
Rakuten Fashion Week TOKYO



[Participation Guide]

2026 Autumn / Winter

November 18, 2025

Japan Fashion Week Organization

In carrying out this season's Rakuten Fashion Week TOKYO

The Japan Fashion Week Organization (hereafter, JFWO) hosts Fashion Week, Japan's only platform where brands with the potential to expand not only within Japan but also internationally, particularly across Asia, present their upcoming season's collections. The event offers a variety of programs to support the growth of these brands.

Brands participating in accordance with the application guidelines will have their official collection shows included in the Fashion Week calendar. They will be featured on the official Fashion Week website and social media accounts, reaching wide audiences both in Japan and overseas. JFWO also works to ensure that international media, buyers, and influencers invited by the organization attend the official brand shows, facilitating new connections with the international fashion industry.

In addition to fashion industry initiatives, JFWO actively collaborates with events and organizations from other industries, offering participating brands opportunities to engage in dynamic events throughout the week.

We kindly invite you to take this opportunity to join Rakuten Fashion Week TOKYO.

Japan Fashion Week Organization

Japan Fashion Week Organization International

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Event Outline

■ NAME OF EVENT : Rakuten Fashion Week TOKYO 2026 A/W

■ DATE : March 16th (Mon.), 2026 ~ 21th (Sat.), 2026

■ MAIN VENUES : Shibuya Hikarie, Hikarie Hall A , Hikarie Hall B

■ ORGANIZER : Japan Fashion Week Organization

■ SUPPORTERS : Ministry of Economy, Trade and Industry / Ministry of Foreign Affairs of Japan / Intellectual Property Strategy Headquarters / Japan External Trade Organization / Organization for Small & Medium Enterprises and Regional Innovation, JAPAN / Tokyo Metropolitan Government / Keidanren (Japan Business Federation) / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Japan Fashion Association / Japan Apparel Fashion Industry Council / INSTITUTE FOR THE FASHION INDUSTRIES / Japan Department Stores Association / Shibuya City / Minato City / Shibuya-kushoren (Shibuya City Federation of Stores Association) / Japan Jeans Association (as of the 2026 S/S term)

■ SPONSORS (as of the 2026 S/S term)

TITLE SPONSOR : Rakuten Group, Inc.

SPECIAL SUPPORTING PARTNER : TOKYU CORPORATION / SHIBUYA HIKARIE

SUPPORTING PARTNERS : Toray Industries, Inc. / ONWARD HOLDINGS CO.,LTD / TSI HOLDINGS CO., LTD / ITOCHU Corporation / ADASTRIA Co.,Ltd. /

World co.,Ltd. / NIKKE (THE JAPAN WOOL TEXTILE Co.,Ltd.) / STYLEM TAKISADA-OSAKA CO., LTD. /

TAKISADA-NAGOYA CO., LTD. / Daimaru Matsuzakaya Department Stores Co. Ltd.

OFFICIAL MEDIA PARTNERS : Fashion Press / FASHIONSAP / Instagram / Threads / THE MAINICHI NEWSPAPERS /

SENKEN SHIMBUN CO.,LTD / The Japan Times / WWDJAPAN

OFFICIAL MEDIA SUPPORTERS : Apparel-web,Inc / ELLE Japan / Fashion tsushin / gap PRESS / LAUNCHMETRICS / marie claire / MODDITY /

Omosan STREET / Oui Speak Fashion / PERK / QUI / QUOTATION / The Sen-I News / shibukei.com /

SO-EN ONLINE / The Business of Fashion / Time Out Tokyo

COOPERATORS : BMW Japan Corp. / kiyasume

Event Outline

【Rakuten Fashion Week TOKYO 2026 A/W】

■ DATE : September 16th (Mon.), 2026 ~ 21th (Sat.), 2026 Fashion Shows, Presentation (the season: 2026 A/W)

■ VENUE 【 Various Venues in Tokyo 】

● Official Support Venue (Shibuya Hikarie, Hikarie Hall A, Hikarie Hall B)

● Others

【 Transmission of collection in the Rakuten Fashion Week TOKYO Official WEB-site 】

■ Collection Schedule

The schedule for the official designer shows will be coordinated by JFWO.

The presentation times for each day will be adjusted as follows:

November 18th, 2025

Date	Presentation Time Slot	Official Support Venue Shibuya Hikarie Hikarie HALL A	Official Support Venue Shibuya Hikarie Hikarie HALL B	Other venues
March 16 th (Mon.) ~ 21 th (Sat.), 2026	11 : 00~12 : 00	●	●	●
	13 : 00~15 : 00	×	×	●
	15 : 00~18:30	×	×	●
	16 : 30~20 : 30	●	●	●

● = Adjustable time slot × = Unadjustable time slot

*When applying, please select your desired date and time slot (up to three options).

*JFWO will adjust the schedule depending on availability.

Exhibit Outline

■ How to participate in Rakuten Fashion Week TOKYO 2026 A/W

Applications are open this season for brands participating in the physical presentation format.

For details, please check the conditions below.

Conditions for Exhibiting at the **Official Designers Show**:

- Typically, shows must only be a single brand (joint shows are not allowed)
- The presentation format must be physical, such as a runway show or other such presentation.

Note:

Joint shows or group presentations that have traditionally been conducted will no longer be included in the official calendar. Should you be considering participation in such a format, we kindly ask that you contact the JFW Office separately for further consultation.

Please choose the form of participation you wish for from below and submit application by the deadline (November 15th).

【Forms of participation】

- ① Announcement in physical format, with guests, at Official venues.
 - • • Selections up to 3th choice, : Shibuya Hikarie, Hikarie Hall A, Hikarie Hall B (refer to p.4)
- ② Announcement in physical format, with guests, at venues other than the official venues.
 - • • Time slot selections up to 3th choice (refer to p.4)

■ At JFW, all documents and communication, including the “Exhibit Contract”, is based in Japanese. Brands participating from overseas, or brands which have a foothold in Japan but has difficulty in communicating in Japanese, must retain a representative whom can communicate in Japanese. (There are Japanese PR companies which take-on such tasks. If you do not have a Japanese speaking representative, please consider this as an option)

Exhibit Outline

■ Screening exhibitors for Rakuten Fashion Week TOKYO 2026 A/W (Collection Shows, Installations)

The JFW Executive Committee screens under the below criteria.

※The JFW Executive Committee is

An organization which gathers fashion industry knowledgeable people established by JFWO to examine the problems of fashion week, and screens participating brands.

【Exhibit standard for screening】

①Quality

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

②Having a minimum level of business operation

- Your trademark must be registered.
- You must have the ability to plan/produce/operate your own collection announcement
- Must have the solvency to cover all necessary presentation fees/production fees surrounding presentation.

③ Business meeting during the Rakuten Fashion Week TOKYO term.

- You must have a plan to hold exhibition/business meetings around Rakuten Fashion Week TOKYO 's time frame.
- You must have a manufacturing system to deal with received orders.

