# Rakuten Fashion Week TOKYO

Rakuten

## 【 Participation Guide 】

## 2027 Autumn / Winter

Japan Fashion Week Organization

**November 11, 2026**

一般社団法人日本ファッション・ウィーク推進機構

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# In carrying out this season's Rakuten Fashion Week TOKYO

The Japan Fashion Week Organization (JFWO), established in 2005, celebrated its 20th anniversary in 2025.
As we look toward the next 20 years, JFWO has embarked on a new chapter, aiming to shape a distinctive Fashion Week rooted in Tokyo and to create new value that goes beyond the conventional framework of global Fashion Weeks.
With a comprehensive perspective on the fashion industry, we provide participating brands with a wide range of support programs and strive to serve as a platform that enables brands to take their creativity and business from Japan to the global stage.
Furthermore, we aim for Fashion Week to be more than an opportunity for industry professionals. We seek to create a moment in which the city of Tokyo itself is brought to life through fashion, providing people with opportunities to experience the energy and creativity of fashion firsthand. To achieve this, we will continue to develop a variety of programs and initiatives.

**<Participating Brands and Number of Collections Presented>**
- **Number of Participating Brands** (Seasons from Spring/Summer 2006 to Spring/Summer 2027): **543 brands**
- **Total Number of Collections Presented** (including runway shows, installations, and digital presentations): **1,904**
- **Participating Countries and Regions**: **32 countries and regions**
(including the United States, China, South Korea, Taiwan, Canada, the United Kingdom, Italy, France, South Africa, among others)

**➤JFWO Platform Functions：** For JFWO's support programs, please see page 3 of this document.

**To create a place in Tokyo where brands with value to be shared with the world come together, fostering new creativity and meaningful encounters**
・Enabling official participating brands to demonstrate growth and a strong market presence
・Providing incubation support and award programs for the next generation
・Promoting the global expansion of participating brands through the invitation of international media and buyers

**Shaping Tokyo into a city where people can experience fashion—and engage with the city through it.**
- Creating opportunities for engagement with the general public through collaboration with industry media
- Generating business opportunities for brands through partnerships with selected shops and retailers
- Implementing PR initiatives utilizing out-of-home (OOH) and digital media

**Strengthening information dissemination and expanding its reach both domestically and internationally.**

We encourage you to take this opportunity to consider participating in Rakuten Fashion Week TOKYO.

**ORGANIZER ： Japan Fashion Week Organization**

# JFWO's brand support through Fashion Week

■**Supporting brands reach audiences in Japan and globally**

**・Official media partnerships and projects with media sponsors**

JFWO works together with the following media outlets each season to support brands in publicity and media outreach.

**・Inviting international guests to Japan to help brands reach global audiences**

JFWO invites media, photographers, and buyers from around the world to attend collections, helping brands expand their businesses internationally and reach a global audience. By creating opportunities for in-person interactions and firsthand experience of Fashion Week, we showcase the strengths of Tokyo-based designers and brands from a more authentic, international perspective. These initiatives aim to create opportunities for brands to be featured in overseas media and lead to partnerships with buyers abroad.

For details of past results, see here:
https://rakutenfashionweektokyo.com/common/pdf/en/27AW_EN_Overseas-support-media-program.pdf

*Invited guests choose which shows to attend. Selected brands may receive coverage in international media.

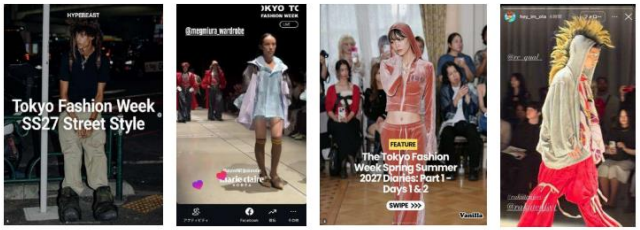
JFWO also organizes opportunities for brands to encounter foreign press, leading to expanded media coverage in and beyond Japan.



