



JFW NEXT BRAND AWARD 2026

"JFW BRAND SUPPORT PROGRAM" Entrance Requirements

■ JFW NEXT BRAND AWARD Overview

This program is based on the Japan Fashion Week Organization's (JFWO) 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.

■ Qualification Requirements

You must fulfill the following conditions.

- **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.**

1. The designer himself/herself is active in the design of women's wear and/or men's wear.
2. The brand's current base for business operations/main country of operation is Japan. Otherwise, the brand has intentions for Japan to be a focus of future business operations.
3. Designers of any nationality and age are accepted. Brands founded in any year are accepted.
4. Is prepared to and have the funds to present one's own collection in physical show format during the Rakuten Fashion Week TOKYO 2026 S/S term (September 1st ~ September 6th , 2025), at an Official venue, time/date* designated by JFWO. Furthermore, along with presenting your collection, must cooperate in the opening event planned by JFWO**.

* Shibuya Hikarie Hall A venue / September 1st (Mon.) / afternoon time slot (planned)

**Contents of cooperation to be determined at a later date, through discussions with JFWO

5. Present your collection again continually at fashion week in the 2026 A/W season.
No restrictions/specifications for time/date, venue, scale for the 2026 A/W season.
6. The brand must be well structured in terms of PR, sales, and other business aspects in japan.
7. Have a strong will to aggressively develop your design, brand widely, both nationally and internationally.

■ Support Contents

The following support will be provided in a physical show at Rakuten Fashion Week TOKYO 2026 S/S, starting from September 1st, 2025. The brand will additionally present collections in a physical show format at Rakuten Fashion Week TOKYO 2026 A/W, scheduled to be held in March of 2026.

- ▶ Prize money: ¥3,000,000/per year
(excluding tax / in the case of an independent designer, the amount withholding tax).
For both S/S, A/W seasons, the amount of ¥1,500,000 per season to be remitted to the account of your choice, after the end of each term.

Support for show production

- ▶ Official venue usage and participation registration fees will be waived for those showing in a physical format at Rakuten Fashion Week TOKYO 2026 S/S in September 2025.
- ▶ Registration fees will be waived for Rakuten Fashion Week TOKYO 2026 A/W starting March 16th, 2026.
*Venue usage fees are waived only if using the official venue.
- ▶ Footage will be captured of the shows at Rakuten Fashion Week TOKYO 2026 S/S and 2026 A/W, as well as shooting and provision of archival stills.
- ▶ Discount on venue fees when using the official venues for Rakuten Fashion Week TOKYO 2027 S/S onwards.
*Applicable up to 4 times in total.

Business matching support

- ▶ Arranging business meetings with JFW overseas buyers during Rakuten Fashion Week TOKYO 2026 S/S.
- ▶ If desired, support for exhibition at overseas joint exhibitions affiliated with JFW.
- ▶ Provision of opportunities to connect with JFW official media.

Global appeal support

- ▶ An invitation to PREMIERE VISION PARIS.

*Details of the support will be announced separately once they have been decided.

■ Application / Selection / Timetable

1. How to apply: Please submit the below ①～③.

- 1 Request for support application form (Excel data)
- 2 LOOKBOOK
- 3 Actual samples of 5 coordinations

※ Regarding the support application form

Please fill out the application form (entry sheet) available in the Rakuten Fashion Week TOKYO Official WEB Site and submit by email.

Submit to: rakutenfwt26ss@jfw.jp

Japan Fashion Week Organization Person in charge: Minegishi

※ ②③ Information materials, such as the LOOKBOOK, product sample, press kits, must be posted to the below address. All materials **must arrive by June 9th, 18:00 (Japan time).**

Giraffa bldg., 6F, 1-6-10 Hiroo, Shibuya-ku, Tokyo, 150-0012

Japan Fashion Week Organization Person in charge: Minegishi

Note: Hand delivering of documents/samples cannot be accepted

2. Application period:

May 8th (Thu.), 2025 ~ June 9th (Mon.), 2025

Must be received by 18:00 (Japan time)

3. Method of screening:

Of the brand entering through self-nomination/nomination from others, 1 brand to receive support will be selected by a screening committee judging under the below ① ~ ④ screening criteria, screening of actual items, along with a qualitative assessment of other points, to judge whether the brand fulfills the application requirements of this program and selected.

Screening is scheduled to take place in end June 2025.

After screening is complete, the selected brand will be notified from JFW.

- 1 The brand fulfills application requirements.
- 2 The brand or company is established for business purposes.
- 3 The nationality of the designer is of no consequence and will not be considered, but business of the brand must be based in Japan, and have potential to be active, both nationally and internationally, in the future.
- 4 Has the will to present collection continuously in Japan.

Screening will be through submitted documents/materials, so please be sure to submit fully completed documents. Also, please note, in order to confirm contents of your application, and/or to use as a reference in the screening, there is a possibility you may be asked for additional information and/or materials.

4. Screening committee: Will be announced later.

5. Timetable: (possibility of being changed in the future)

June 9 th	Application deadline
late June (planned)	Screening
Late June ~ early July	Notification of results
end July	Announcing of award-winner (method of announcement, to be determined later)
September 1 st	Presentation of collection in physical show format at Rakuten Fashion Week TOKYO 2026 S/S

Precautions

- ※ Applications submitted after the deadline will not be accepted for any reason whatsoever.
- ※ Indirect application by third parties (PR company, production company, etc.) are not accepted. We ask that the brand applies themselves, directly.
- ※ Results of the screening will be notified to the award winning brand only. Please note, we cannot answer to any inquiries regarding screening results.
- ※ Product samples sent to us for screening purposes will be returned within one week after the screening meeting.

■ Past Award-Winning Brands

■ 2023 (1st)

Brand : FETICO

Designer : Emi Funayama

■ 2024 (2nd)

Brand : KANAKO SAKAI

Designer : Kanako Sakai

■ 2025 (3rd)

Brand : TELMA

Designer : Terumasa Nakajima