



# Mercedes-Benz FashionWeek TOKYO

2015 Spring / Summer

**【Participation Guide】**

June, 2014

JFW Organization

# INDEX

Mercedes-Benz Fashion Week TOKYO will once again set Shibuya Hikarie as its main venue this season,  
aiming to strengthen the international competitiveness of the fashion business based in Tokyo,  
transmitting Japan's high-quality and highly sensitive textile materials along with the creation of fashion to the world,  
and making Tokyo a more fashionable and exciting city.

Holding Outline of EVENT

Page 2

Outline of the Exhibition

Page 4

The Brands Support Program

Page 6

About Main Venue  
Hikarie Hall A

Page 8

About Main Venue  
Hikarie Hall B

Page 22

Registration Fee

Page 33

Fees for registration / venue use  
Page 34

Schedule for Brands

Page 35

Exhibit application  
submission documents  
Page 36

# Holding Outline of the Event

■ NAME OF EVENT : Mercedes-Benz Fashion Week TOKYO 2015 S/S

■ DATE : October 13(Mon/Holiday) – October 19(Sun), 2014

■ MAIN VENUES : Shibuya Hikarie Hall / Mercedes me

■ ORGANIZER : Japan Fashion Week Organization

■ SUPPORTERS : Ministry of Economy, Trade and Industry / Ministry of Foreign Affairs of Japan /  
The Organization for Small & Medium Enterprises and Regional Innovation, JAPAN /  
Japan External Trade Organization / Tokyo Metropolitan Government /  
KEIDANREN (Japan Business Federation) / The Japan Chamber of Commerce and Industry /  
The Tokyo Chamber Commerce and Industry / Japan Fashion Association /  
Japan Apparel Fashion Industry Council / Japan Department Store Association /  
Institute for the Fashion Industries / Shibuya Ward / Shibuya shopping Federation Council  
and others \*possible supporters

■ TITLE SPONSOR : Mercedes-Benz Japan

■ OFFICIAL SPONSORS : Maybelline New York / DHL / Asahishuzo CO.,LTD. / Conair Japan G.K.

■ SPECIAL SUPPORTING PARTNERS : Shibuya Hikarie / ShinQs

# Holding Outline of the Event

## 【Mercedes-Benz Fashion Week TOKYO 2015 S/S】

□DATE : October 13(Mon/Holiday) – October 19(Sun), 2014

Fashion Show, Installations, Footage Distribution (the season : 2015 S/S)

□VENUE : Various Venues in Tokyo

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

●Supported Venue (Shibuya Hikarie Hall B Morning & Daytime)

### □COLLECTION SCHEDULE PLAN :

Officially scheduled fashion shows will follow the schedule below.

● Hikarie Hall A 11:00 / 16:00 / 21:00 ● Hikarie Hall B 10:30 / 15:30 / 20:30 ●Others 12:30 / 14:00 / 17:30 / 19:00

Venue		10/12 Sun	10/13 Mon/Holiday	10/14 Tue	10/15 Wed	10/16 Thu	10/17 Fri	10/18 Sat	10/19 Sun	10/20 Mon
Hikarie Hall	Hall A	Site management	SPECIAL PROGRAM	11:00 16:00 21:00	11:00 16:00 21:00	11:00 16:00 21:00	11:00 16:00 21:00	SPECIAL PROGRAM	SPECIAL PROGRAM	Unavailable
	Hall B	Site management	SPECIAL PROGRAM	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	SPECIAL PROGRAM	SPECIAL PROGRAM	Unavailable
Other				12:30 14:00 17:30 19:00	12:30 14:00 17:30 19:00	12:30 14:00 17:30 19:00	12:30 14:00 17:30 19:00			

## 【Other】

□Opening Receptions

# Outline of the Exhibition

## ■ About Exhibition Review for Mercedes-Benz Fashion Week TOKYO (Collection Show, Installations, Footage Distribution)

Screening will be conducted by the JFW Committee based on the following criteria.

### ①Quarality

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

### ②Having a minimum level of business system to meet an outline of the exhibition.

- Your trademark must be registered.
- You must have an operation system to meet an outline of the exhibition.
- you must have the capacity to pay exhibition fee.

### ③ Business meeting during the Mercedes-Benz Fashion Week TOKYO 2014-15 A/W

- You must have a plan to hold exhibition/business meeting around the Mercedes-Benz Fashion Week TOKYO 2014-15 A/W's time frame.
- You must have a manufacturing system to deal with received order.

### **\*If you have participated in a previous JFW and caused the following problem, they may affect the screening.**

- You changed schedule without notice and confusion for visitors and event operations.
- You didn't hold exhibition/ business meeting.
- You eroded people's trust in JFW and your brand.