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# JFWO's brand support through Fashion Week

## ■Support brand outreach internationally and domestically




**・Sharing information via official SNS accounts and owned media**
Robust initiatives and projects to introduce brands from many perspectives
- ・Street snaps by Rakuten FWT official photographers
- ・Collaborations with sponsors
- ・Hosting influencers for content creation

**・Dedicated coverage on the official Rakuten Fashion website**
*Brand details will only be uploaded after brands have made their own official announcements.

Brands will be listed on a dedicated Rakuten Fashion Week TOKYO portal site via the Rakuten Fashion website, which has over 10 million users, run by the title sponsor (Rakuten).

Website: https://brandavenue.rakuten.co.jp/contents/fashionweek/

JFWO asks for the cooperation of participating brands in the 2027 A/W season portal site.

*Subject to change.

Show Schedule

[9/2]

10:00 Brand Name

11:00 Brand Name

12:30 Brand Name

・
・

Tap the text to see a pop-up with brand details

**<Pop-up Image>**




**■Brand Details**

**①Logo**
**②Designer Name**
**③Brand Profile**
*Profiles submitted by brands for the official website will also be used here.

*For brands that choose to opt-out*
Only the following details will be listed:
- ・Brand name
- ・Designer name

**<Image of Fashion Week Portal on Rakuten Fashion app>**

# JFWO's brand support through Fashion Week

## ■Programs partnering with retailers

JFWO will organize in-store promotions with partner retailers, including talk events and receptions.
We will also help create in-store sales opportunities through visual merchandising and product display strategies.






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## ■Creating opportunities to connect with industry professionals

JFWO provides spaces for participating brands to connect with invited guests and industry professionals.
Brands can use this opportunity to exchange information and connect with industry professionals.







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# その他、JFWOが取り組むブランド支援

■ **Show Support Program “JFW NEXT BRAND AWARD”**

Under its mission of **“Discovering and supporting designers from Japan for the global stage,”** JFWO operates this program to support emerging and talented brands with the potential to play an active role in the global fashion industry.
Through a runway show in Japan, JFWO supports selected brands in presenting their unique vision and creative work, while providing opportunities to further strengthen their brand identity, foster business growth, increase global recognition, and take the next step in their development.

**JFW NEXT BRAND AWARD**
Selected brands are expected to demonstrate the following:
**The ability to create high-quality products with solid craftsmanship and a high level of completion.**
**The ability to clearly communicate the brand’s vision and message through the runway show format.**
**The potential to develop their business with a view toward not only the Japanese market but also global markets.**

The program selects **one brand** that has the ability to communicate its vision, concept, and message to audiences through the sensory experience of a runway show featuring models, and provides support throughout the year.

**※ Applications for JFW NEXT BRAND AWARD 2027 are now closed.**
Thank you very much for the many applications we received.
Applications for the next edition, **JFW NEXT BRAND AWARD 2028**, are scheduled to open next year.

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



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



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



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



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# Other JFWO initiatives to support brands

**In addition to Fashion Week, JFWO supports brands throughout the year.**
**For details on other programs, please contact JFWO.**

・**「FASHION PRIZE OF TOKYO」「TOKYO FASHION AWARD」organized by JFWO and the Tokyo Metropolitan Government**

These initiatives aim to help brands succeed on a global stage by supporting collection presentations through runway shows in Paris and showroom exhibitions to raise their international profile and expand their business.

**FASHION PRIZE OF TOKYO 2027 Winners**



「TANAKA」deigners Akira Kuboshita (left), Sayori Tanaka (right)

**TOKYO FASHION AWARD 2027 Winners**



From left: Kenta Orimi, Midorikawa design team, Daisuke Nakashiro, Masakazu Arasawa, Takemaru Abe, Peri, Sunghee Park, Teruhiro Hasegawa

・**Manufacturing Support「JFW Fabric Connection」**

At TOKYO TEXTILE SCOPE, Japan's largest textile exhibition, also planned and operated by JFWO, we help connect brands with material manufacturers and textile companies.








