
Rakuten Fashion Week TOKYO

Rakuten

[Participation Guide]

2026 Spring / Summer

May 7, 2026

Japan Fashion Week Organization

In carrying out this season's Rakuten Fashion Week TOKYO

The Japan Fashion Week Organization (JFWO), established in 2005, will celebrate its 20th anniversary in 2025. Building on the achievements of the past two decades, we are taking new steps toward the future with the aim of shaping a renewed and globally relevant Tokyo Fashion Week.

With a comprehensive perspective on the fashion industry, we are committed to providing a wide range of support programs for participating brands, serving as a platform to connect them with global audiences.

Furthermore, we envision Fashion Week not only as an opportunity for industry professionals, but also as a cultural moment for the city of Tokyo—creating an environment where people can experience the energy and creativity of fashion firsthand.

<Participating Brands and Number of Collections Presented>

•**Number of Participating Brands** (Seasons from Spring/Summer 2006 to Autumn/Winter 2026): **537 brands**

•**Total Number of Collections Presented** (including runway shows, installations, and digital presentations): **1,877**

•**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 establish Tokyo as a hub where brands with global value converge, creating new opportunities for creativity and meaningful exchange.

- 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.

Organized by: Japan Fashion Week Organization (JFWO)

JFWO's support programs
Page 3

EVENT Outline
Page 8

Exhibit Outline
Page 10

Fees for registration & venue use
Page 15

About Main Venue
Hikarie Hall
Page 16

Schedule for Brands
Page 30

Documents required to be
submitted for application
Page 31

Support programs

- We provide the following support to participating brands in the **Official Designers Show** to help maximize the visibility of their collection presentations:

- **Collection Schedule Coordination**

We coordinate the show schedule during the official period while taking into account each brand's preferences, ensuring that media and buyers can efficiently visit all presentation venues.

- **Creation of Brand Pages on the JFWO Official Website**

We create dedicated brand pages for participating brands on the JFWO official website, which is accessed by domestic and international media and buyers.

In addition to brand profiles, LOOK images and videos will be published as part of the collection archive. *(Please note that materials cannot be uploaded if not provided.)*

Brand pages will remain available on the official website for a designated period.

- **Information dissemination through official social media channels**

We share content from multiple angles through owned media centered on Instagram, including collection reports, official photographer snap videos, and collaborations with influencers.

- **Information Release via Press Conference**

JFWO will announce information about participating brands at its official press conference, helping to increase media exposure and opportunities for press coverage.

- **Support for Show Documentation and Streaming**

Upon request, JFWO's official camera team will provide LOOK photography, video recording, and live streaming services. Additionally, materials can be purchased at a reasonable cost upon request.

- **Provision of "Media & Buyer Registration" List (Domestic and International)**

We provide a list of media and buyers who have registered with JFWO prior to Fashion Week. This can be used as a reference for media outreach and potential new business opportunities.

Support programs :

• Support for Overseas Brand Promotion

With the aim of expanding international business opportunities and strengthening global visibility, JFWO invites selected international media, buyers, and influencers to attend Rakuten Fashion Week TOKYO.

Through coverage of runway shows, exhibitions, and showrooms, as well as by providing opportunities for interviews and direct engagement with participating brands, we promote brand visibility from Tokyo to a global audience.

As a result, we aim to increase international media exposure and facilitate business opportunities such as orders and buying from overseas markets.

For further details, please refer to the following:

https://rakutenfashionweektokyo.com/common/pdf/en/En_Overseas-support-media-program_en.pdf



©JFWO

Media representatives will be selected at the discretion of the organizer. Selected brands may have opportunities to be featured in international media.

In addition, we organize opportunities such as meetings between visiting international media and brands, as well as talk sessions involving participating brands, in order to further enhance the global dissemination of information.