## ■ Notification of exhibitor Approval

The JFW community shall review and select exhibitors and "Designer Support" applicants.

The result of exhibitor approval and acceptance of "Designer Support" will be notified to the representative in the middle of December.

Please note that inquiries concerning the result of the selection process shall not be accepted.

### **\*The Presentation Coordinating Committee (JFW Committee)**

This is an organization established by the Japan Fashion Week Organization (JFWO), bringing together authorities of the fashion industry to discuss issues of Fashion Week and to review presenting brands. Please see the website (<http://tokyo-mbfashionweek.com/jp/aboutus/>) for the committee's members.

# Precaution Statement

## ■ Collection Invitation

- Participants in the “Mercedes-Benz Fashion Week” are asked to provide collection invitations for sponsors.

The number of invitations depends on the venue, but typically between 20-40 are required.

We shall use these invitations to invite official sponsors.

- For invitations for overseas buyers, participants may also be asked to provide invitations separately in addition to the invitations mentioned above.

• Please be sure to have the sponsor logo and event title on the collection invitations.

## ■ Recordings of photography (pictures) and videos (movies)

JFWO will take film footage (movie) for the runway shows of brands participating on-schedule, and will provide this with charge.

Although official photography (pictures) will be taken at the official venue and at other venues, the pictures will not be provided.

Regarding shows at venues, photography and video preparation is the responsibility of the brand.

## ■ Licensing of sound recording, video recording, and photography

At Mercedes-Benz Fashion Week Tokyo, sound recording, video recording, and photography shall be conducted by JFWO or an individual appointed by JFWO. JFWO will produce sound recordings, videos, pictures, and so on (below noted as “sound and video recordings”).

Please note in advance that JFWO will provide and use these sound and video recordings for the purpose of media coverage and PR (including internet and paper media distribution).

## ■ Audio used in the event

In compliance with the Copyright Act, the usage rights for the music (audio) used in the collection event must be processed accordingly.

The JFWO asks that all brands participating in the Mercedes-Benz Fashion Week Tokyo perform the necessary legally mandated copyright clearances toward this end. Participants will be notified of the details at a later date as soon as their participation is finalized.

# The Brand's Support Program

## What is Brand's Support?

Japan Fashion Week Organization (hereinafter JFWO) aims to encourage more visits from buyers and the press, enhance communication to the world, and create business opportunities, by scheduling "Collection Week" (collection show) in a certain period of time and having a main venue. JFWO also has a goal to become the gateway for up-and-coming designers worldwide.

In order to accomplish this goal, support is given to mainly up-and-coming brands participating in Tokyo Collection Week.

## The outline of Brand's Support in Mercedes-Benz Fashion Week TOKYO 2014 S/S

In the Mercedes-Benz Fashion Week TOKYO 2014 -15 A/W, Brands selected by the JFW Committee for Entries from the many designers who wish to participate in Collection Week and would like to support from the main sponsor, will be offered to use the venue free of charge in 10:30 of Shibuya Hikarie Hall B which is the venue for supported collections.

### ■ Qualifying requirements ■

Those wishing to apply for Brand's Support must meet the following requirements:

1. Company must have been established for business purposes (brand creation, product sale) within the last 10 years, and have annual sales over ¥10 million (sales price).
2. Nationality itself is not an issue, but applicants must fulfill one of the following:
  - A. Base of business must be based in Japan
  - B. Manufacturing must take place in Japan

### ■ Selection criteria ■

Designers for Brand's Support will be selected based on the following criteria.

1. Meets the requirements for "Examination criteria for entries to Collection Week". Please see "Examination of entries to Collection Week" on page 4 for the examination criteria.
2. The brand has a prospect for business developments
3. Necessity of financial support is approved.

### ■ Selection process ■

The selection of designers for Brand's Support will go through the below process in the JFW Committee for Entries.

1. Examination of application documents such as application for participation
2. Interviews for those who passed the examination of documents

### ■ Application ■

The application must arrive at the following address by deadline.