--For those who do not have specific exhibit plans, we are open to discuss various exhibit options.--

*If you have participated in a previous JFW and caused the following problem, it may affect screening results.

- Change of schedule without prior notice, causing confusion to visitors and event operations.
- Not holding any exhibition/ business meetings.
- Any other actions to cause distrust in JFW towards your brand.

■ About screening

The screening process will be conducted twice. The first screening and the second screening. Particularly for first-time participating brands and participating brands from overseas, we will conduct an initial screening based on submitted submissions. If there are any further items to confirm, we will proceed to the second screening. Brands other than those listed above will be decided at the first screening, but please note that this is not the case.

■ Notification of screening results

The result of the first stage will be notified to your representative contact person by Late June, via e-mail.

As for the second stage, we will contact the brand directly, in Late June, and second screening will be early July.

Please note, we cannot answer to any/all inquiries regarding screening results. We ask for your understanding in this matter.

- If you decide to exhibit, please make sure to submit all floor plans/scheduled brand confirmation form to the JFW Secretariat, by the designated dead-line .

Exhibit Outline

■ Regarding seats for guests

Brands doing announcements with guests at “Rakuten Fashion Week TOKYO” will be required to supply some seats to JFWO.

Number of seats to be supplied differ depending on venue. You will be notified of number of seats required, once your venue is determined.

Supplied seats will be used by Official sponsors and/or JFWO related persons, etc.

Furthermore, you may be asked to supply additional seats for invited overseas buyers, other than those mentioned above.

■ Regarding co-sponsorship

There is a possibility of other JFWO sponsored activities being held at Official venues.

Details of activities will be notified to all brands presenting at Official venues, as soon as details are set.

Individual sponsorship of brands by companies in rivalry with JFWO sponsors is prohibited.

If/when applying for individual sponsorship, prior application with information on supporting company, contents of support, merit of support must be submitted to JFWO (format for application will be notified at any time during preparation periods).

Depending upon the contents of the support, there is a possibility that your application will be turned down by the secretariat, and prohibited from receiving individual sponsorship, so please be sure to submit applications and discuss with the secretariat within the designated due date.

※ For names of present sponsors, please refer to the “List of Sponsors” on p.3

■ Regarding invitations

Any/all invitations (regardless of posted or digital), must include the event title logo.

Since use of the event title logo is confirmed in advance, please submit invitation designs before printing for a data check.

We recommend use of digital invitations. (We will not be designating any specific digital invitation system to be used at JFW Official venues). If you wish, we can introduce a system to you, so please ask.

* Please refer to the event logo use manual, separately provided from JFW. If/when rules of use are not followed, you will need to remake your invitation, under any circumstance.

■ Regarding the Show Start Time

In the event that the show starts significantly later than scheduled, it may disrupt the overall progress of the event and affect the operations of other participating brands. Please be advised that in cases of substantial delay, penalties or restrictions related to future participation may be applied. We kindly ask for your careful attention to ensure smooth event management.

■ Regarding Show Start Times

If the start time of your show is significantly delayed from the scheduled time, it may disrupt the overall progression of the week and affect the operations of other participating brands. Please be advised that in the case of substantial delays, we may impose operational penalties or apply certain restrictions regarding your future participation.

Exhibit Outline

■ Regarding music sources used in shows

Under the copyright law, use of music (music sources) is an act which requires processing of use.

JFWO asks those brands participating in “Rakuten Fashion Week TOKYO” to take the necessary steps in rights processing required under law.

If in case trouble arises due to violations, etc. of intellectual property rights, JFWO will not be held responsible in any way whatsoever.

Furthermore, each brand must carry out necessary rights processing themselves, and report to JFWO. Depending upon the contents of the report, please be aware that your brand may be excluded from official programs (for example, SNS, live transmission, etc.).

In addition, only if/when you use an original music source or if/when you have undergone and cleared all necessary rights processing, may you purchase the record movie (mentioned later).

You will be notified of details later separately, once participation has been formalized.

■ Regarding music source of live transmissions

JFWO is scheduled to transmit live upon the Rakuten Fashion Week TOKYO Official Web-site, utilizing YouTube and Instagram.

In such case the additional processing of Neighboring rights is also required.

※for information on Neighboring rights, <http://www.cric.or.jp/qa/hajime/hajime4.html>

In participating, individual brands are required to clear the processing of Neighboring rights also.

As for the processing of other rights required in live transmission, we will inform you as soon as details are made clear. Please make necessary arrangements to process, accordingly.

Environment: A wired LAN connection with an upload speed of 50Mbps is recommended.

We will contact you regarding the correct processing required for live streaming once the details have been finalized.

Additionally, if the event is held at a venue other than an official venue, streaming may not be possible depending on the venue environment and preparations.

JFWO will prepare/carry out an explanatory meeting regarding intellectual property necessary in presenting a collection, for all participating brands.

Regarding when/how the meeting will be held, the secretariat will notify you at a later date. (planned to be around February)

Footage recordings

● Generally, JFW Official Cameras have first priority in choosing a shooting spot.

■ Recordings: videos (movies) and photographs (stills)

JFWO is scheduled to make recordings (movie/stills) of collection shows for all brands participating on-schedule.

However, these are for record keeping purposes, so if you wish for specific productions, please arrange for a separate photographer.

- Hikarie – Movie 【Hall A: 2 cameras , Hall B: 1 cameras】 , Stills 【Hall A: 1 camera , Hall B: 1 cameras】
- Other venues – Movie 【1 camera】 , Stills 【1 camera】

■ Details on how you may obtain the movie, will be provided later. (movie cameras may be added to existing cameras, at cost.)

*Depending upon the announcement style/contents, movie footage recordings may not be shot.

■ All recording made by JFWO can be made available to brands (chargeable).

- Details on how movie footage may be obtained, will be provided later (movie cameras may be added to existing still cameras, at cost).

※Depending upon the method or contents of the presentation, there is a possibility that movie footage may not be shot.

- Details on how stills may be obtained, will be provided later.

- Regarding use of recorded sound, movie, photographic materials

At “Rakuten Fashion Week TOKYO”, the JFWO Official movie/stills team will make recordings of sound, movie and stills, and JFWO will create sound, movie, photographic materials (hereinafter indicated as “recorded sound/visual materials”).

JFWO will be responsible for the editing of such recorded sound/visual materials, along with utilizing said recorded sound/visual materials for news, reporting, and/or publication use (including internet distribution, distribution to medias). We ask for your understanding in this matter in advance.

■ Regarding portrait rights

In addition to use on JFWO Official WEB and/or SNS, there is a possibility that said recorded sound/visual materials will be utilized for news/publication purposes, and/or OHH around town, etc.

Please be sure to make prior arrangements so that portrait rights of models/guests/staff/etc. coincidentally captured in the recorded visual materials will not become an issue later.