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# Event Outline

■ NAME OF EVENT： Rakuten Fashion Week TOKYO 2027 A/W

■ DATE ： March 15th (Mon.), 2027 ～ March 20th (Sat.), 2027

■ VENUES ： Official Venues: Shibuya Hikarie, Hikarie Hall A , Hikarie Hall B
Other venues: Venues independently arranged by the participating brand, outside the Official Venues.

■ 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 / Shibuya-kushoren(Shibuya City Federation of Stores Association) / Japan Jeans Association
(as of the 2027 S/S term)

**■ SPONSORS**

**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 / World co.,ltd. / NIKKE（THE JAPAN WOOL TEXTILE Co.,Ltd.) / STYLEM Ltd. / TAKISADA CORPORATION / Daimaru Matsuzakaya Department Stores Co. Ltd.
**OFFICIAL MEDIA PARTNERS**：The Asahi Shimbun Company / Fashion Press / FASHIONSNAP / Hypebeast Japan / Hypebae Japan / Instagram / Threads / THE MAINICHI NEWSPAPERS / SENKEN SHIMBUN CO.,LTD / WWDJAPAN
**OFFICIAL MEDIA SUPPORTERS**：ELLE Japan / Fashion tsushin / gap Editorial Department / LAUNCHMETRICS / MODDITY / Oui Speak Fashion® / PERK / QUI / QUOTATION / The Sen-I News / shibukei.com / SO-EN ONLINE / The Business of Fashion / Time Out Tokyo
**OFFICIAL PARTNERS**： NARS / Silent Pool Gin
**OFFICIAL SUPPORTERS**： Sapporo SORACHI 1984 / kiyasume
(as of the 2027 S/S term)

# Participation & Event Outline

**【 Rakuten Fashion Week TOKYO 2027 A/W 】**

■ DATE ： March 15th (Mon.), 2027 ～ March 20th (Sat.), 2027 Fashion Shows, Presentation（the season: 2027 S/S）

■ **Venue: [Venues in Tokyo]** Participating brands may select and arrange their own show venue.

- **Official Venues:** Shibuya Hikarie – Hikarie Hall A and Hikarie Hall B
  *If you wish to use a space within Shibuya Hikarie other than the halls, please contact JFWO for consultation.*
- **Other Venues**
  *"Other Venues" refers to venues independently arranged by the participating brand, other than the Official Venues designated by JFWO (Shibuya Hikarie).*

■ **Collection Schedule:**

The schedule for Official Designer Shows will be coordinated by JFWO.
Taking each brand's preferences into consideration, JFWO will coordinate the show schedule during the event period to ensure that media and buyers can smoothly visit the participating brands' show venues.
Show times will be coordinated based on your preferred time slot from the six options below (①–⑥).

| Date | Official Support Venue /Shibuya HIKARIE Presentation Time Slot | Presentation Time Slot |
|---|---|---|
| March 15th (Mon.), 2027 ～ March 20th (Sat.), 2027 | ①11 : 00～15 : 00 | ③ 11 : 00～14 : 00 |
| | | ④ 14 : 00～15 : 00 |
| | ②15 : 00～20 : 30 | ⑤ 15 : 00～18:30 |
| | | ⑥ 18: 30～20 : 30 |

※When applying, please indicate your preferred date and time slots, in order of preference, up to your third choice.
※After your application has been submitted and the participation fee has been paid, JFWO will coordinate the schedule based on your preferences.
※Depending on the overall scheduling preferences, JFWO will coordinate and finalize the show times.

