

Press / Photographer Registration Guideline

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

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Important Notice:

Based on the information submitted, the secretariat will conduct a review after the completion of your application.

Please note that your registration will only be considered complete upon receiving the notification of the review result; therefore, your registration is not complete until you receive this notification.

Please also note that even if your application is approved by the secretariat, **you will not be able to attend the shows without an invitation from each participating brand.**

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

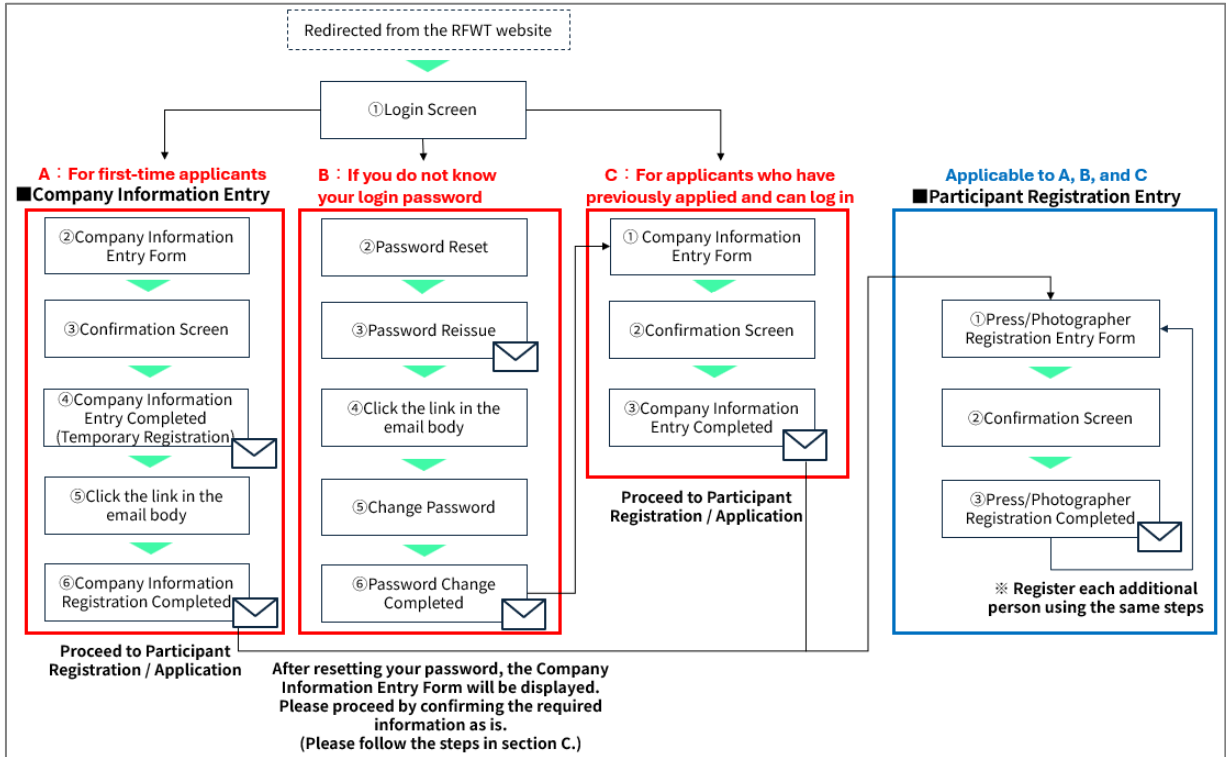
✂For media based in Japan, please enter the information in Japanese.

✂Before proceeding with individual registration, 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 27 S/S season.



Clicking the link provided on the RFWT official website will display the login screen shown below.

- For first-time applicants, please click “Here” under “A.”
- If you do not know your login password, please click “Here” under “B.”
- For applicants who have previously applied and can log in, please enter your email address and password in section “C,” then click “Log in.”

Rakuten Fashion Week TOKYO
Rakuten
Login Page

This is the login page for the press/photographer registration application for Rakuten Fashion Week TOKYO 27 S/S season. Please log in and review the company/organization information of the applicant before proceeding.

If you have forgotten your login password, please [click here](#) **B**

If this is your first time applying, please [click here](#) **A**

* Please fill in the required fields

C

Registrant Email

Password

Login

【A】 (For First-Time Applicants)

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

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

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

【B】 (If You Do Not Know Your Login Password)

- 1 Click “If you do not know your password” on the login page to display the password reset screen. Please enter your registered email address, click “Next,” and proceed to reissue your password.