Participation registration fee - Supplementary items for exhibit

■ Registration Fee

You must pay the registration fee if you wish to participate in Rakuten Fashion Week TOKYO 2026 A/W

※ **Registration fee must be paid in full by the application dead-line of 15th December.**

※ **If your application is turned down by the JFW executive committee screening, your registration fee will be returned in full.**

[Deposit account]

Bank Name: MIZUHO BANK, Ltd.

Branch Name: KOBUNACHO

Address: 8-1, Nihonbashi-Kobunacho, Chuo-ku, Tokyo, JAPAN

Swift Code: MHCBJPJT Account #: Saving Account 105-1127087 Beneficiary: Japan

Fashion Week Organization

Registration Fee: 225,000 yen (tax included)

(Fee 200,000yen
Tax10% 20,000yen
Bank Transfer Fee 5,000yen)

■ Supplementary items for exhibit

● Information on your collection can be dispersed widely to national and international media, popular shops, etc.
(WEB, SNS, release distribution, exposure on Official programs, Official media, etc.)

● A list of national and international press, buyers will be provided.

● A live-streaming camera will be prepared at each Official venue (Hikarie Hall A: 2 cameras), and transmitted on the Rakuten Fashion Week TOKYO Official WEB site / SNS / other media, along with Official WEB sites and/or SNS of parties related to the brand.

● For a fee, we can provide movie footage, stills materials of the collection presentation taken for the purpose of record keeping.

● There will also be products and support services provided by sponsors. Contents will be announced later, once details are determined.

● For participants in search of venues to present at other than the Official venues, JFWO can introduce cooperative venues (partner venues).

◆ Regarding determination of schedules

※ **Determination of schedule date/time is prioritized and adjusted on a first-come-first-serve basis of participation application and payment of fees.**

※ **When applying, please indicate your 1st ~ 3th choice from the collection schedule (please refer to p.4).**

※ **Please make payment of venue fees within a week, once your announcement schedule is determined.**

Venue Charges

Venue	Presentation Time Slot	Venue Fee	note
Shibuya Hikarie Hikarie Hall A (7H)	11:00~16:00	1,320,000yen (¥1,200,000 + tax)	Venue rental time: 7 hours Exhibition items will typically be set up 5 hours before show time and taken down 2 hours after show time.
	16:30~20:30	1,650,000yen (¥1,500,000 + tax)	
Shibuya Hikarie Hikarie Hall B (5.5H)	11:00~16:00	¥275,000yen (¥250,000 + tax)	Venue rental time: 5.5hours Exhibition items will typically be set up 3.5 hours before show time and taken down 2 hours after show time.
	16:30~20:30	¥550,000 (¥500,000 + tax)	

*Presentation times will be adjusted by JFWO.

Please note that presentation times may change due to schedule adjustments, and we may not be able to meet your requests.

*Please note that if the venue usage fee is not paid by the deadline set by JFWO, it will be difficult to adjust the schedule as desired.

* Depending on schedule availability, extensions in 30-minute increments are possible.

The additional fees are as follows:

Hall A – ¥104,500 per 30 minutes (tax included)

Hall B – ¥44,000 per 30 minutes (tax included)

+ additional costs as required (subject to change depending on circumstances) + other related expenses.

Please note that extensions are **not permitted between 23:00 and 07:00**.

Official Venues

■ Shibuya Hikarie

Shibuya Hikarie

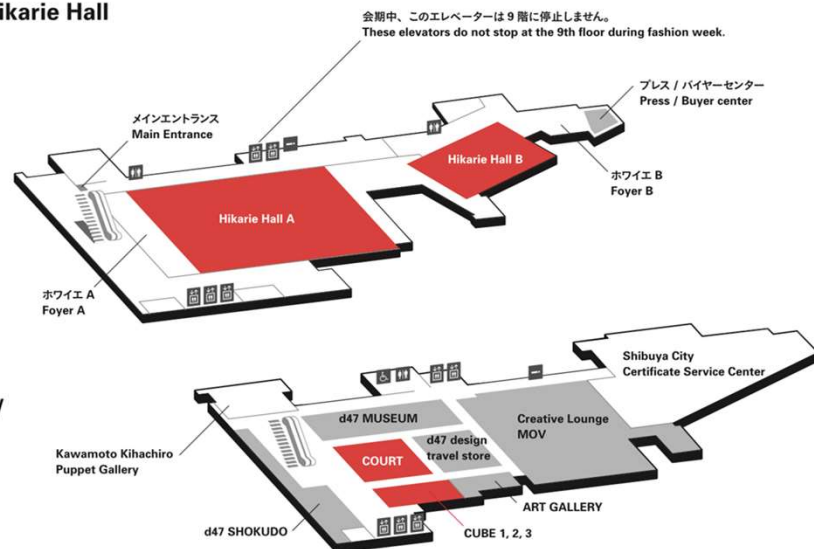


Shibuya Hikarie

2-21-1 Shibuya, Shibuya-ku, Tokyo

- Connected to 'Shibuya Station' of the JR line/Keio Inogashira line, at the 2nd floor walkway
- Connected to the Tokyo Metro Ginza line 'Shibuya Station' at the 1st floor
- Connected to the 'Shibuya Station' B5 exit of the Tokyo-Toyoko line/Denentoshi line/Tokyo Metro Hanzomon line