# Presentation Formats

■ **Ways to Participate in Rakuten Fashion Week TOKYO 2027 A/W**

Rakuten Fashion Week TOKYO is open to formats that fit each brand's creations and worldview.
As long as brands meet the basic requirements for official designer shows, they are free to design the format of their presentation.
When applying, please select either the RUNWAY format or a PRESENTATION format.

■ **Primary Formats for Official Designer Shows**

**①RUNWAY format**
This format will feature models walking to a set schedule and flow.

**②PRESENTATION format**
In this format, designers may combine spatial design, models, visual display, art, video, performance, and other elements freely and are not limited to a runway.

**Possible variations:**

| | |
|---|---|
| MODEL PRESENTATION | Collections presented primarily through models who occupy a space, whether moving or still |
| INSTALLATION | Collections presented through the combination of spatial design, visual display, looks, and art |
| PERFORMANCE | Presentations featuring performance |
| MULTI-MEDIA PRESENTATION | Presentations that feature video, streaming, and/or other digital elements in a physical space |

*The above list is intended to provide examples of possible presentations and are not official subcategories.

Brands may only apply for physical (i.e. no digital-only) presentations.
For more information, please see the basic requirements outlined on the following page.

# Basic Requirements for Official Designer Shows

■ **Basic Requirements for Official Designer Shows**

While taking each brand's preferences into consideration, official designer shows at Rakuten Fashion Week TOKYO must meet the following basic requirements:

・The primary purpose of the presentation must be to showcase the brand's 2027 A/W Season collection in a format that visitors can view and experience.
・Actual items from the collection must be available for visitors to view and experience.
・The presentation must take place in person at a physical venue.
・Brands must be able to accommodate JFWO's documentation and publicity requirements and provide information and content relating to the collection.
・Brands must be able to accommodate scheduling requests to ensure their presentations function as part of the official program, for example by designating core viewing hours.
・Brands must meet all venue, safety, and legal requirements. Compliance with the conditions outlined in the participation agreement and all applicable law and regulations is mandatory.

**Brands will have discretion over:**
・Whether to use models
・Models' movements
・The number of looks
・Presentation format
・Spatial design and staging
・Video and music
・Performance
・How the audience views and experiences the presentation

***The requirements above form the basis for participation.**
**Specific staging and presentation details will be discussed individually during the planning process.**

Important Notes:
・Presentation formats that include sales meetings are classified as tradeshows and do not quality as official designer shows.
・Organizations do not qualify as official designer shows. Please contact JFWO to discuss these formats.

# Supplementary Information for Official Designer Shows

■ **Supplementary Information**

JFWO will provide the following support to brands participating with official designer shows:

| Type of support | RUNWAY | PRESENTATION | Details |
|---|---|---|---|
| Collection schedule adjustment<br>Posting of schedule to official website | ● | ● | Schedules will take brand preferences into account and ensure that media and buyers are able to attend the show/presentation during the official event period. |
| Dedicated brand page on official JFWO site<br>Posting of collection details to brand page | ● | ● | Brands presenting official designer shows will each receive a dedicated page on the official JFWO website where collection details will be posted. |
| Promotion via official SNS channels | ● | ● | Instagram and other owned media channels will be utilized to promote brands through collection reports, official snaps, and influencers. |
| Promotion via press conference | ● | ● | Information about participating brands will be shared at a press conference organized by JFWO. |
| Promotion to and invitation of international media and buyers | ● | ● | JFWO will invite international media, photographers, and buyers to Tokyo, facilitate opportunities for them to view brand collections, and assist with setting up business meetings. |
| Official documentation (photo and video) | ● | ▲ | Brands may choose to have the official JFWO camera team document collections via photo, video, and live streaming. Content will be available for purchase at affordable rates. |
| Live streaming | ● | ▲ | Brands may choose to have the official JFWO camera team film and live stream. |
| Shared list of media and buyers | ● | ● | JFWO will share a list of media and buyers (Japanese and international) who register in the leadup to Fashion Week. |
| Sponsored products and services | ● | ● | Each season, sponsors provide support to participating brands in various ways. Details to be announced. |

▲: Standard documentation only (individual requests based on staging cannot be accommodated; if the official JFWO camera team is not available, brands will be responsible for their own documentation.)