Rakuten Fashion Week TOKYO

Rakuten

Reset Password

This is the press/photographer registration application form for Rakuten Fashion Week TOKYO.

Starting from 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.

If you have applied in previous seasons and do not know your password, please reset your password before proceeding.
If you have applied in previous seasons and are unable to recall your password, please reset your password before proceeding.
First-time applicants, please set your password and register your company/organization from [here](#).

Please enter your registered email address and click “Next.”

* Please fill in the required fields


Registrant Email *	<input style="width: 90%;" type="text"/>
--	--

(Half-width characters only: email address)







Next →


- 2 “Password Reset Notification” email will be sent to your registered email address.
Please click the link provided in the email within 10 minutes and proceed to reset your password.

Password Reset Notification | JFWO

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

2026/06/23 (火) 10:56

  返信  全員に返信  転送  

 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.

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


[https://krs.bz/tokyo/fw/m/updatepwip?
m=285&t=ho8m7&y=290e44b23e6a4daa0516bab2f20bdb9fc8e124657fb74ab104d3910af3f83f29](https://krs.bz/tokyo/fw/m/updatepwip?m=285&t=ho8m7&y=290e44b23e6a4daa0516bab2f20bdb9fc8e124657fb74ab104d3910af3f83f29)

※ Password reset validity period (10 minutes)

JAPAN FASHION WEEK ORGANIZATION
MAIL: jfwpress@jfw.jp

- 3 Please enter your new password and click “Next.”



Rakuten Fashion Week TOKYO



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 →

- 4 Please review the information you have entered and 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 →

- 5 After clicking “Update,” a confirmation screen of your previously registered company/organization information will be displayed.
Please review the information and click “Next.”

Rakuten Fashion Week TOKYO
Rakuten
Login Page

Please review your company/organization information and click "Next."
※If you have any information to update, please make the necessary changes and click "Next."

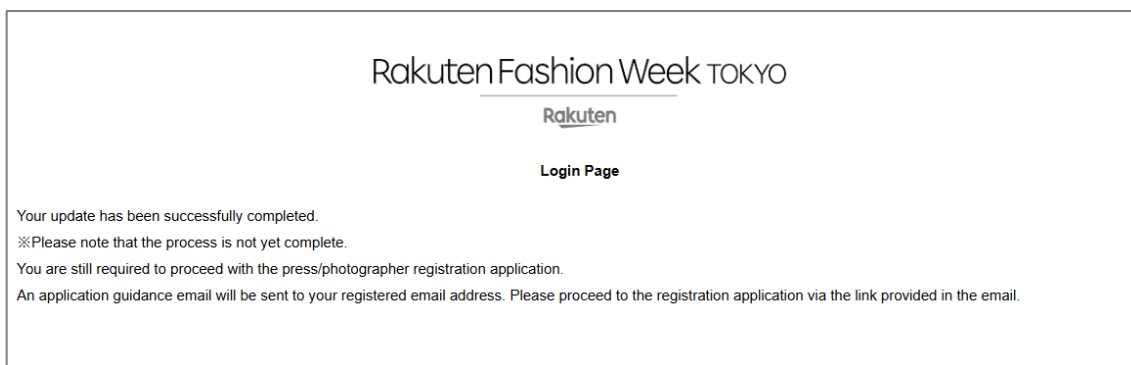
*Please fill in the required fields

Company / Organization ID	[Redacted]
Registrant Email	[Redacted] (非角のみ、メールアドレス)
Registrant First Name	[Redacted]
Registrant Last Name	[Redacted]
Company (Organization) Name	[Redacted]
Publication (Media) Name	[Redacted]
Company Type	[Redacted]
Company Subtype	[Redacted]
Address 1	[Redacted]
Address 2	[Redacted]
City	[Redacted]
State/Province/Region	[Redacted]
Postal Code	[Redacted]
Country	[Redacted]