9F Hikarie Hall

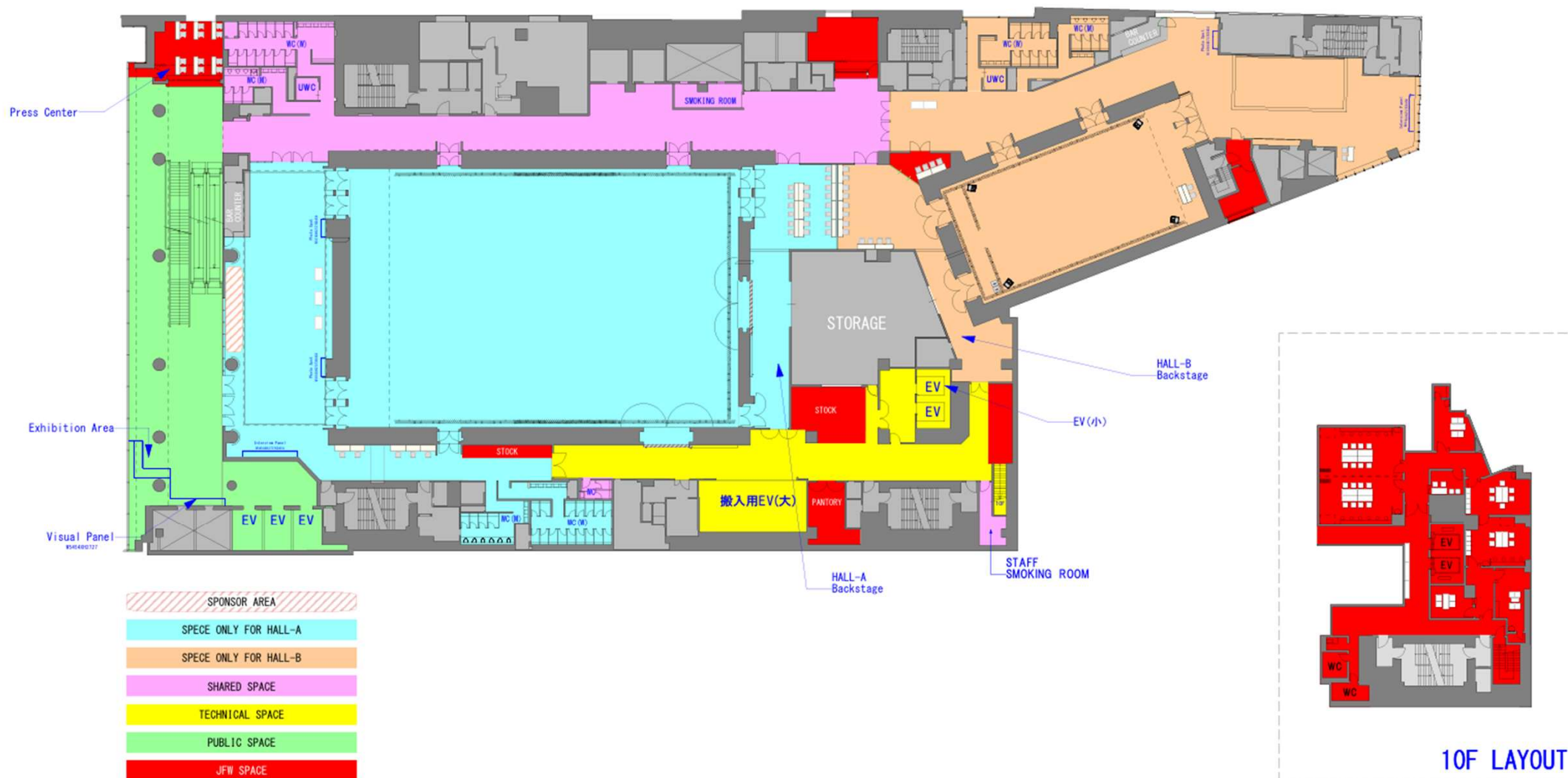


8F 8/

※ In all venues

- Conduct your show according to schedule.
- Follow safety protocols during your show.

Main Venue / Shibuya Hikarie Hall Floor Plan



※Specifications may change.

Main Venue / Shibuya Hikarie Hall A Basic Spec ※specs may be changed

● Hikarie Hall equipment list

There will be no staff for sound effects, lighting, movies (there will be observing staff only).
You must arrange for your own set up / clearing / carrying in and out crew / operator.

■ lighting equipment

Quantity/Unit price list		Quantity	price list
dimming system		1 set	free
Mobile operator console		1 unit	free
upper horizon light	500W×48light	1set	free
lower horizon light	500W×8light 4 colors 6 units	1set	free
fresnel lens spot	500W ※A・B share	14 units	¥1,000
	1kW	72 units	¥1,000
	1.5kW ※A・B share	12 units	¥1,500
plano-convex lens spot	500W ※A・B share	14 units	¥1,000
	1kW	36 units	¥1,000
perlite	500W ※A・B share	44 units	¥1,000
	1kW	72 units	¥1,000
cutter spot	750W 19°・26°・36°	48 units	¥1,500
follow pin spot	2kw	2 units	¥20,000
LED follow spotlight	230W ※A・Bshare	2 units	¥5,000
smoke machine		2 units	¥10,000
PA box	※A・Bshare	2 units	¥10,000
LED zoom par light	※A・Bshare	24 units	¥1,200

Free for
up to 180

※For details on number of equipment / model number, please contact JFWO.
※Prices are pre-tax prices (not including tax)

■ video equipment

Quantity/Unit price list		Quantity	price list
LCD projector(FULL HD)	15,000lm	1 unit	¥150,000
seamless switcher	※A・Bshare	2 units	¥30,000
Signal distribution compensator	※A・Bshare	1 unit	¥5,000
BD/DVD player	※A・Bshare	2 units	¥10,000
10.1 inch LCD monitor	※A・Bshare	2 units	¥5,000
46-inch LCD monitor (return monitor)	※A・Bshare	2 units	¥25,000
50-inch LCD monitor (stand type)	※A・Bshare	2 units	¥25,000
Perfect Cue Mini	※A・Bshare	1 unit	¥5,000
monitor floor stand	※A・Bshare	2 units	free

■ sound equipment

※ purchase in Japanese yen

Quantity/Unit price list		Quantity	price list
■Permanent system			
ceiling speaker		1set	free
audio mixing console			
■speaker system			
main speaker		1set	free
■Peripheral equipment			
CD player		2 units	free
memory recorder		2 units	free
Income device (including wireless)	3 cabled, 11 wireless (simultaneous speech up to 4 devices)		free
■mobile speaker amplifier			
mobile speaker 1	L-acoustics A10 WIDE	2 units	¥10,000
mobile speaker 3	L-acoustics X12	2 units	¥2,000
mobile amplifier system		1set	¥5,000
■microphone			
dynamic		14	¥2,000
wireless hand		4	¥10,000
wireless tie pins		4	¥10,000
wireless headset		4	¥12,000
condenser microphone		4	¥2,500
direct box		4 units	free
■Mike stand			
Desktop type		6	free
boom type		8	free
floor type		8	free
■mobile mixer			
12ch mixer	YAMAHA MG12	1 unit	¥8,000
8ch mixer	YAMAHA MG82CX	1 unit	¥3,000
press box	16OUT	2 units	free

Free for
up to 8
Free for
up to 4

.※Prices are pre-tax prices (not including tax)

If you use any paid equipment, the usage fees will be invoiced by Hikarie Hall.

Main Venue / Shibuya Hikarie Hall A Backstage Basic spec

● Hikarie Hall equipment list

You must arrange for your own set up / clearing / carrying in and out crew / operator.

■stage equipment

※ purchase in Japanese yen

Quantity/Unit price list		Quantity	price list
Stage (with brackets and steps)	1,818×909	60 units	¥1,000
stacking chair		750 copies	free
high chair		6 legs	¥3,000
desk (W700)		10 units	¥300
long desk(W1800)	with curtain board transaction	200 units	¥500
long desk(W1500)	with curtain plate	28 units	¥500
round table	1200×H700	16 units	¥1,000
lectern		4 units	¥1,000
Flower stand		4 units	¥1,000
music stand		10 units	¥1,000
full-length mirror		2 units	¥2,000
Caster panel 3 series	W3610×H2350	4 units	¥3,000
Whiteboard		2 units	¥3,000
Horizont curtain combined roll screen		Hall A/B 1 sheet each	¥10,000
mastermind	black velveteen		¥10,000
Sleeves (1 pair)	black velveteen		¥10,000
one character	black velveteen		¥10,000
Georgette curtain	white Amundsen		¥10,000

※For details on number of equipment / model number, please contact JFWO.