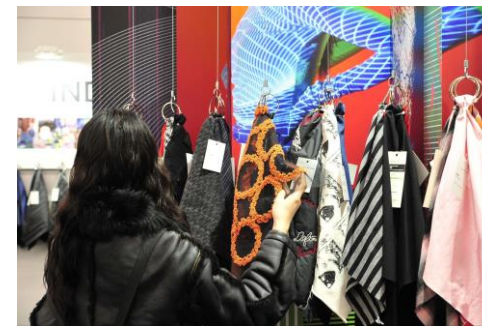


©JFWO

Support programs :

• Manufacturing and Textile Support Program

JFWO organizes and operates Japan's largest textile exhibition, "TOKYO TEXTILE SCOPE", as a related project, and provides matching opportunities between participating brands and textile/material companies.



©JFWO

• Retail Collaboration Support Program

In collaboration with partner retail stores, JFWO implements in-store promotional initiatives linked to talk events and receptions. In addition, we support the creation of sales opportunities at retail locations, including assistance with display and merchandising strategies.



©JFWO



JFWO's support programs : 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」

- 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.

Applications for the JFW NEXT BRAND AWARD 2027 have now closed.

Thank you very much for the large number of applications.

The next edition, **JFW NEXT BRAND AWARD 2028**, is scheduled to open for applications next year.

「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



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



©JFWO

JFWO's support programs : Other

■ Feature Placement on the Rakuten Fashion Website

Please note: Brand information will be published after the official announcement of participating brands.

At Rakuten Fashion Week TOKYO, a dedicated portal site is launched within **Rakuten Fashion**—the e-commerce platform operated by title sponsor Rakuten, with over 10 million users—to enhance awareness of the event.

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

For the 2027 S/S season, in conjunction with the launch of this portal site, we kindly request your cooperation in providing brand information to be featured on the Rakuten Fashion portal.

※Please note, changes may be made.

Show Schedule

[9/3]

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

■ Others

Brands participating in the Official Designers' Shows, as well as those that were not selected through the JFWO screening process, may have the opportunity to use the official venue at **Shibuya Hikarie 8F (COURT / 8/)** for presentations or exhibitions.

If you are interested, please feel free to contact us for further information.



In addition to the above, there are various other support opportunities available, including participation in collaborative projects with JFWO sponsors. Please feel free to contact us for further information.

Event Outline

- NAME OF EVENT : Rakuten Fashion Week TOKYO 2027 S/S
- DATE : August 31st (Mon.), 2026 ~ September 5th (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 / Shibuya-kushoren (Shibuya City Federation of Stores Association) / Japan Jeans Association
(as of the 2026 A/W 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 TAKISADA-OSAKA CO., LTD. / TAKISADA-NAGOYA CO., LTD. / Daimaru Matsuzakaya Department Stores Co. Ltd.

OFFICIAL MEDIA PARTNERS : The Asahi Shimbun Company / Fashion Press / FASHIONSAP / HYPEBEAST / hypebae Instagram / Threads / THE MAINICHI NEWSPAPERS / SENKEN SHIMBUN CO.,LTD / WWDJAPAN

OFFICIAL MEDIA SUPPORTERS : ELLE Japan / Fashion tsushin / LAUNCHMETRICS / 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

OFFICIAL PARTNER : Panasonic

OFFICIAL SUPPORTERS : Sapporo Brewries Ltd. / kiyasume

COOPERATORS : BMW Japan Corp.

(as of the 2026 A/W term)

Event Outline

【Rakuten Fashion Week TOKYO 2027 S/S】

■ DATE : August 31st (Mon.), 2026 ~ September 5th (Sat.), 2026 Fashion Shows, Presentation (the season: 2027 S/S)

■ VENUE 【 Various Venues in Tokyo 】

- Official Support Venue (Shibuya Hikarie, Hikarie Hall A, Hikarie Hall B)
- Others

※Please note: Show venues must be selected and arranged independently by each brand.

“Other venues” refer to any venues arranged independently by the brand, excluding the official venue designated by JFWO (Shibuya Hikarie).