Next →

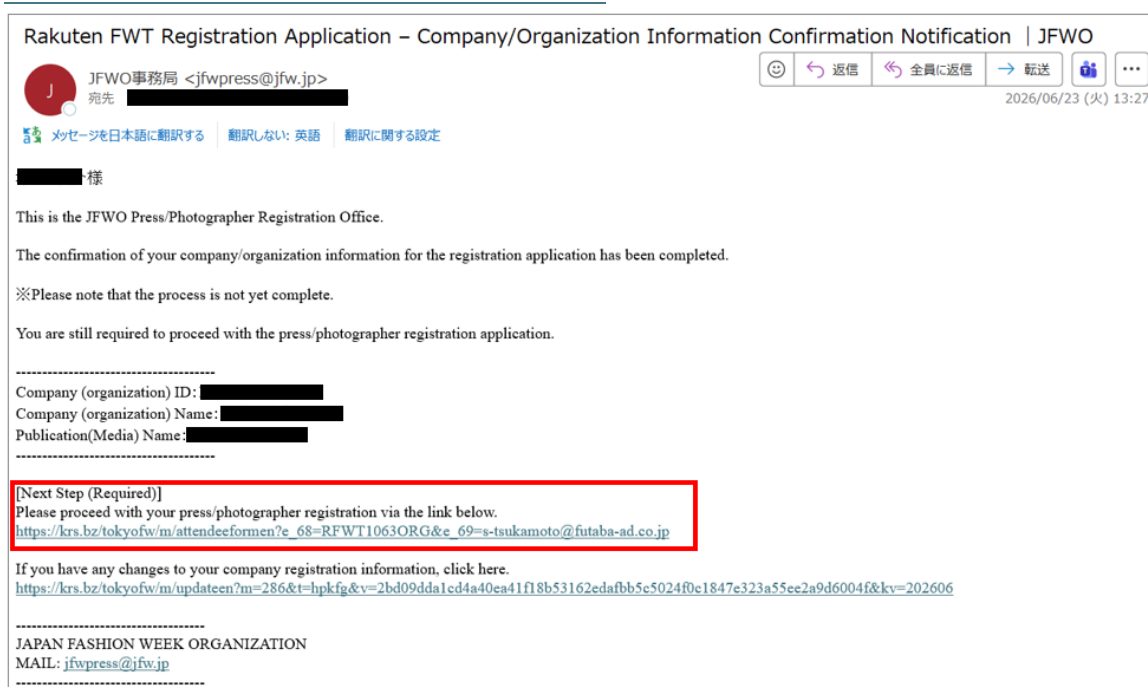
- 6 After confirming the company/organization information, the screen shown below will be displayed.

At the same time, an email containing a link to the “Press/Photographer Registration Application” page will be sent to your registered email address. Please click the link in the email and proceed to enter the applicant information.



- 7 Please click the “Press/Photographer Registration Application” link provided in the email and proceed with the registration application.

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



【C】 (For Applicants Who Have Previously Applied and Can Log In)

- 1 Enter your email address and password to log in, and a confirmation screen of your previously registered company/organization information will be displayed.
Please review the information and click “Next.”

Rakuten Fashion Week TOKYO

Rakuten

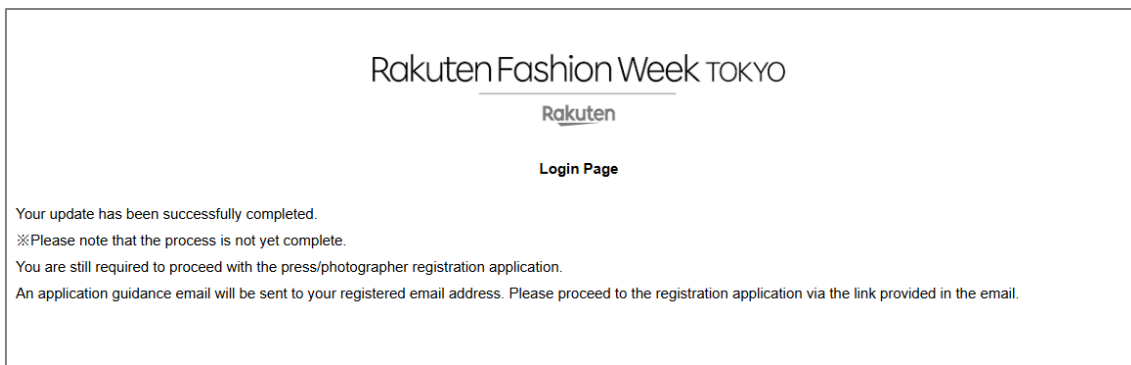
Login Page

Please review your company/organization information and click "Next."
※If you have any information to update, please make the necessary changes and click "Next."