※Prices are pre-tax prices (not including tax)

※ Stage equipment is shared with Hikarie Hall B. You may not be able to use all of them.

■JFWO Fixtures

- Hanger rack (W900mm) 20
- Cheval glass 5
- Ironing board 1
- Locker with key (for 10 persons) 1

FACILITIES

- Power for Iron(1.5kw) 2
- Power (1.5kw) 4

Irons must be prepared by each individual brand.
JFWO does not have preparations for irons to rent out.

If you use any paid equipment, the usage fees will be invoiced by Hikarie Hall.

H&M ROOM



H&M ROOM ①

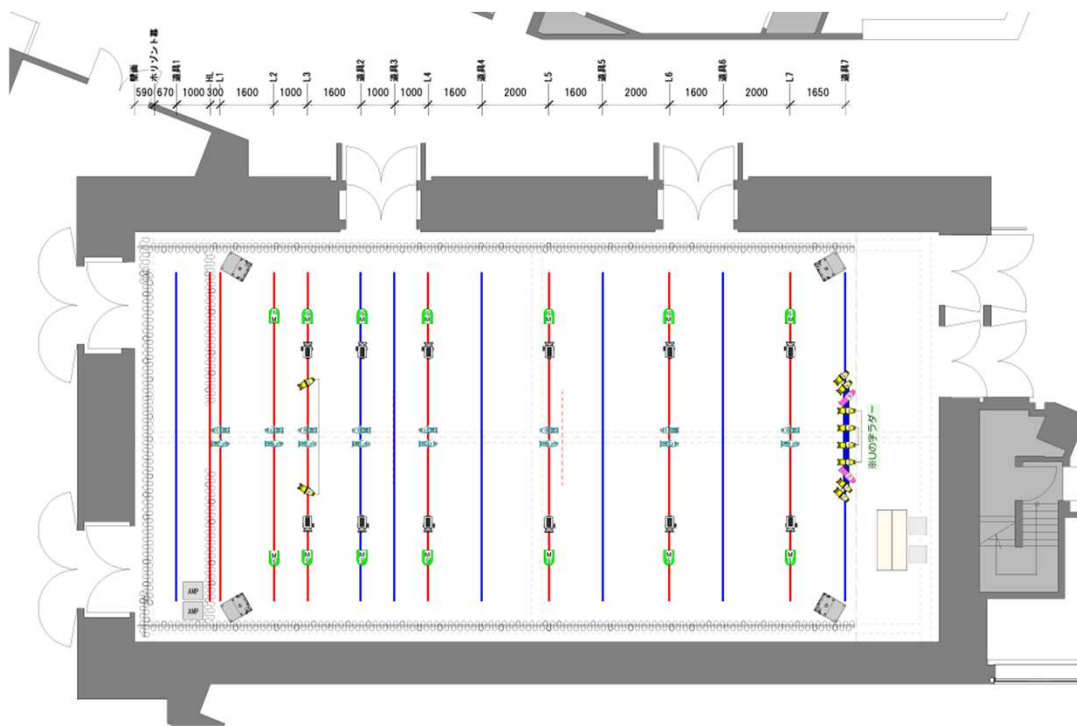
FURNITURE

• Tables (W1800*D450)	20 tables
• Chairs	40 chars
• Makeup mirrors	20mirrors
• Lockers with keys (for 12 people)	1 locker
• Hanger racks	20 racks

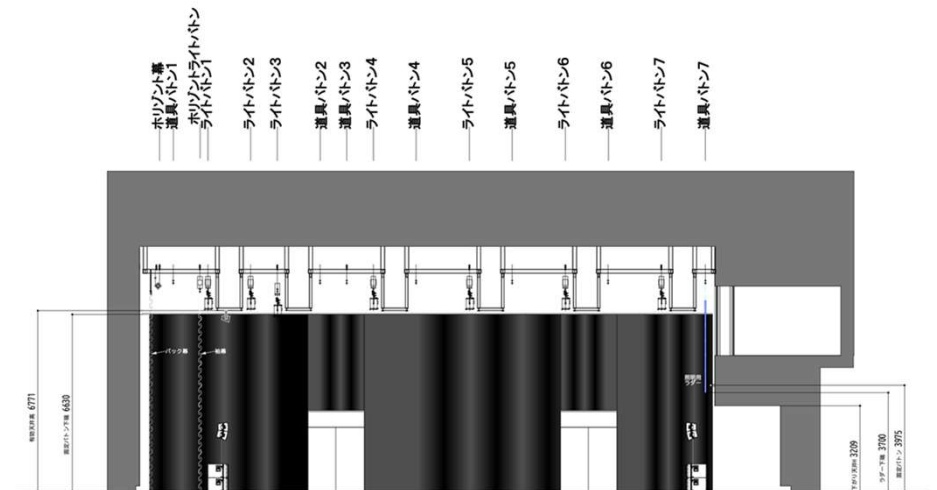
Facility

- Hair-makeup lighting (excluding existing venue lights)
- Power source for hair-makeup (1.5kw/including general power socket)

公式会場 / Hikarie Hall B 基本仕様 ※仕様は変更する場合がございます。



< Plan view >



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Shibuya Hikarie, Hikarie Hall B facilities/equipment

- Ceiling height: 6.8m
- Basic number of seating: Differs depending upon each brand's floor plan
- Basic décor:
 - Wall-size horizont curtain / sleeve curtains / east-west curtains
 - Elevating baton for lighting/equipment
 - Ladder truss for lighting
 - Technical booth
 - Guest seating: None (please use seats available at venue or bring own)
- Others:
 - Air conditioning: Venue fully equipped
 - Venue clean-up: To be arranged by each brand

Main Venue / Shibuya Hikarie Hall B Basic Spec ※specs may be changed

● Hikarie Hall equipment list

There will be no staff for sound effects, lighting, movies (there will be observing staff only).
You must arrange for your own set up / clearing / carrying in and out crew / operator.