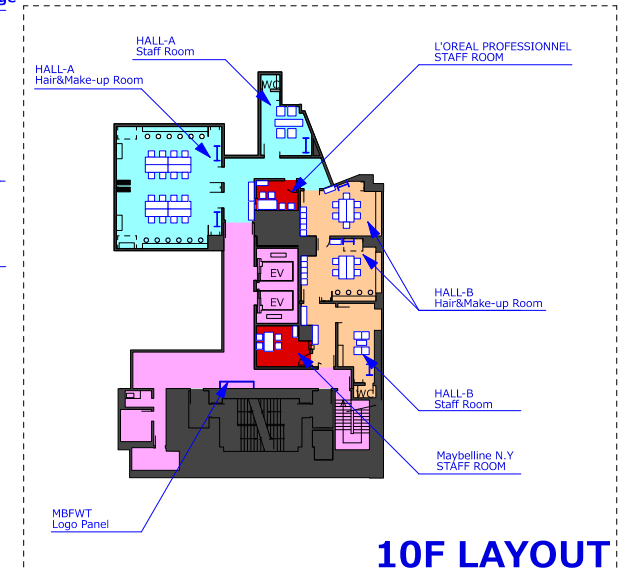
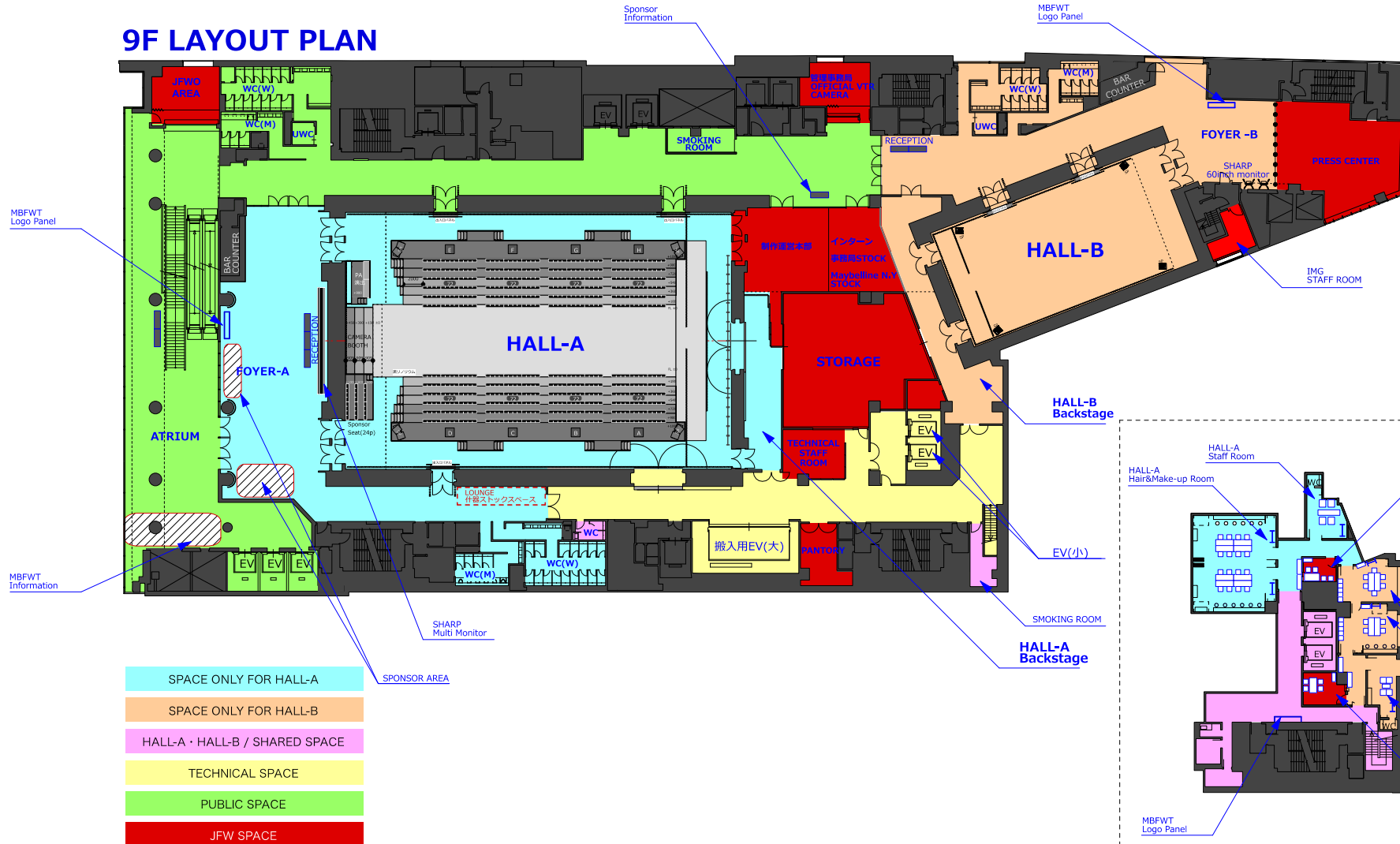
Applications will not be accepted after the deadline.

More detail→page 36

Please note that the logos of co-sponsoring companies will be displayed at the venue.