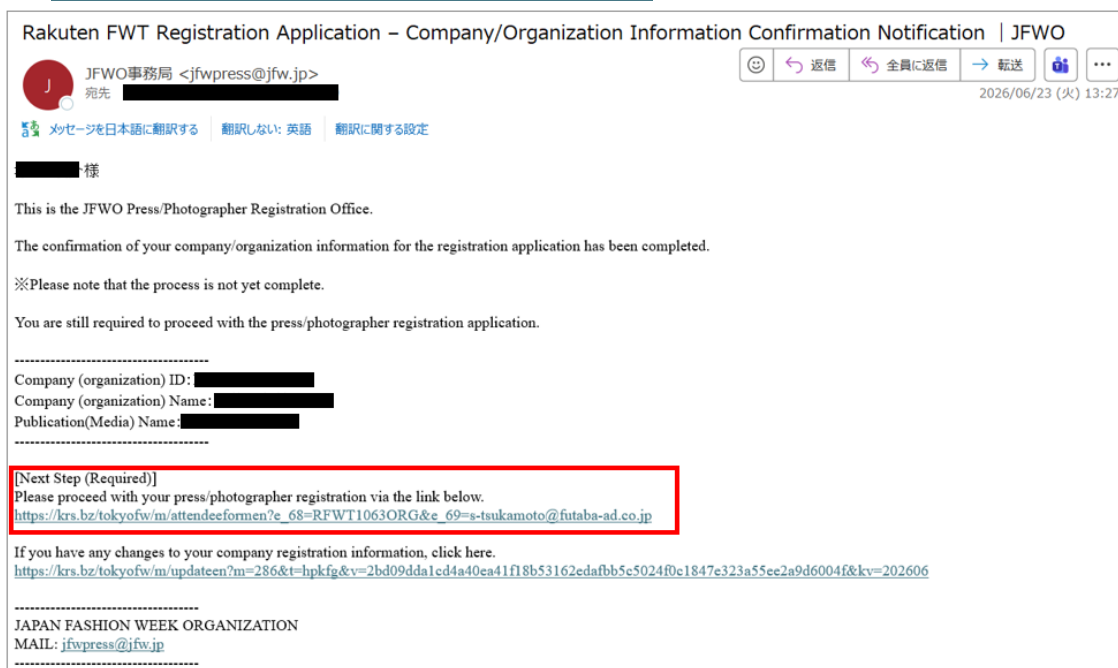
* Please fill in the required fields

Company / Organization ID	<input type="text"/>
Registrant Email *	<input type="text"/> (半角のみ: メールアドレス)
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"/>
Company Subtype *	<input type="text"/>
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"/>

- 2 After confirming the company/organization information, the screen shown below will be displayed. At the same time, an email containing a link to the “Press/Photographer Registration Application” page will be sent to your registered email address. Please click the link in the email and proceed to enter the applicant information.



- 3 Please click the “Press/Photographer Registration Application” link provided in the email and proceed with the registration application.
→ For instructions on how to enter the information, please refer to this manual: [\[Press / Photographer Registrant Information Registration\]](#).



【Company / Organization Information Registration】

Please enter the company/organization information of the applicant themselves or, if submitting applications for multiple individuals, the person responsible for completing the process.

After completing this step, please proceed with the press/photographer registration application via the link provided in the email sent to you (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 submitting applications for multiple individuals, only the representative should register company/organization information.

【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"/>

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

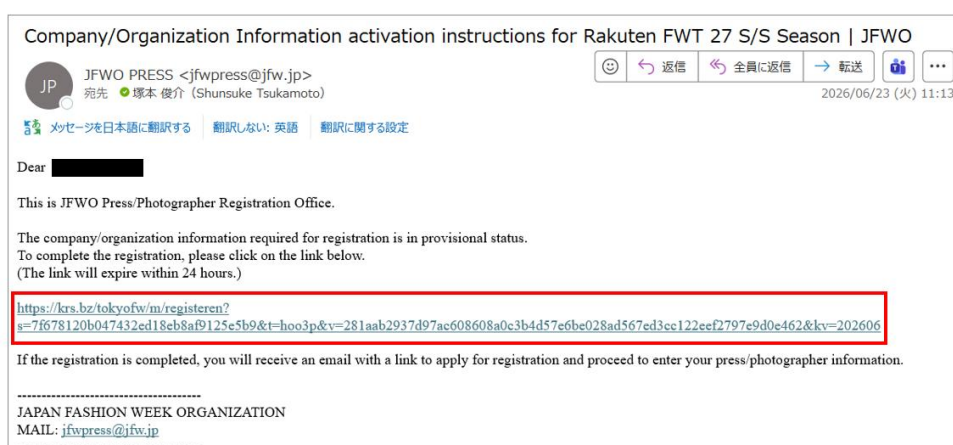
Please review the information you have entered and click the “Submit →” button. If you wish to edit the information, please click the “← Back” button and make the necessary changes.