■ Collection Schedule

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

For each presentation day, the show time will be arranged based on your preferred choice from the following four time slots (①-⑥) .

Date	Official Support Venue /Shibuya HIKARIE Presentation Time Slot	Othe Venue / Presentation Time Slot
August 31st (Mon.), 2026 ~ September 5th (Sat.), 2026	① 11 : 00 ~ 15 : 00	③ 11 : 00 ~ 14 : 00
		④ 14 : 00 ~ 15 : 00
	② 15 : 00 ~ 20 : 30	⑤ 15 : 00 ~ 18 : 30
		⑥ 18 : 30 ~ 20 : 30

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

*JFWO will adjust the schedule depending on availability.

■ How to participate in Rakuten Fashion Week TOKYO 2027 S/S

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 (June 1st).

【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.9)
- ② Announcement in physical format, with guests, at venues other than the official venues.
 - • • Time slot selections up to 3th choice (refer to p.9)

■ 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 2027 S/S (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】

①**Quality**

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

②**Having 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.8

■ 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 July)

■ JFWO will conduct briefing sessions to ensure that participating brands present their collections in a manner that fulfills their social responsibilities and complies with relevant laws and regulations.

These sessions will cover key considerations, including the handling of intellectual property rights (such as portrait rights, copyrights, and trademarks), as well as compliance with laws related to the elimination of discrimination against persons with disabilities.

Details regarding the schedule and format will be announced by the Secretariat at a later date (scheduled for July 2026).

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 2027 S/S

※ **Registration fee must be paid in full by the application dead-line of 1st June.**

※ **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
Tax 10% 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.9).**

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

Official Venue: Venue Usage Fees

By using the official venue provided by JFWO (Shibuya Hikarie), participants can benefit from the following advantages:

- A venue equipped with essential facilities such as sound, lighting, staging, and hair & makeup rooms is available at a more cost-effective rate compared to arranging these elements individually.
- A well-established operational framework ensures smooth and efficient execution.
- With its direct connection to Shibuya Station, as well as access to media center functions and coordination with related events, the official venue offers strong potential for audience attendance and media exposure.
- Based on a standardized format, the environment is designed to be accessible and manageable even for first-time participating brands.

Venue	Presentation Time Slot		Venue Fee	note
Shibuya Hikarie Hikarie Hall A (7H)	Daytime Slot	11:00~16:00	1,3200,000yen (¥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.
	Evening Slot	16:30~20:30	1,650,000yen (¥1,500,000 + tax)	
Shibuya Hikarie Hikarie Hall B (5.5H)	Daytime Slot	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.
	Evening Slot	16:30~20:30	¥550,000 (¥500,000 + tax)	

*JFWO will determine the final presentation time from among the available time slots.