# Participation Screening

■ **Screening exhibitors for Rakuten Fashion Week TOKYO 2027 A/W （Collection Shows, Installations）**
The JFW Screening Committee evaluates applicants based on the following criteria.

**【Screening Criteria for Participation】**

**① Quality of Creative Work**
The brand concept must be clear.
The brand must demonstrate the potential for continued development beyond a single season.

**② Minimum Business and Operational Management Structure**
The brand must have its trademark registered.
The brand must have the necessary planning, production, and operational capabilities to present its collection.
The brand must have the financial capacity to cover the participation fee and other production costs associated with the presentation.

**③ Business Meetings During Rakuten Fashion Week TOKYO**
The brand must have a plan to hold an exhibition or business meeting during or in close proximity to the Rakuten Fashion Week TOKYO period.
The brand must have an adequate production system in place to fulfill orders received through such business meetings.
*For applicants who do not yet have a specific exhibition or business meeting plan, JFWO is available to discuss various options for participation.*

**For brands that have previously participated in JFW, the following circumstances may be taken into consideration in the screening process:**
Unauthorized changes to the schedule or other operational issues that have caused confusion for guests or disrupted event operations.
Failure to hold a planned exhibition or business meeting.
Any other conduct that may undermine trust in the brand or its relationship with JFWO.

■ **Screening Process**
Participation screening consists of two stages: a first-stage screening and a second-stage screening.
In particular, brands participating in the **PRESENTATION format**, first-time participating brands, and brands participating from overseas will undergo the first-stage screening based on their submitted materials. If additional information or clarification is required, they may proceed to a second-stage screening.
For other brands, participation will generally be determined through the first-stage screening. However, please note that a second-stage screening may be conducted if deemed necessary.

■ **Notification of Screening Results**
The results of the first-stage screening will be notified by email to the registered primary contact person in **late December**.
Brands selected for the second-stage screening will be contacted directly by JFWO in **late December**. The second-stage screening will be conducted in **mid-January**.
Please note that JFWO is unable to respond to individual inquiries regarding screening results. We appreciate your understanding.

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# 参加登録料・出展に伴う費用

■ **Registration Fee**

You must pay the registration fee if you wish to participate in Rakuten Fashion Week TOKYO 2027 A/W

**※Registration fee must be paid in full by the application dead-line of 11th Dcember.**
**※If your application is turned down by the JFW executive committee screening, your registration fee will be returned in full.**

| | |
|---|---|
| [Deposit account]<br>Bank Name: MIZUHO BANK, Ltd.<br>Branch Name: KOBUNACHO<br>Address: 8-1, Nihonbashi-Kobunacho, Chuo-ku, Tokyo, JAPAN<br>Swift Code: MHCBJPJT Account #: Saving Account 105-1127087 Beneficiary: Japan Fashion Week Organization | **Registration Fee: 225,000 yen（tax included）**<br>**Fee 200,000yen**<br>**Tax10% 20,000yen**<br>**Bank Transfer Fee 5,000yen** |

■ **Official Venue Rental Fees**

The following fees apply when using an Official Venue.

*For detailed venue conditions, overtime fees, equipment, and other information, please refer to the separate **"Hikarie Hall Venue Guide."***