■ lighting equipment

Quantity/Unit price list		Quantity	price list
dimming system		1 set	free
Mobile operator console		1 unit	¥30,000
upper horizon light	500W×48light	1set	free
lower horizon light	500W×8light 4 colors 6 units	1set	free
fresnel lens spot	500W ※A・B share	14 units	¥1,000
	1kW	72 units	¥1,000
	1.5kW ※A・B share	12 units	¥1,500
plano-convex lens spot	500W ※A・B share	14 units	¥1,000
	1kW	36 units	¥1,000
perlite	500W ※A・B share	44 units	¥1,000
	1kW	72 units	¥1,000
cutter spot	750W 19°・26°・36°	48 units	¥1,500
follow pin spot	2kw	2 units	¥20,000
LED follow spotlight	230W ※A・Bshare	2 units	¥5,000
smoke machine		2 units	¥10,000
PA box	※A・Bshare	2 units	¥10,000
LED zoom par light	※A・Bshare	24 units	¥1,200

Free for
up to 120

※For details on number of equipment / model number, please contact JFWO.
※Prices are pre-tax prices (not including tax)

■ video equipment

Quantity/Unit price list		Quantity	price list
LCD projector(FULL HD)	15,000lm	1 unit	¥150,000
seamless switcher	※A・Bshare	2 units	¥30,000
Signal distribution compensator	※A・Bshare	1 unit	¥5,000
BD/DVD player	※A・Bshare	2 units	¥10,000
10.1 inch LCD monitor	※A・Bshare	2 units	¥5,000
46-inch LCD monitor (return monitor)	※A・Bshare	2 units	¥25,000
50-inch LCD monitor (stand type)	※A・Bshare	2 units	¥25,000
Perfect Cue Mini	※A・Bshare	1 unit	¥5,000
monitor floor stand	※A・Bshare	2 units	free

■ sound equipment

※ purchase in Japanese yen

Quantity/Unit price list		Quantity	price list
■Permanent system			
ceiling speaker		1set	free
audio mixing console			
■speaker system			
main speaker		1set	free
■Peripheral equipment			
CD player		2 units	free
memory recorder		2 units	free
Income device (including wireless)	3 cabled, 11 wireless (simultaneous speech up to 4 devices)		free
■mobile speaker amplifier			
mobile speaker 3	L-acoustics X12	2 units	¥8,000
mobile amplifier system		1set	¥5,000
■microphone			
dynamic		14	¥2,000
wireless hand		4	¥10,000
wireless tie pins		4	¥10,000
wireless headset		4	¥12,000
condenser microphone		2	¥2,500
direct box		4 units	free
■Mike stand			
Desktop type		4	free
boom type		6	free
floor type		6	free
■mobile mixer			
12ch mixer	YAMAHA MG12	1 unit	¥8,000
8ch mixer	YAMAHA MG82CX	1 unit	¥3,000
■press box	16OUT	2 units	free

Free for
up to 8

Free for
up to 4

※Prices are pre-tax prices (not including tax)

If you use any paid equipment, the usage fees will be invoiced by Hikarie Hall.

Main Venue / Shibuya Hikarie Hall B Backstage Basic spec

● Hikarie Hall equipment list

You must arrange for your own set up / clearing / carrying in and out crew / operator.

■stage equipment

※ purchase in Japanese yen

Quantity/Unit price list		Quantity	price list
Stage (with brackets and steps)	1,818×909	20 units	¥1,000
stacking chair		250 copies	free
high chair		6 legs	¥3,000
desk (W700)		10 units	¥300
long desk(W1800)	with curtain board transaction	200 units	¥500
long desk(W1500)	with curtain plate	28 units	¥500
round table	1200×H700	16 units	¥1,000
lectern		4 units	¥1,000
Flower stand		4 units	¥1,000
music stand		10 units	¥1,000
full-length mirror		2 units	¥2,000
Caster panel 3 series	W3610×H2350	2 units	¥3,000
Whiteboard		2 units	¥3,000
Horizont curtain combined roll screen		Hall A/B 1 sheet each	¥10,000
mastermind	black velveteen		¥10,000
Sleeves (1 pair)	black velveteen		¥10,000
one character	black velveteen		¥10,000
Georgette curtain	white Amundsen		¥10,000

※For details on number of equipment / model number, please contact JFWO.

※Prices are pre-tax prices (not including tax)

※ Stage equipment is shared with Hikarie Hall B. You may not be able to use all of them.

■JFWO Fixtures

- Hanger rack (W900mm) 12
- Cheval glass 3
- Ironing board 1
- Locker with key (for 10 persons) 1

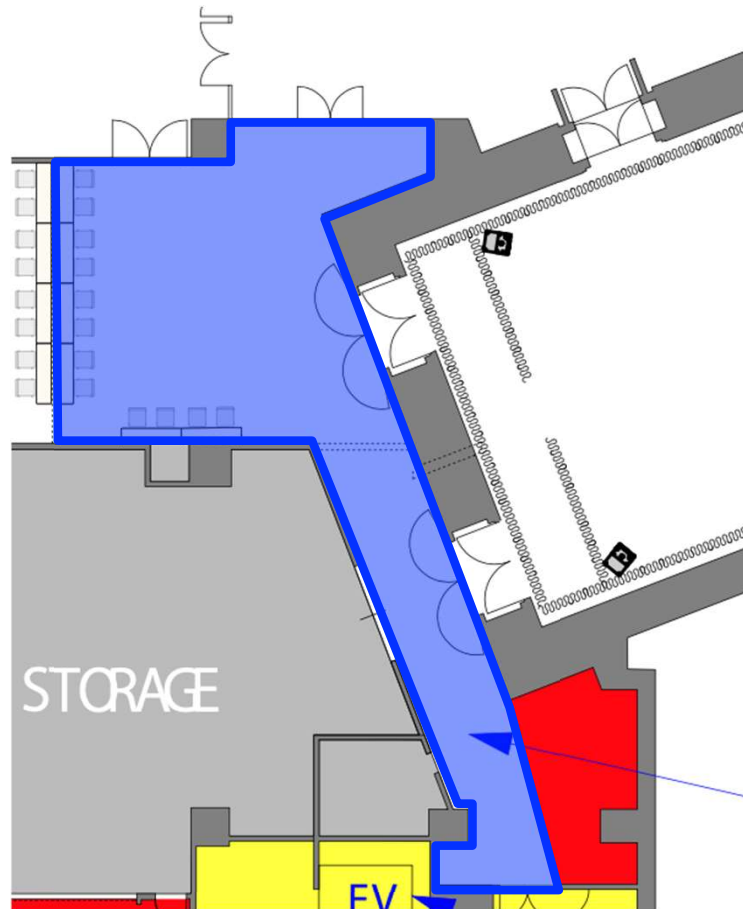
FACILITIES

- Power for Iron(1.5kw) 2
- Power (1.5kw) 4

Irons must be prepared by each individual brand.
JFWO does not have preparations for irons to rent out.

If you use any paid equipment, the usage fees will be invoiced by Hikarie Hall.

H&M ROOM



H&M ROOM ①

FURNITURE

• Tables (W1800*D450)	12 tables
• Chairs	24 chars
• Makeup mirrors	12mirrors
• Lockers with keys (for 12 people)	1 locker
• Hanger racks	12 racks

Facility

- Hair-makeup lighting (excluding existing venue lights)
- Power source for hair-makeup (1.5kw/including general power socket)

■ Capacity

To prevent crowds/close-contact, a maximum capacity in number of people able to be within the venue has been established.

- Hall capacity for Hikarie Hall A is 1004 persons, and Hikarie Hall B is 301 persons.

Make sure to plan your number of guests invited with a clear fire escape route in mind and include both guest seating plans and waiting line plans in the floor plan you submit.