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

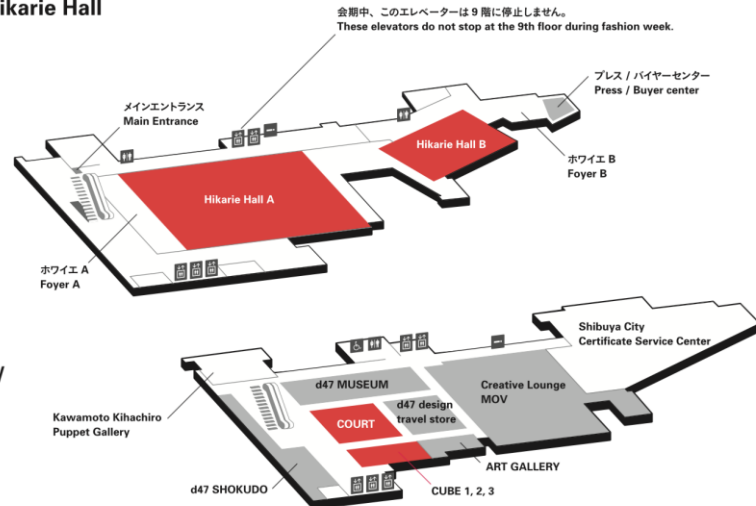


Shibuya Hikarie

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

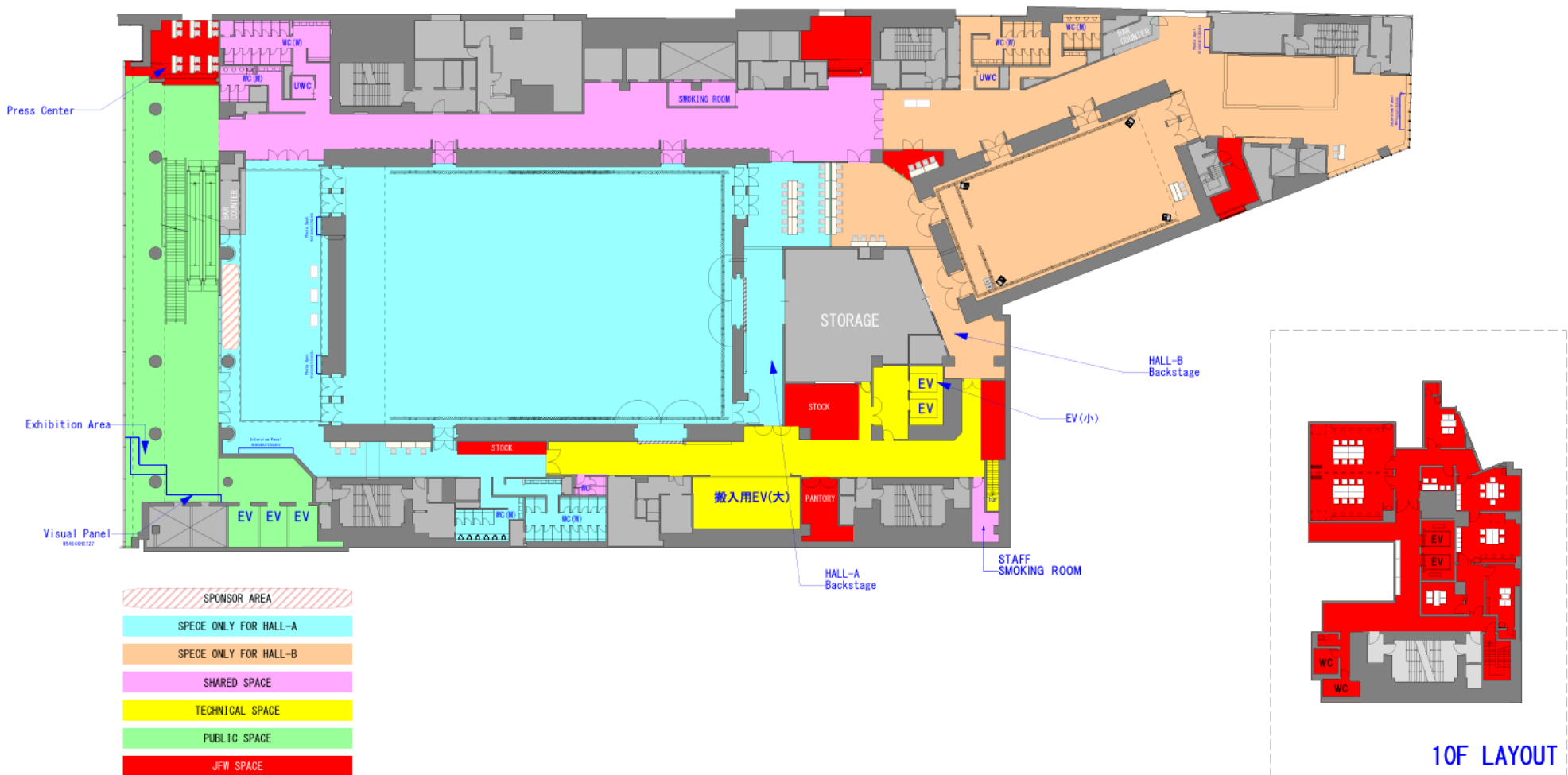
9F Hikarie Hall



※ In all venues