# Hikarie Hall /LAYOUT

## 9F LAYOUT PLAN



## 10F LAYOUT



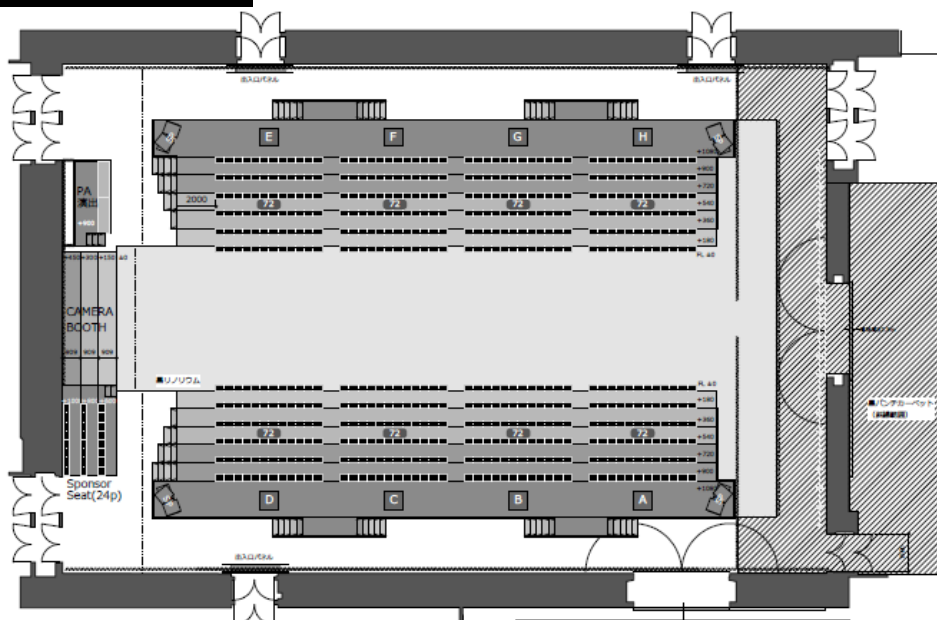
# Hikarie Hall / HALL-A

- This is the Venue to be able to adequate various requests from maisons having runway shows

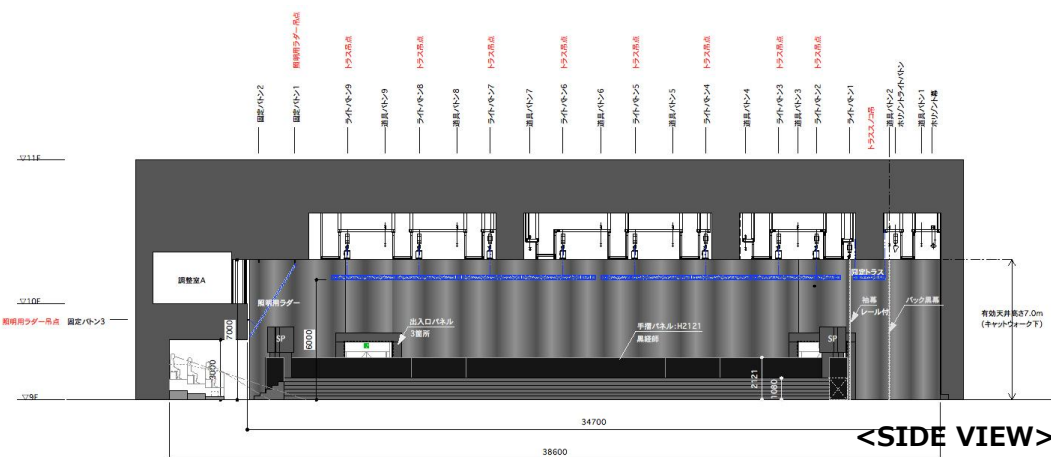
FASHION SHOW	STYLE-A	BASIC RUNWAY	<b>Seating Cap. 672p</b>
	STYLE-B	WIDE RUNWAY	<b>Seating Cap. 384p</b>
	STYLE-C	U-SHAPED RUNWAY-1	<b>Seating Cap. 752p</b>
	STYLE-D	U-SHAPED RUNWAY-2	<b>Seating Cap. 480p</b>
	STYLE-E	ONE-SIDE SEAT RUNWAY	<b>Seating Cap. 336p</b>

