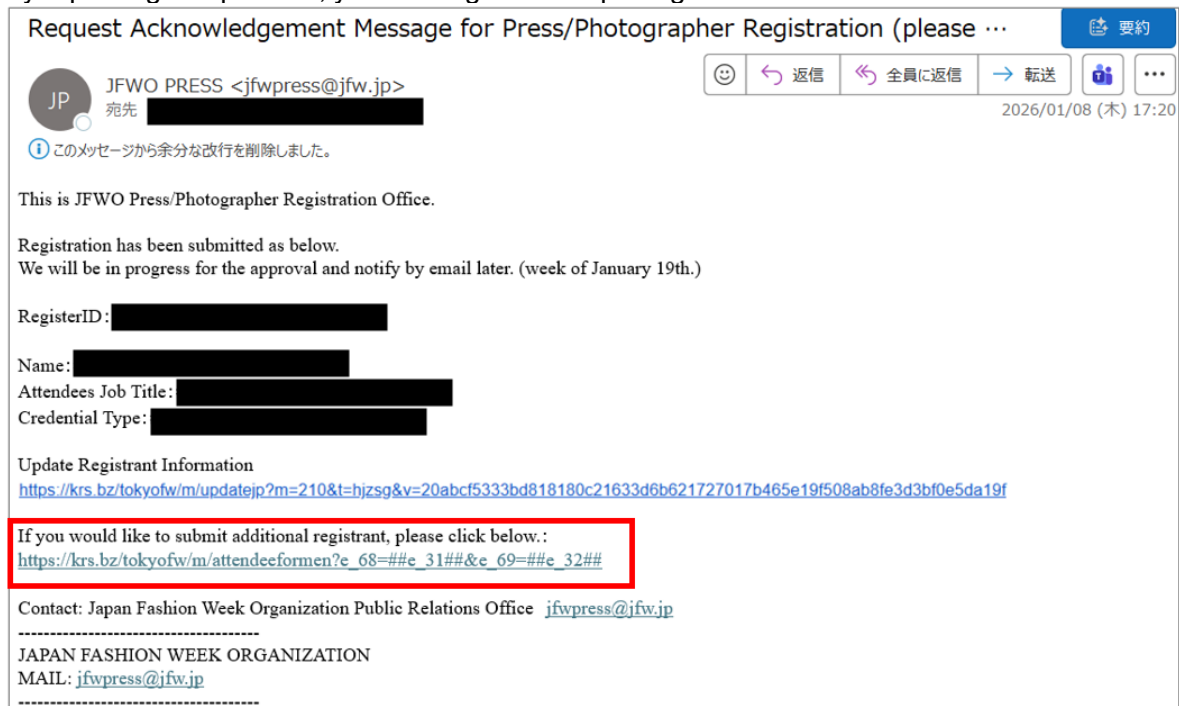
Please check that the information you have entered is correct and click the “Submit →” button. If you wish to edit the information, please click the “← Back” button and make the necessary changes.

※ A notification email titled “Application Completion” will be sent to the email address of the person in charge.

By clicking the link in the “Application Completion” email that says “If you would like to continue registering another person...”, the page to apply for an additional registrant will be displayed.

Please enter the information for the new registrant.

By repeating this process, you can register multiple registrants.



【Accreditation Results Notification】

Based on the information submitted, the secretariat will conduct a review, and the accreditation results will be sent on or after January 19, 2026.

Troubleshooting

【Receiving Email sent from our system】

Q. Notification emails do not appear in my mailbox. Why ?

A. Notification email will be sent several times from jfwpress@jfw.jp. Depending on registrants' environment, emails will not appear in your mailbox.

Please make sure to check your mail settings to receive email from jfwpress@jfw.jp before registration.

- Restricting email with URL links.
 - Restricting email sent from mail servers
 - spam filters
 - not including jfwpress@jfw.jp in domain/address designation reception
- ※Settings above may be set as default in Cellular phone/Smartphone.

Please refer to the following ULR to configure domain designation reception.

■ docomo

Please add this website's domain or email address to the "Registered Email Addresses / Domains" section under "Email Reception Settings."

[【docomo 公式サイト】受信／拒否設定](#)

■ au

Please add this website's domain or email address to your reception allow list.

[【au 公式サイト】受信リスト設定](#)

■ SoftBank

Please add this website's domain or email address to your permitted sender list.

[【SoftBank 公式サイト】受信許可リスト設定](#)

How to Configure Anti-Spam Filtering

Please refer to the following URL to configure your anti-spam filtering settings.

If you do not set up domain or email address-specific reception, please configure the settings below.

■ docomo

Please set "PC emails" to "Receive" under "Select senders to receive."

Please set "spoofed emails" to an option other than "Reject all" under "Select senders to receive."

[【docomo 公式サイト】受信／拒否設定](#)

■ au

Please allow the reception of emails containing URL links. (URL link / HTML email restriction)

Please enable the reception of emails sent from PCs. (Reception settings vary by carrier)

[【au 公式サイト】迷惑メールフィルター機能](#)

■ SoftBank

Please allow the reception of emails containing URL links. (URL-linked email rejection settings)

Please enable the reception of emails sent from PCs. (Receive / reject settings)

[【SoftBank 公式サイト】迷惑メールブロック設定方法](#)

If the issue is not resolved after configuring the above settings, please contact the inquiry desk for further assistance.

【Contact】

JAPAN FASHION WEEK ORGANIZATION

For Press / Photographer : jfwpress@jfw.jp

For buyers : buyer@jfw.jp

【Registration Application Inquiries】

support@launchmetrics.jp

03-3281-0051