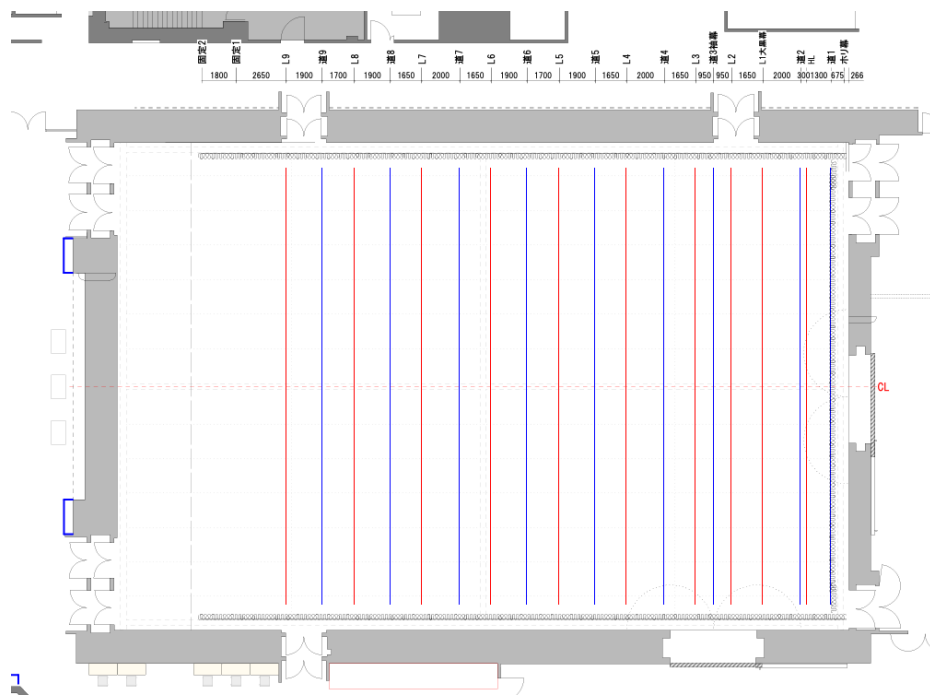
- Conduct your show according to schedule.
- Follow safety protocols during your show.

Main Venue / Shibuya Hikarie Hall Floor Plan

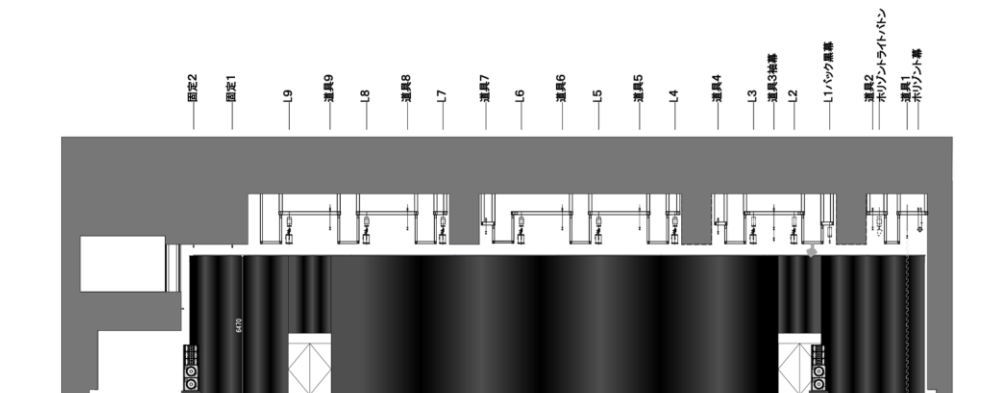


※Specifications may change.