# Main Venue/Shibuya Hikarie Hall A Basic Spec

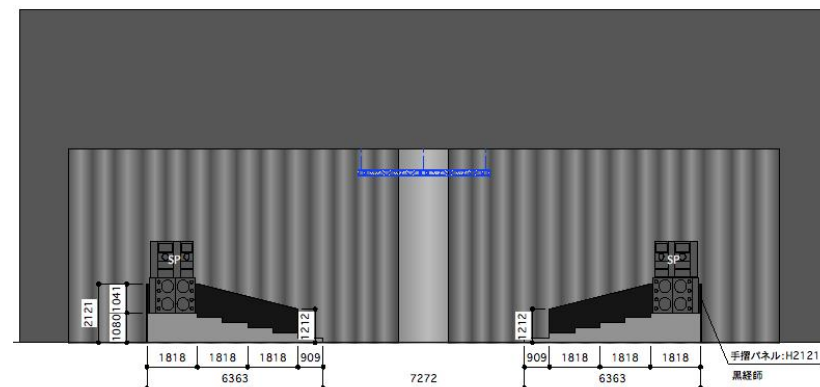
SEATS : 752p~336p



<OVERHEAD VIEW>



<SIDE VIEW>

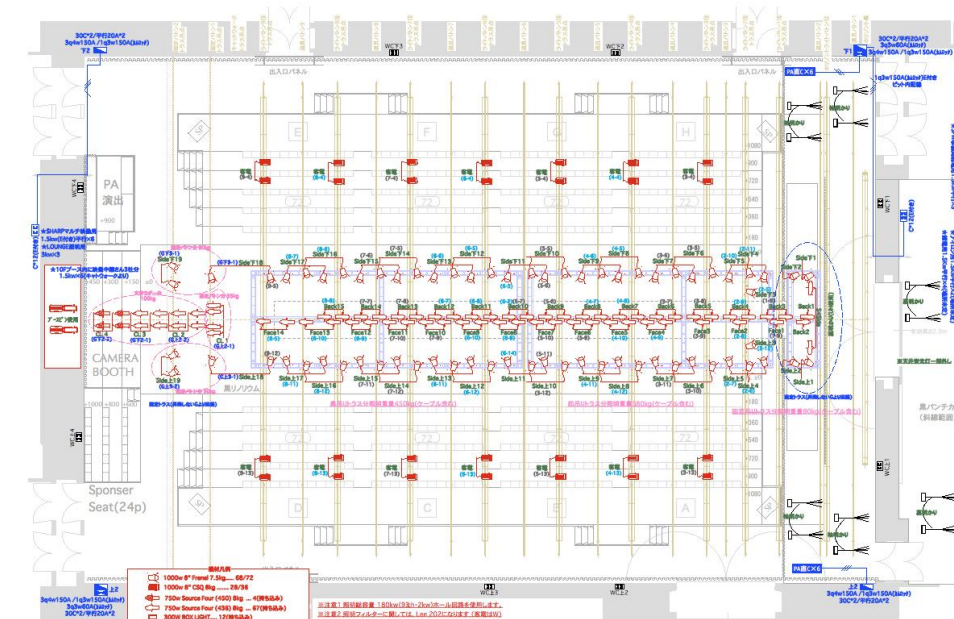


<FRONT VIEW>

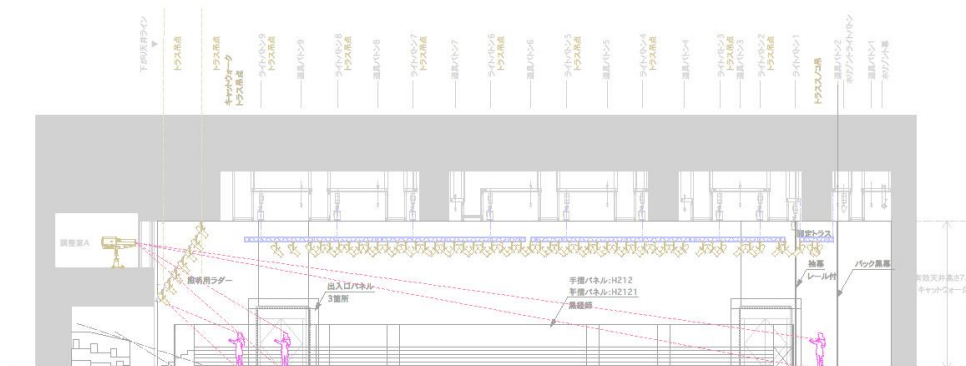
## Shibuya Hikarie Hall A Facilities

- AREA : HALL/1000m<sup>2</sup> (38.5m×26.0m) / FOYER/315m<sup>2</sup>
  - ROOF HIGHT : 7m
  - SEATS : 752p~336p (depends on maisons' plans)
  - BASIC DECORATION :
    - Large black curtains for walls / Large black curtains for both sides of the stage and cyclorama
    - Base floor of the runway (W=7.2m × L=28m / ±0 ) black linoleum
      - ※The finish-up of the decorations of the runway will be handled by each maison
    - Integrated elevating truss for lights (length---31m × 3 / width---4.75m × 7)
    - Elevating truss for partition curtains (length---29.5m)
    - Technical booth (basically in the lights room on 10F)
      - ※PA and backup booths placed on both sides of the camera booth
    - Tiered audience seats: laminated in black(H=180mm,360mm,540mm,720mm,900mm,1080mm)
      - ※Use the H800mm top step prepared with the venue
    - Audience seats: 190 black benches (seats of 4 × 190 =760 people)
      - ※Chairs prepared with the venue may also be used
    - Camera booth: black laminated floor (H=150mm,300mm,450mm)
  - Misc :
    - AIR CONDITIONER : fully-equipped
    - CLEANING : maisons must make preparation
- \*Other Hikarie supplies can be used upon charge as necessary.