After completing the entry, a confirmation email titled “Rakuten FWT 27 S/S Season Company/Organization Information Confirmation for Registration Application” will be sent to the email address you provided.

Notes:

- ※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.
- ※Please be sure to complete all required fields.
- ※Address information may be used to send invitations for the collection, so please ensure that the details are entered accurately.
- ※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.”

- 2 Click the registration completion link provided in the body of the “Company/Organization Information Confirmation for Registration Application” email to complete your company registration, and a confirmation page will be displayed. A “Company/Organization Information Registration Completion” email for registration application will be sent to the email address you provided. Please click the link highlighted in red in the email to complete your registration.



This completes the company/organization registration. Next, please proceed to entering the registrant’s information.

【Press / Photographer Registrant Information Registration】

For new applicants: “Company/Organization Information Registration Completion” Email

For returning applicants: “Rakuten FWT – Company/Organization Information Confirmation for Registration Application” Email

By clicking the registration application link provided in the body of each email, the “Press/Photographer Registration Application” page will be displayed.

【Company Registration / Password Change Completion Notification Email】

Company/Organization Information activation confirmation for Rakuten FWT 27 S/S Season | JFWO

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

2026/06/23 (火) 11:17

返信 全員に返信 転送

メッセージを日本語に翻訳する | 翻訳しない: 英語 | 翻訳に関する設定

Dear [REDACTED]

This is the JFWO Press/Photographer Registration Office.

Your company/organization information for the registration application has been successfully completed.

※Please note that the process is not yet complete.

You are still required to proceed with the press/photographer registration application.

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

[Next Step (Required)]
Please proceed with your press/photographer registration via the link below.
https://krs.bz/tokyofw/m/attendeeformen?e_105=RFWT1063ORG&e_106=s-tsukamoto@futaba-ad.co.jp

If you have any changes to your company registration information, click here.
<https://krs.bz/tokyofw/m/updateen?m=286&t=hpkbu&v=2f3ffa7df2003facc47a4576eac67dbf3adbaa24590db33b91e887e659e894f9&kv=202606>

JAPAN FASHION WEEK ORGANIZATION
MAIL: jfwpress@jfw.jp

Rakuten FWT Registration Application – Company/Organization Information Confirmation Notification | JFWO

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

2026/06/23 (火) 13:27

返信 全員に返信 転送

メッセージを日本語に翻訳する | 翻訳しない: 英語 | 翻訳に関する設定

[REDACTED] 様

This is the JFWO Press/Photographer Registration Office.

The confirmation of your company/organization information for the registration application has been completed.

※Please note that the process is not yet complete.

You are still required to proceed with the press/photographer registration application.

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

[Next Step (Required)]
Please proceed with your press/photographer registration via the link below.
https://krs.bz/tokyofw/m/attendeeformen?e_68=RFWT1063ORG&e_69=s-tsukamoto@futaba-ad.co.jp

If you have any changes to your company registration information, click here.
<https://krs.bz/tokyofw/m/updateen?m=286&t=hpkfg&v=2bd09dda1cd4a40ea41f18b53162eda1bb5c5024f0e1847e323a55ee2a9d6004f&kv=202606>

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	RFWT1063ORG
Registrant Email	s-tsukamoto@futaba-ad.co.jp
Credential Type	-Select-
Attendees Last Name	<input type="text"/>
Attendees First Name	<input type="text"/>
Attendees Job Title	<input type="text"/>
Attendees Email	<input type="text"/> (Half-width characters only, email address)
Attendees Telephone (Country Code)	<input type="text"/>
Attendees Telephone	<input type="text"/> - <input type="text"/> - <input type="text"/> (Half-width numbers only)
SNS 1	<input type="text"/> (Half-width characters only, URL)
SNS 2	<input type="text"/> (Half-width characters only, URL)
Work Samples, Media or Verification Letter (URL)	<input type="text"/> (Half-width characters only, URL)
Work Samples or Media (URL)	<input type="text"/> (Half-width characters only, URL)
Work Samples or Media (URL)	<input type="text"/> (Half-width characters only, URL)
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.

Please review the information you have entered and click the “Submit →” button.