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



< Plan view >



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Shibuya Hikarie Hikarie Hall A basic specs

- Floor area: HALL/1000m² (38.5m×26.0m) / FOYER/315m²
- Ceiling height: 7m
- Standard number of seats: Differs depending upon each brand's floor plan
- Basic décor:
 - Wall-size horizont curtain / east-west curtains choice of black or white
 - Elevating baton for lighting/equipment
 - Guest seating: None (please use chairs available at venue or prepare own)
- Others:
 - Air conditioning: Venue fully equipped
 - Venue clean-up: To be arranged by each brand

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
lower horizon light	500W×8light 4 colors 6 units	1set
fresnel lens spot	500W ※A・B share	14 units
	1kW	72 units
	1.5kW ※A・B share	12 units
plano-convex lens spot	500W ※A・B share	14 units
	1kW	36 units
perlite	500W ※A・B share	44 units
	1kW	72 units
cutter spot	750W 19°・26°・36°	48 units
follow pin spot	2kw	2 units
LED follow spotlight	230W ※A・Bshare	2 units
smoke machine		2 units
PA box	※A・Bshare	2 units
LED zoom par light	※A・Bshare	24 units

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
seamless switcher	※A・Bshare	2 units
Signal distribution compensator	※A・Bshare	1 unit
BD/DVD player	※A・Bshare	2 units
10.1 inch LCD monitor	※A・Bshare	2 units
46-inch LCD monitor (return monitor)	※A・Bshare	2 units
50-inch LCD monitor (stand type)	※A・Bshare	2 units
Perfect Cue Mini	※A・Bshare	1 unit
monitor floor stand	※A・Bshare	2 units

■ 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
mobile speaker 3	L-acoustics X12	2 units
mobile amplifier system		1set
■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
8ch mixer	YAMAHA MG82CX	1 unit
■press box	16OUT	2 units

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

■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.

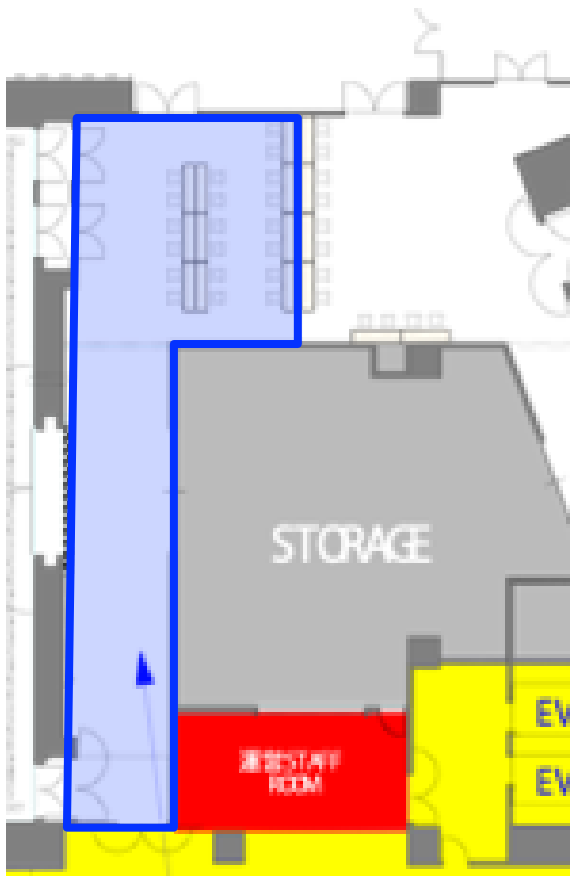
※For details on number of equipment / model number, please contact JFWO.

※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.