| Venue | Presentation Time Slot | | Venue Fee | note |
|---|---|---|---|---|
| Shibuya Hikarie Hikarie Hall A | Daytime Slot | 11:00～16:00 | 1,320,000yen<br>(¥1,200,000 ＋tax ) | Venue Rental Period: 7 hours<br>The standard schedule is 5 hours for setup prior to the show and 2 hours for teardown after the show.<br>JFWO will coordinate the setup and teardown times within the hours of 7:00 a.m. to 10:00 p.m |
| | Evening Slot | 16:30～20:30 | 1,650,000yen<br>(¥1,500,000 + tax ) | |
| | Full-Day Slot | Presentation Time: TBD | 1,870,000yen<br>(¥1,700,000 + tax ) | Venue Rental Period: 10 hours<br>The 10-hour rental period must be scheduled between 10:30 a.m. and 9:30 p.m. |
| Shibuya Hikarie Hikarie Hall B | Daytime Slot | 11:00～16:00 | 275,000yen<br>（￥250,000 ＋tax） | Venue Rental Period: 5.5 hours<br>Standard allocation: 3.5 hours for setup before the show and 2 hours for teardown after the show.<br>JFWO will coordinate the setup and teardown schedule within the hours of 7:00 a.m. to 10:00 p.m. |
| | Evening Slot | 16:30～20:30 | 550,000yen<br>（￥500,000 + tax） | |
| | Full-Day Slot | Presentation Time: TBD | 660,000yen<br>（￥600,000 + tax） | Venue+B2:R15 Rental Period: 8 hours<br>The 8-hour rental period must be scheduled between 10:30 a.m. and 9:30 p.m. |

■ Other Costs

All other costs associated with the collection presentation, including production and staging costs, manufacturing costs, PR and promotional expenses, and costs related to venues other than the Official Venues, must be arranged and covered by the participating brand.

# Basic Participation Guidelines and Legal Requirements

## ■Social Responsibility and Legal Compliance

・Brands are responsible for obtaining all necessary rights clearances for the use of audio recordings, video, portrait, trademarks, and other intellectual property.

・Participation in the official program, whether RUNWAY or PRESENTATION, is contingent on compliance with all venue, safety, and legal requirements.

・As of April 2024, compliance with the Act for Eliminating Discrimination against Persons with Disabilities is mandatory.

Please ensure that your choice of venue, show staging plans, and operational plans comply with this Act. If anything is unclear, please contact the JFWO office.

**JFWO will hold a briefing on legal requirements and considerations to help participating brands present their collections in a socially responsible manner. Topics will include the use of intellectual property, including rights for portraits, copyrights, and trademarks, and compliance with the Act for Eliminating Discrimination against Persons with Disabilities.**
**Details will be announced at a later date by the JFWO office. The briefing is tentatively scheduled for February 2027.**

## ■Music and Audio Usage in Shows

Under copyright law, the use of music (audio recordings) in collection shows requires necessary rights clearance.

JFWO asks all participating brands to obtain the appropriate rights clearances as required by law.

JFWO is not liable for any issues arising from intellectual property rights infringement or related matters.

Each brand must obtain the necessary rights clearances independently and report the details to JFWO. Please note that brands may be excluded from official initiatives to be announced, including social media coverage and live streaming, based on the information reported.

Video recordings of he show (see later section) may be purchased only if original audio is used or the appropriate rights clearances have been obtained.

## ■Music and Audio for Live Streaming

JFWO will live-stream shows via YouTube on the official Rakuten Fashion Week TOKYO website.

Live streaming requires additional clearances of neighboring rights.

For an explanation of neighboring rights, please see:http://www.cric.or.jp/qa/hajime/hajime4.html

Brands are responsible for obtaining appropriate neighboring rights clearances before participating in live streaming.

## ■Portrait Rights

Please clear the portrait rights of all models, guests, and staff who may appear in footage beforehand to avoid later issues.

# Basic Participation Guidelines

■ 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)

## ■Guest Seat Allocation

We ask all brands participating in Rakuten Fashion Week TOKYO with an audience to reserve guest seats for JFWO.

The number of seats requested will depend on the venue, and brands will be notified after their venue has been finalized.

Seats designated for JFWO will be used by official sponsors and people associated with JFWO.

In addition, brands may also be asked to reserve seats for guest buyers invited from abroad.