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

After completing the entry, an “Application Completion” email will be sent to the email address of the person in charge. This completes the registration.

Notes:

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

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

※If you use a file-sharing service, please ensure that the link is accessible for viewing or download until **September 6**.

※If you belong to a media organization, please enter a URL that identifies the media.

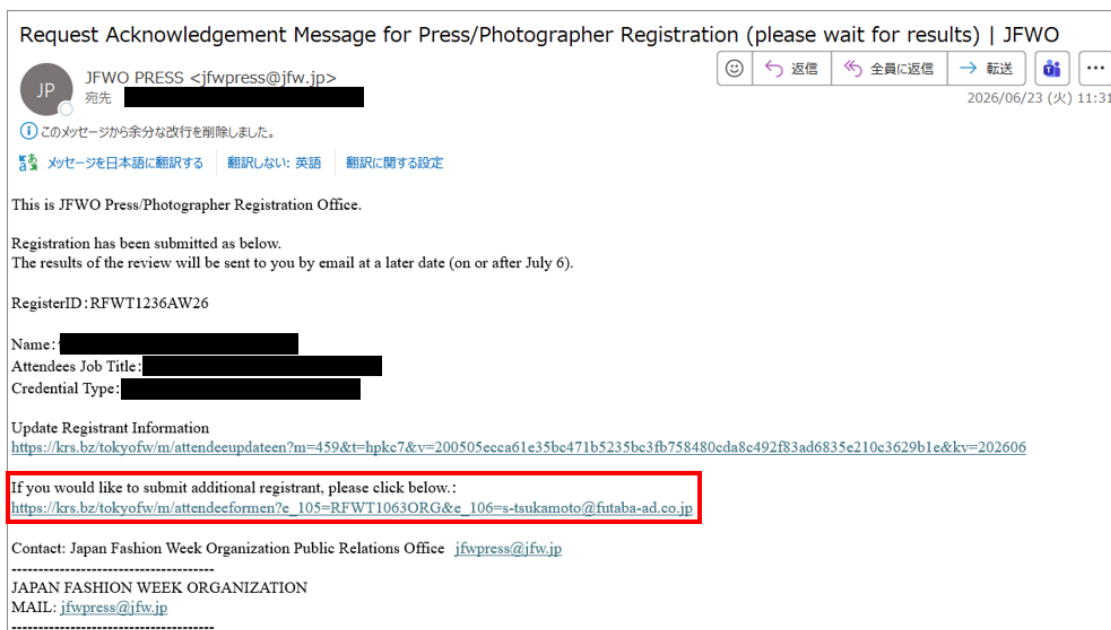
※Please note that participation will be determined after review and approval by the secretariat based on your application. Therefore, **your participation is not yet confirmed at this stage**.

【Additional Registrant Application】

Click the link in the “Application Completion” email that begins with “If you would like to submit additional...,” and the page for registering additional participants will be displayed.

Please enter the information for the new participant.

By repeating this process, you can register multiple participants.



The screenshot shows an email interface with the following content:

Request Acknowledgement Message for Press/Photographer Registration (please wait for results) | JFWO

From: JFWO PRESS <jfwpress@jfw.jp> (Recipient name is redacted)

Date: 2026/06/23 (火) 11:31

① このメッセージから余分な改行を削除しました。

🌐 メッセージを日本語に翻訳する | 翻訳しない: 英語 | 翻訳に関する設定

This is JFWO Press/Photographer Registration Office.

Registration has been submitted as below.
The results of the review will be sent to you by email at a later date (on or after July 6).

RegisterID:RFWT1236AW26

Name: [Redacted]
Attendees Job Title: [Redacted]
Credential Type: [Redacted]

Update Registrant Information
<https://krs.bz/tokyofw/m/attendeeupdateen?m=459&t=hpkc7&v=200505ecca61e35bc471b5235bc3fb758480cda8e492f83ad6835e210c3629b1e&kv=202606>

If you would like to submit additional registrant, please click below.:
https://krs.bz/tokyofw/m/attendeeformen?e_105=RFWT1063ORG&e_106=s-tsukamoto@futaba-ad.co.jp

Contact: Japan Fashion Week Organization Public Relations Office jfwpress@jfw.jp

JAPAN FASHION WEEK ORGANIZATION
MAIL: jfwpress@jfw.jp

【Accreditation Results Notification】

Based on the information submitted, the secretariat will conduct a review, and the accreditation results will be sent on or after July 6, 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 URL 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