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

H&M ROOM



H&M ROOM ①

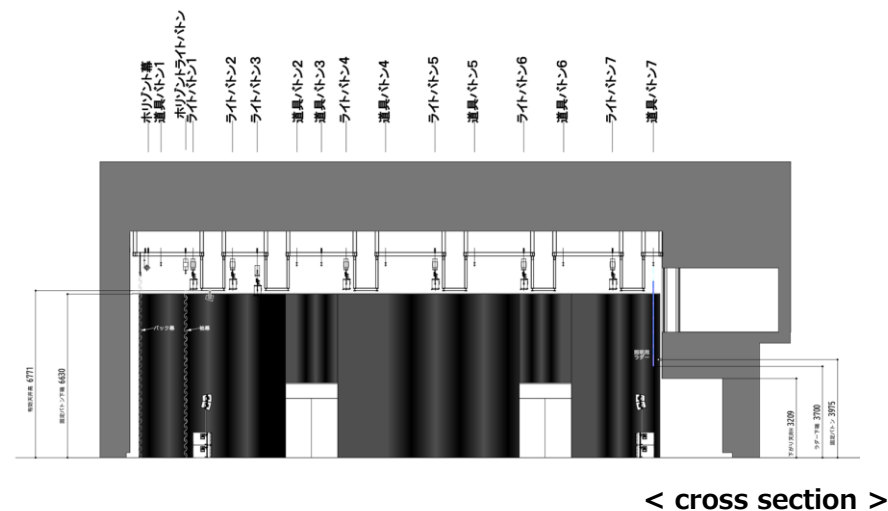
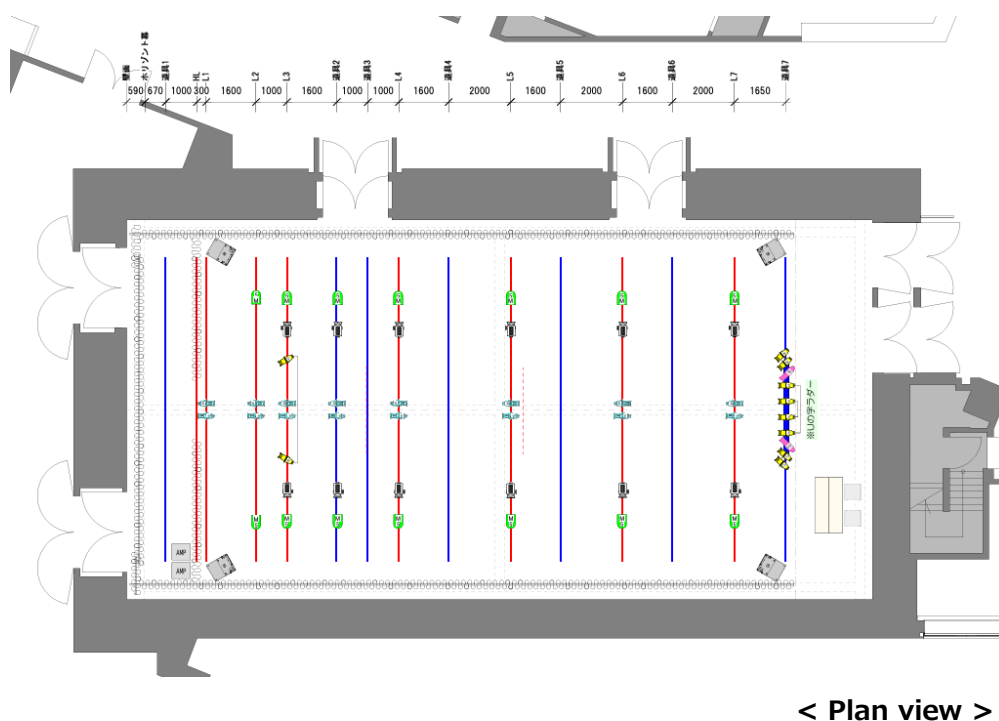
FURNITURE

- | | |
|-------------------------------------|-----------|
| • 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。