## ■Sponsorship

JFWO sponsors may conduct activities at official venues.

Companies or other entities that compete with JFWO sponsors are prohibited from conducting on-site activities.

Brands that wish to secure their own sponsors must submit an application to JFWO specifying the potential sponsor, the details of the sponsorship, and the benefits provided to the sponsor. (Application forms and procedures will be provided in the leadup to the event.)

*Sponsorship proposals may be denied depending on their content. Please make sure to consult JFWO before the specified deadline.

Brands showing in official venues will be notified in advance of official sponsor activities at their respective venues.

**Companies and other entities that compete with JFWO sponsors are prohibited from conducting on-site activities.**
*The list of sponsors can be found on pg. 8.

## ■Invitations

**All invitations (digital and physical) must include the official event title logo.**

**Please share invitation designs for approval on the usage of the event title logo before printing/sending.**

* Please refer to the Event Logo Usage Manual, which will be provided by JFWO.

Invitations that do not comply with logo usage guidelines must be remade, without exception.

## ■Show Start Times

Significant delays to show start times can cause disruptions to the entire schedule and other brands.

Please note that significant delays may affect future participation and potentially result in operational penalties.

# Documentation, PR, and Rights

■**Documentation: Photo & Video/Live Streaming**
The official JFWO camera team will record the shows using the number of cameras and locations specified below.

●**The official JFWO camera team has first priority in selecting where to shoot from.**

**Official Photo and Video Documentation Standard Plan:**
●Hikarie Video/Live Streaming【Hall A: 2 cameras・Hall B: 1 camera】 Photography【Hall A: 1 camera・Hall B: 1 camera】
●Other venues Video/Live Streaming【1 camera】 Photography【1 camera】

PRESENTATION format events will be recorded and live-streamed to the extent possible within the standard coverage outlined above.
Filming cannot be adapted to accommodate individual staging requirements, nor will additional cameras or custom editing be provided.
Brands must arrange their own filming of any locations or staging that official cameras cannot access and submit the footage to JFWO.
Information about delivery specifications and necessary rights clearances will be provided separately.

**- Use of Audio Recordings, Video Recordings, and Photographs**

Throughout Rakuten Fashion Week TOKYO, the official JFWO camera team will make audio recordings, video recordings, and take photographs.

JFWO will use these materials to produce audio, video, photographs, and other related materials (collectively referred to below as “Recorded Materials”).

Please note that Recorded Materials will also be edited under JFWO‘s responsibility and for news reporting or publicity purposes (including online and print distribution).

**- Live Streaming**

Brands wishing to live-stream from non-official venues are responsible for arranging necessary network connections.

Recommended setup: a wired LAN connection with an upload speed of 50Mbps
Other preparations necessary for live streaming will be communicated once finalized. Please make the necessary arrangements accordingly.

Live-streaming may not be possible at non-official venues depending on venue conditions and preparations.
Live-streaming coverage will be limited to the standard coverage outlined above. Filming cannot be adapted to accommodate individual staging requirements, nor will additional cameras or custom editing be provided.