※Capacity number of people for each Hall include invited guests, show staff, brand staff, and Executive Office staff.

■ Management of show/theft/insurance

- JFWO cannot/will not be held responsible for loss due to incidents beyond human control such as natural disaster, theft/loss/damage of related items such as wardrobe and/or makeup, or unforeseeable accidents.

• To avoid loss/damage due to unforeseeable accidents during the whole term, from installment through the announcement to dismantling, please **make sure all belongings/related items are managed by each individual brand.**

- Coin-operated lockers are available. Please use as needed to ensure safety of individual belongings.

■ Disposing of trash

Each brand is responsible for the disposal of any/all trash occurring in relation to an exhibit and must be taken home by each brand.

※In the past, there have been incidents of brands disposing trash illegally around the venue, which later led to a legal dispute.

If/when wardrobe, makeup tools, garbage is left within the venue surpassing one's time slot designated by JFWO, the brand will be charged for overtime fees, specified in p.23.

■ Eating and drinking within the venue

Eating and drinking within the hall is prohibited.

Official venue / Hikarie Hall points of caution

※Please observe the rules and act responsible

■ Lunch boxes (meals)

Lunch boxes (meals) must be prepared individually, by each brand. Boxes of such meals must be disposed of by each brand.

■ Smoking

Smoking is prohibited within the venue. Please smoke at designated locations only. (capacity for smoking places will be established)

■ Decorations and congratulatory bouquets

Unless explicitly stated otherwise, congratulatory bouquets and all other flowers are prohibited within Hikarie Hall. In the unlikely event that you receive them, please remove them as branded equipment during venue usage hours.

■ For items not indicated in this Guide, please be sure to make an inquiry to JFWO, in advance.

In using the Official venues, please observe the manuals of each venue, issued by JFW.

■ Regarding overtime charges

※Schedules are set based on rules. Please be sure to strictly observe the time allowed to you.

If/when you exceed designated time allowed, overtime charges

(Hall Hall A 209,000yen , Hall B 88,000yen/1H (tax included), + necessary charges ([varying depending upon situation] + ★other related costs)

will be charged to you later. Overtime charges will be calculated by the hour.

★Overhead expenses = in either venue, if you need to utilize the venue between 23:00-07:00, you will be charged with late night/early morning observation staff fees, along with being required to pay for their transportation costs, over-night stay costs, etc.

※If you need an invoice/receipt, please let us know.

【Payment to be made to】 Name of account: Japan Fashion Week Organization / sha) Nihon Fashion・Week Suishin Kikou
◆Mizuho Bank Kobunacho branch ordinary deposit 1127087 (bank code 0001 branch code 105)

Notes on the main venue (Hikarie Hall)

※Please observe the rules and act responsible

■ Reception, guidance, and cleanup

Each brand is responsible for the reception, guidance of guests and cleanup of the venue.

Please plan your reception/guidance operations and make arrangements for necessary staff accordingly. Please note, JFWO will not arrange for reception, guidance or cleanup staff.

■ Prohibited acts within the venue

Open flames are prohibited within the venue (If open flames are used, the on-site fire-extinguisher will be automatically activated, causing the venue to become drenched).

***In such case, all damages to Hikarie Hall and any/all facilities in below floors, will be the responsibility of the brand and any/all repairs will be charged to the brand.**

■ Application for use of fire

Of the Application for the Rescission of Prohibited Acts, JFWO handles applications for the use of smoke machines (diffusion) in bulk.

※ Please submit your exhibit plan by the submission deadline of March 2nd.

Unauthorized use of open flame and other dangerous actions are prohibited. Please contact JFWO if you have any questions or inquiries.

■ Evacuation lights

When temporarily turning lights off, that brand is obligated to notify visitors/guests upon entering the venue, and responsible for making notification signs. JFWO has signs prepared, so please contact us regarding use.

■ Damages to the venue

If in case your show staff/brand staff damages venue facilities and/or equipment in any way, you will be charged for repairs, after the closing of the term.

■ Sponsored goods for guests

Sponsored items for guests to take home will be placed on a permanent counter in the foyer or on a table set up.

■ Regarding the checkered pattern (ichimatsu) panel

Please hold post-show on-the-spot interviews in front on this panel. We suggest online interviews.

■ When exiting the venue, please make sure any/all conditions are recovered to its original state, before you leave.

Regarding brand support: The “JFW BRAND SUPPORT PROGRAM”

This program is based on JFWO’s mission to create and support designers from Japan for the world by supporting new brands with potential for global success.

JFWO will support the winning brands by providing a platform to take their work to the next level. Brands will be able to share their worldview and creations through runway shows in Japan, creating opportunities to improve branding, brand growth, and global recognition.

■ 「JFW NEXT BRAND AWARD 2027」

- The ability to manufacture a refined product using reliable technology.
- Ability to clearly convey the brand's worldview and message in a runway show.
- Ability to establish business not only in Japan but also within the global market.

One brand will be selected that can convey the brand's worldview, concept, message, etc. to the audience through the five senses in a runway show featuring models.

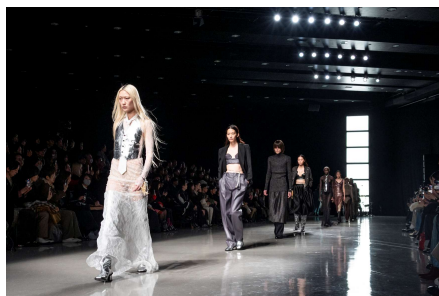
The announcement for this call will be made on our official website next year.
Please see the official Rakuten Fashion Week TOKYO website for further details.

「 JFW NEXT BRAND AWARD 2023 」
Award-winning brand : FETICO



©JFWO

「 JFW NEXT BRAND AWARD 2024 」
Award-winning brand : KANAKO SAKAI



©JFWO

「 JFW NEXT BRAND AWARD 2025 」
Award-winning brand : TELMA



©JFWO

「 JFW NEXT BRAND AWARD 2026 」
Award-winning brand : Mucyen



©JFWO

Strengthening of power to transmit_insertion within the Rakuten Fashion site

At Rakuten Fashion Week TOKYO, to raise the level of acknowledgement of events, we have established a Rakuten Fashion Week TOKYO portal site within the site of Rakuten (Rakuten Fashion), our title sponsor.

URL: <https://brandavenue.rakuten.co.jp/contents/fashionweek/>

Again, in the 2026 S/S season, we intend to establish a portal site within the Rakuten Fashion site, in which information on participating brands will be inserted. We ask for your cooperation in doing so.

<Insertion image of the Fashion Week portal LP, within the Rakuten Fashion site/app.>

※Information on participating brands is scheduled to be inserted after the official announcement on participating brands.

※Please note, changes may be made.