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

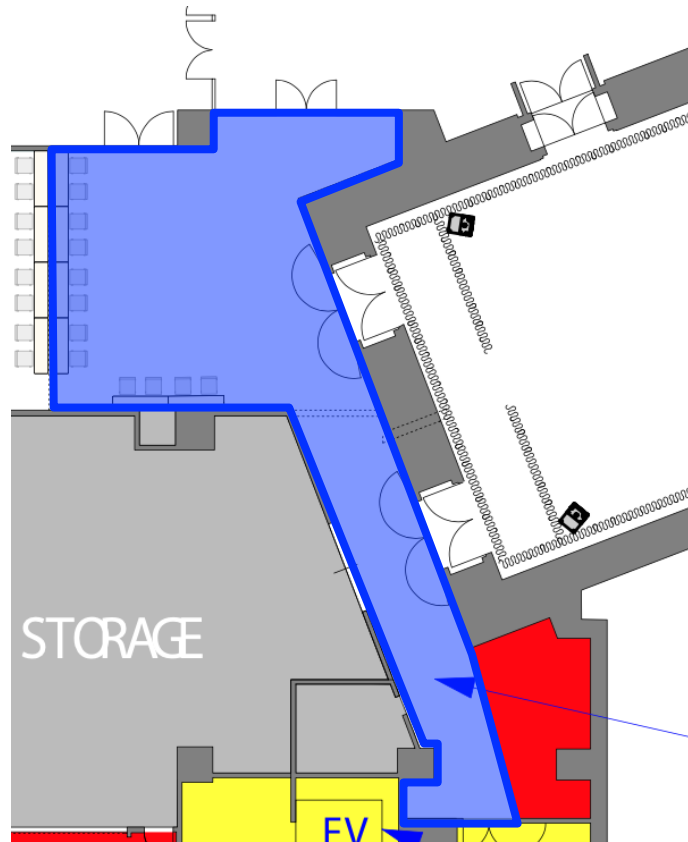
FACILITIES

- 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.27.

■ Eating and drinking within the venue

Eating and drinking within the hall is prohibited.

■ 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 A – ¥104,500 per 30 minutes (tax included) / Hall B – ¥44,000 per 30 minutes (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)

■ 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 August 17th.

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.

Schedule

As of May 7, 2026

Rakuten Fashion Week TOKYO 2027 S/S schedule

	Schedule	Remarks
May.	7(Thu)	Begin to accept applications for Rakuten Fashion Week TOKYO 2027 S/S
	18 (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 yuka@ifw.jp
Jun.	1 (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
	Mid Jun.	First screening. (The first time select of participating brands for 2027 S/S) We will contact you separately for brands that require a second screening.
		Exhibiting Brands Lineup Release The participating brands will be announced on our website.
		Collection Show Schedule Coordination Begins 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 Jun.)
	22 (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 yuka@ifw.jp
Late Jun.	Sending of exhibitor agreement	
Jul.	Mid Jul.	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.
		Explanatory meeting on the processing of music copyrights for collection presentations. @Online ※held in Japanese
	28 (Tue)	Press conference (Exhibition brands and collection schedule announced) Please refrain from disclosing information about the collection schedule until the press conference.
	31 (Fri)	Deadline for submitting official venue productionplan/confirmation form/operation plan For people using Hikarie venues
	Late Jul.	Press/Buyer list sent To be sent to your representative
Deadline for submitting maison ID For people using Hikarie venues		
Aug.	17(Mon)	Deadline for submitting official venue productionplan/confirmation form/operation plan
	Aug31(Mon)~Sep.6(Sat)	Rakuten Fashion Week TOKYO 2027 S/S

★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 2027 S/S must be paid in full by June 1st (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: yuka@ifw.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	<ul style="list-style-type: none"> • 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. <p>The materials will be returned by the beginning of Feb. Please send the original actual samples to the secretariat.</p>

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 2027 S/S by Monday, June 1st (Japan Time) .
Please contact us if you require an invoice or receipt.

Deadlines : June 1st (Mon), must be received by 18:00<Japan Time> For inquiries: rakutenfwt27ss@jfw.jp

- **Must be received by deadline: June 1st (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 May 7, 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, Tokyo 150-0012, APAN
10 : 00-17 : 00 (closed Sat./Sun./holidays)
For inquiries regarding exhibit: yuka@jfw.jp