# Main Venue/Shibuya Hikarie Hall A Basic Spec



<OVERHEAD VIEW>



<SIDE VIEW>

## LIGHTING

**RUNWAY** : 750W Source-Four ( 426 ) 8kg × 14  
 750W Source-Four ( 450 ) 8kg × 12  
 750W Source-Four ( 436 ) 8kg × 71  
 1000W 8" Frenel 7.5kg × 64  
 2K X'nom PIN × 2

**SEATS** : 1000W8" CSQ 8kg × 28

**BACKYARD** : 300W BOX LIGHT × 12

**H&M ROOM** : 150W CDM × 9

## SOUND

**MAIN SP** : EAW502 × 4

**SUB LOW** : EAW528 × 4

**REAR SP** : EAW502 × 2

**SUB LOW** : EAW528 × 2

## TECHNICAL STAFF

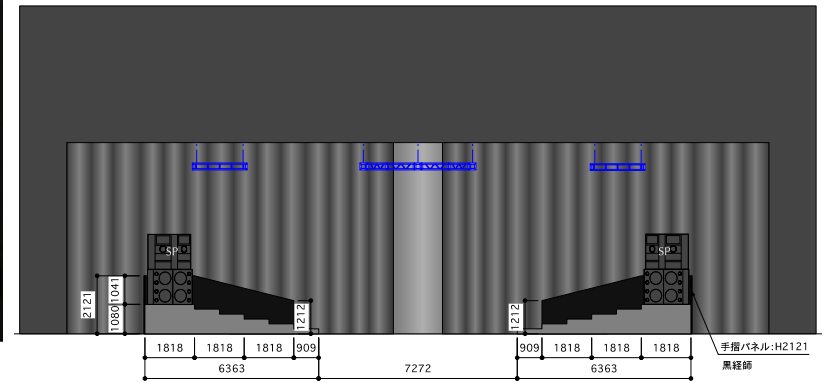
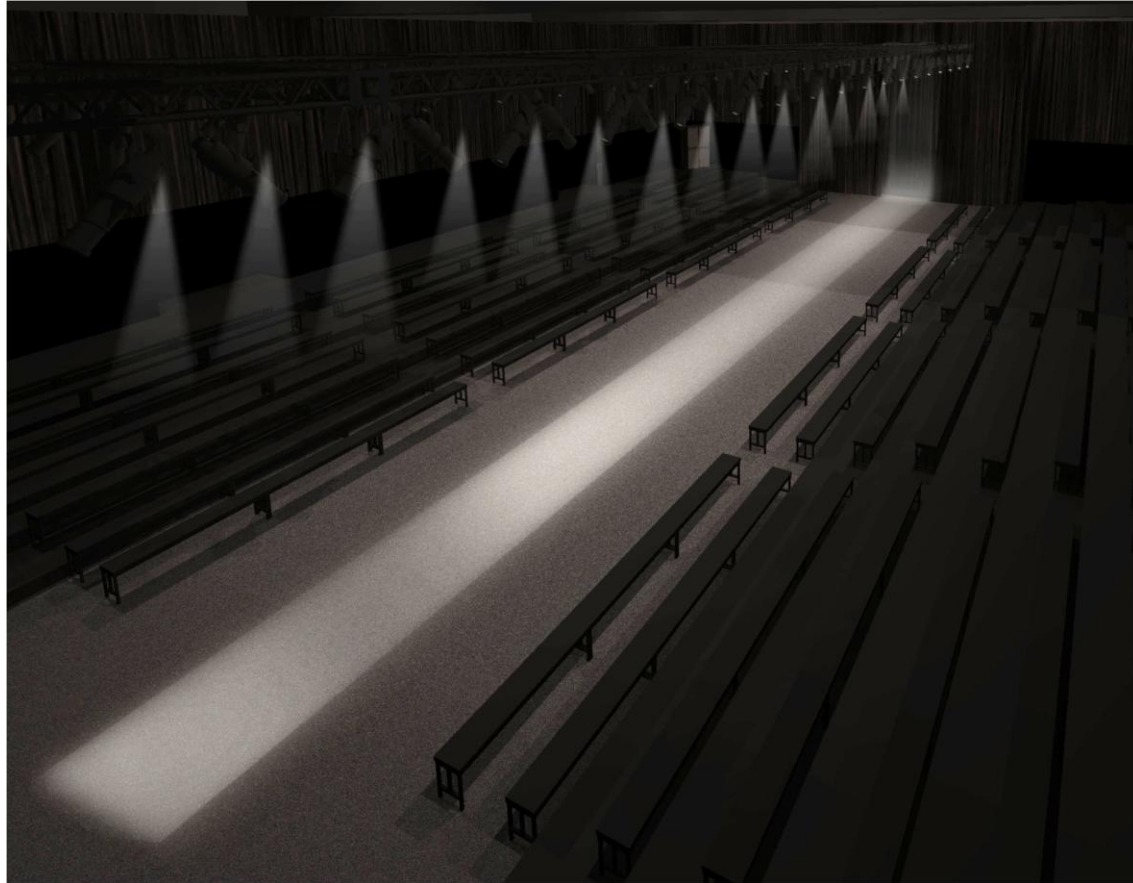
**STAGE** : CHIEF × 1  
 STAFF × 1