Show Schedule

[3/13]

10:00 Brand name (text)

11:00 Brand name (text)

12:30 Brand name (text)

・
・
・
・

Information on brand pops up when
text is tapped

<Image of pop up>



■ Information inserted

① Brand logo

② Designer name

③ Brand profile

※The text submitted to us to be inserted on the Official WEB will be inserted here also.

※If insertion is NG※

Only the following will appear in the pop up

- ・ Brand name (text)
- ・ Designer name

Schedule

As of November 18, 2025

Rakuten Fashion Week TOKYO 2026 A/W schedule

		Schedule	Remarks
Nov.	18(Tue)	Begin to accept applications for Rakuten Fashion Week TOKYO 2026 A/W	
	24 (Mon)	★Venue Briefing Shibuya Hikarie ver 13：00～	Please join us if you are considering exhibiting. A venue briefing of the official venue, Hikarie Hall, will also be held at the same time. ※held in Japanese Those who wish to participate,Please contact us brand@jfw.jp
Dec.	15 (Mon)	Deadline for participation application	No application will be accepted after the deadline
		Deadline for Participation fee due	Please make payment to the earlier specified account
	Late Dec.	First screening. (The first time select of participating brands for 2026 A/W)	We will contact you separately for brands that require a second screening.
Jan.	Early Jan.	Collection show schedule adjustment start	Collection schedule is decided by JFW. adjustment is scheduled for the end of Jan. (Please provide information about the director and the show venue until ear of Jan.)
		Second screening. (The first time select of participating brands for 2026 A/W)	All exhibiting brands will be determined through this screening.
	22 (Thu)	★Venue Briefing Shibuya Hikarie ver 13：30～	Please join us if you are considering exhibiting. A venue briefing of the official venue, Hikarie Hall, will also be held at the same time. ※held in Japanese Those who wish to participate,Please contact us brand@jfw.jp
	Late Jan.	Sending of exhibitor agreement	
Feb.	Early Feb.	Deadline for submitting exhibitor agreement	
		Collection show schedule adjustment completed	We plan to present the collection at a press conference scheduled for mid-February. Please refrain from disclosing any information regarding the exhibition until the press conference.
	17 (Tue)	Press conference (Exhibition brands and collection schedule announced)	Please refrain from disclosing information about the collection schedule until the press conference.
	Mid Feb.	Explanatory meeting on the processing of music copyrights for collection presentations. @Online	※held in Japanese
	16 (Mon)	Deadline for submitting official venue productionplan/confirmation form/operation plan	For people using Hikarie venues
	Late Feb.	Press/Buyer list sent	To be sent to your representative
Deadline for submitting maison ID		For people using Hikarie venues	
Mar.	2(Mon)	Deadline for submitting official venue productionplan/confirmation form/operation plan	
	16(Mon)～21日(Sat)	Rakuten Fashion Week TOKYO 2026 A/W	
★Please be forewarned that there is a possibility that the schedule of the venue preview will be changed.			

■ Please note

Participation fee for Rakuten Fashion Week TOKYO 2026 A/W must be paid in full by December 15th (Mon.)

If you need an invoice and/or receipt, please let us know.

If payment cannot be confirmed by the designated deadlines, your application may be turned down.

■ ■Inquiries for Exhibit■ ■

Ms. Minegishi E-mail: brand@jfw.jp

Japan Fashion Week Organization

6th Floor, Giraffa Bldg., 1-6-10 Hiro, Shibuya-ku, Tokyo 150-0012

TEL : +81 (3) 6805-0965

Time in : 10 : 00-17 : 00 (weekday)

No-business day : Sat., Sun. and public holidays

Exhibitor Application

For brands exhibiting for the first time

Exhibitor Application Documents	Remarks column
① Participation Application	Please register your application on the Rakuten TOKYO Fashion Week official website at https://rakutenfashionweektokyo.com/en/application-form/. Please note that any entries that have not been entered may be removed from the selection process. First-time participating brands must clearly indicate on the "Entry Sheet for Judging Panel" page. In particular, if you wish to participate in the physical format, the feasibility of the show will also be subject to judging, and you may not be able to participate if the information is unclear.
② Brand Image Visuals(20p) (Adobe Photoshop EPS format)	Please upload your application on the web at the time of registration. Please submit visuals of the most recent season. The visuals will be used on the official website of Rakuten Fashion Week TOKYO, official media, official SNS, digital signage at official venues, etc. Please note that the visuals may be cropped or otherwise modified for use on the official website. H110mm x W95mm, 350dpi resolution, CMYK mode. For portrait rights of models, etc., we ask that each brand obtain permission from the modeling agency, etc. in advance, if necessary.
③ Brand Logo single-species (Adobe Illustrator ai Format)	Please upload your application on the web at the time of registration.
④ Designer Portrait (Adobe Photoshop EPS Format)	Please upload your application on the web at the time of registration.
⑤ Brand reference materials	• Three coordinated latest items (actual samples) • A lookbook, photo book, or scraps of 10-20 looks for each season (S/S and A/W) that summarize the brand concept and product photos. The materials will be returned by the beginning of Feb. <i>Please send the original actual samples to the secretariat.</i>

Have participated in JFW or TFW

Exhibitor Application Documents	Remarks column
① Participation Application	Please register your application on the Rakuten TOKYO Fashion Week official website at https://rakutenfashionweektokyo.com/en/application-form/. Please note that any entries that have not been entered may be removed from the selection process.
② Brand Image Visuals(20p) (Adobe Photoshop EPS format)	Please upload your application on the web at the time of registration. Please submit visuals of the most recent season. The visuals will be used on the official website of Rakuten Fashion Week TOKYO, official media, official SNS, digital signage at official venues, etc. Please note that the visuals may be cropped or otherwise modified for use on the official website. H110mm x W95mm, 350dpi resolution, CMYK mode. For portrait rights of models, etc., we ask that each brand obtain permission from the modeling agency, etc. in advance, if necessary.

■ Precaution

Please pay the registration fee for Rakuten Fashion Week TOKYO 2026 A/W by Monday, June 9th (Japan Time) .
Please contact us if you require an invoice or receipt.

Deadlines : December 15th (Mon), must be received by 18:00<Japan Time> For inquiries: rakutenfwt26aw@jfw.jp

- **Must be received by deadline: December 15th (Mon), 18:00,**
At the address indicated on the right.
- **Applications after the deadline will not be accepted, whatsoever.**
- **Please note, submitted data cannot be returned.**

This participation guide is of November 18, 2025.
If/when changes occur, we will send out separate notices.

■■ to submit applications ■■
Japan Fashion Week Organization
Contact person: Minegishi

Submission of data (①~④):
Please register at the Rakuten TOKYO Fashion Week official website.

Submission of samples/lookbooks (⑤) :
〒150-0002 6F Giraffa Bldg., 1-6-10 Hiroo,
Shibuya, Tokyo 150-0012, APAN
10 : 00-17 : 00 (closed Sat./Sun./holidays)
For inquiries regarding exhibit: brand@jfw.jp