# Schedule

As of November 13, 2026

| | | Schedule | Remarks |
|---|---|---|---|
| Nov. | 13th(Fri) | Begin to accept applications for Rakuten Fashion Week TOKYO 2027 A/W | |
| | 17th(Tue) | ★Venue Briefing Shibuya Hikarie ver 16 : 30～ | Brands considering participation at an Official Venue are encouraged to attend.<br>Please note that the next site visit to the Official Venue will be held in January.<br>If you wish to attend, please contact yuka@jfw.jp.<br>The briefing will be conducted in Japanese. |
| Dec. | 11th(Fri) | 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.<br>( The first time select of participating brands for 2027 A/W) | We will contact you separately for brands that require a second screening. |
| Jan. | Early Jan. ～ Late Jan. | Collection Show Schedule Coordination Begins | Finalization of the show schedule is scheduled for late January.<br>The collection presentations are scheduled to be announced at the press conference to be held in early February.<br>Please refrain from publicly disclosing any information regarding your participation until the press conference. |
| | | Second screening. | All participating brands will be finalized through this screening process. |
| | | Consultation on Production Details | JFWO will hear about the production details of your presentation. |
| | 18th(Mon) | ★Venue Briefing Shibuya Hikarie ver 13 : 00～ | If you wish to attend, please contact yuka@jfw.jp.<br>The briefing will be conducted in Japanese. |
| | Late Jan. | Sending of exhibitor agreement | |
| Feb. | Mid Feb. | Deadline for submitting exhibitor agreement | |
| | | Official Venue Rental Fee – Payment Deadline | Payment should be made to the designated bank account. |
| | | Online Briefing on Rights Clearance for Collection Presentations | Further details will be provided at a later date.<br>The briefing will be conducted in Japanese. |
| | 10th (Wed) | Announcement of Participating Brands and Collection Schedule | Please refrain from publicly disclosing any information regarding the collection schedule until the press conference. |
| | 15th (Mon) | Deadline for submitting official venue productionplan/confirmation form/operation plan | For people using Hikarie venues |
| | | Other Venue Brands: Submission of Production Plan | |
| | Late Feb. | Press/Buyer list sent | To be sent to your representative |
| Mar. | 1st(Mon) | Deadline for submitting official venue productionplan/confirmation form/operation plan | March 4 (Thu): Fire Safety Application for the Official Venue |
| | March 15 (Mon) – March 20 (Sat) | Rakuten Fashion Week TOKYO 2027 A/W | |

★ If you wish to attend the briefing session and/or venue site visit for participating brands, please contact Yuka Minegishi (yuka@jfw.jp).
★Please note that the schedule is subject to change.

**■Please note**
Participation fee for Rakuten Fashion Week TOKYO 2027 A/W must be paid in full by December 11th (Fri.)
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: yuka@jfw.jp

# 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/<br><br>Please note that any entries that have not been entered may be removed from the selection process.<br>First-time participating brands must clearly indicate on the "Entry Sheet for Judging Panel" page.<br>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)<br>（Adobe Photoshop EPS format) | Please upload your application on the web at the time of registration.<br>Please submit visuals of the most recent season.<br>The visuals will be used on the official website of Rakuten Fashion Week TOKYO, official media, official SNS, digital signage at official venues, etc.<br>Please note that the visuals may be cropped or otherwise modified for use on the official website.<br>H110mm x W95mm, 350dpi resolution, CMYK mode.<br>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<br>（Adobe Illutrator ai Format） | Please upload your application on the web at the time of registration. |
| ④ Designer Portrait<br>（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)**<br>**・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.**<br><br>The materials will be returned by the beginning of Feb.<br>Please send the original actual samples to the secretariat. |

## 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/.<br><br>Please note that any entries that have not been entered may be removed from the selection process. |
| ② Brand Image Visuals(20p)<br>（Adobe Photoshop EPS format) | Please upload your application on the web at the time of registration.<br>Please submit visuals of the most recent season.<br>The visuals will be used on the official website of Rakuten Fashion Week TOKYO, official media, official SNS, digital signage at official venues, etc.<br>Please note that the visuals may be cropped or otherwise modified for use on the official website.<br>H110mm x W95mm, 350dpi resolution, CMYK mode.<br>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 2027 A/W by Friday, December 11th (Japan Time) .
Please contact us if you require an invoice or receipt.

**Deadlines : December 11th (Fri), must be received by 18:00<Japan Time>　For inquiries: rakutenfwt27aw@jfw.jp**

**・Must be received by deadline: December 11th (Fri), 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 13, 2026.**
**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-ku, Tokyo 150-0012, JAPAN
10 : 00-18 : 00 (closed Sat./Sun./holidays)
For inquiries regarding exhibit: yuka@jfw.jp