**LIGHTING** : CHIEF STAFF × 1  
 STAFF × 1

**SOUND** : CHIEF STAFF × 1  
 STAFF × 1



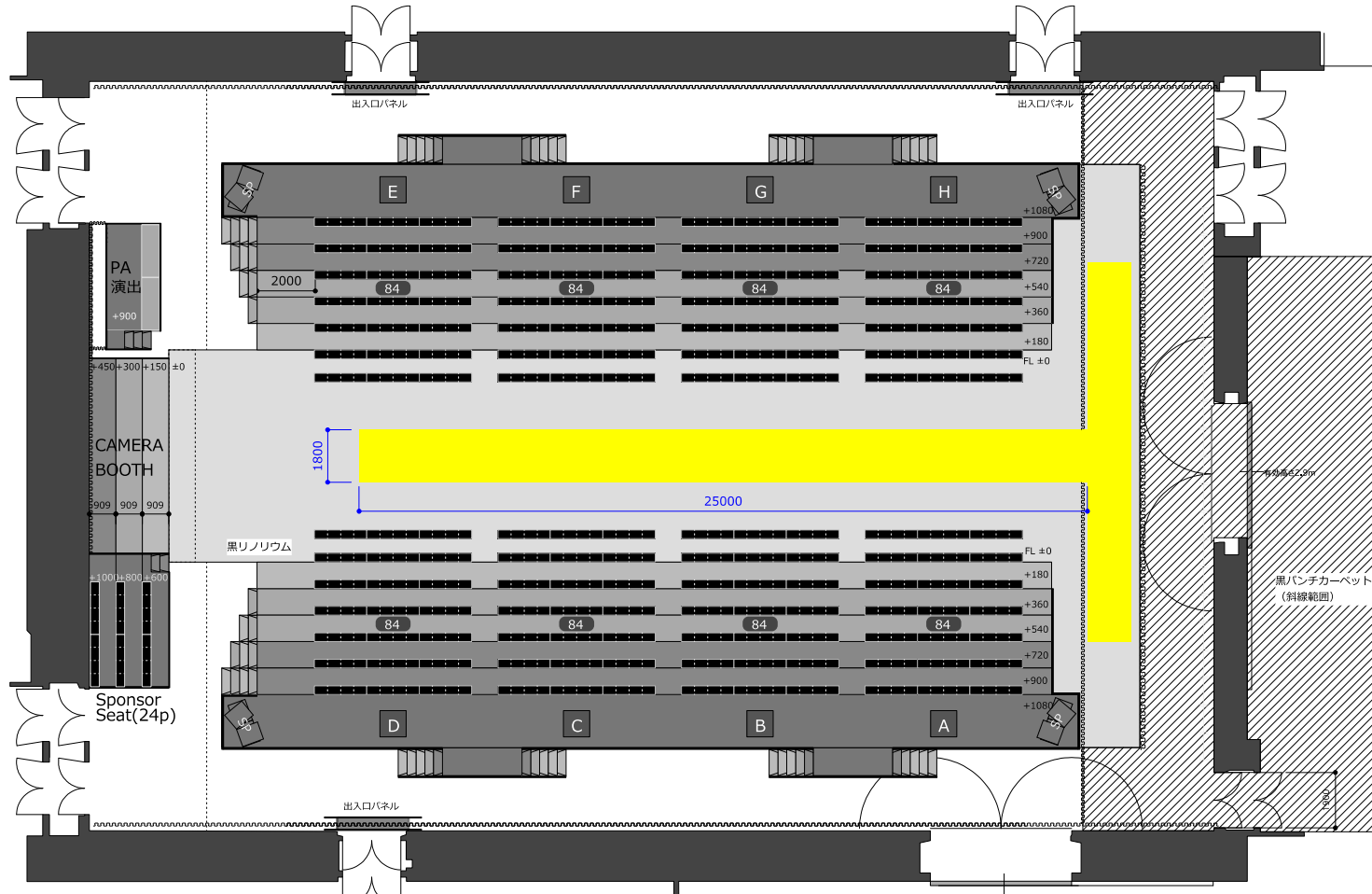
# HALL-A / STYLE-A --- BASIC RUNWAY



<FRONT VIEW>

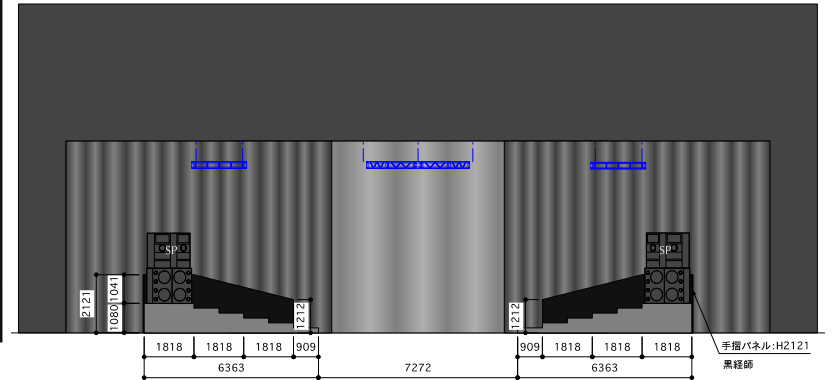
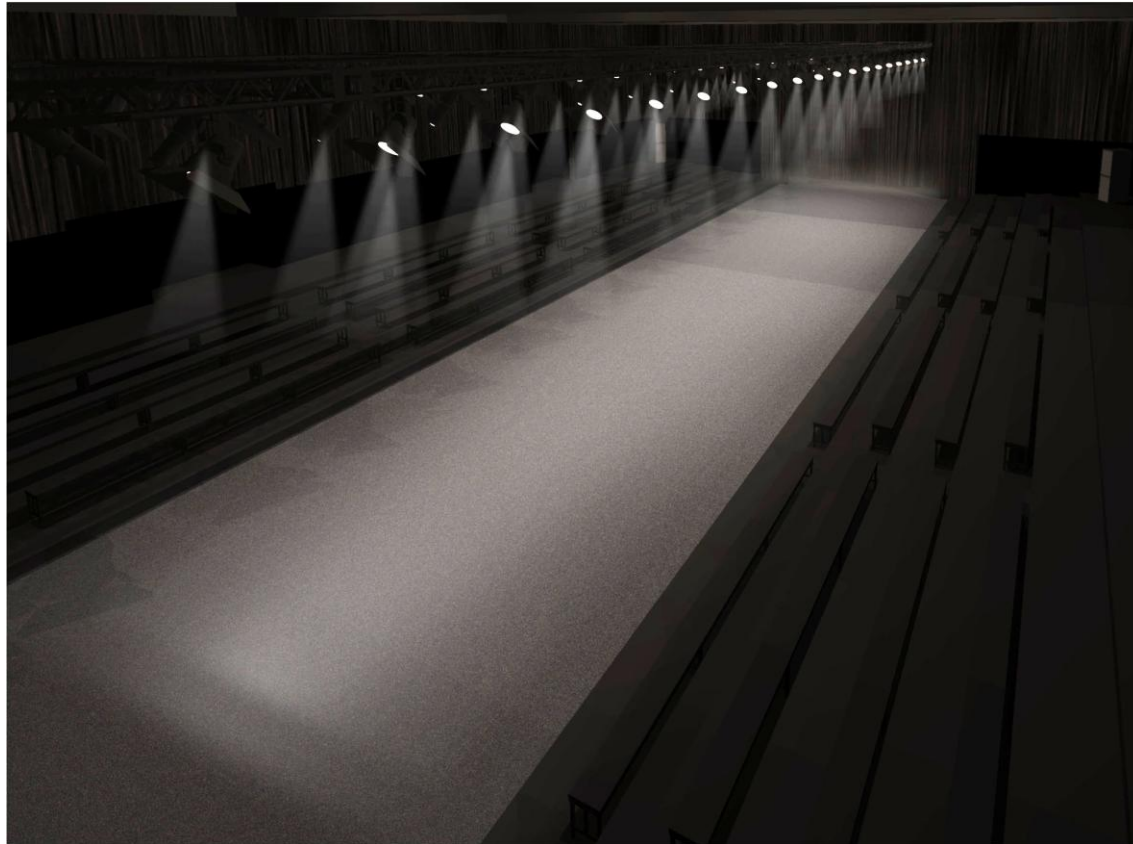
# HALL-A / STYLE-A --- BASIC RUNWAY

## <OVERHEAD VIEW>





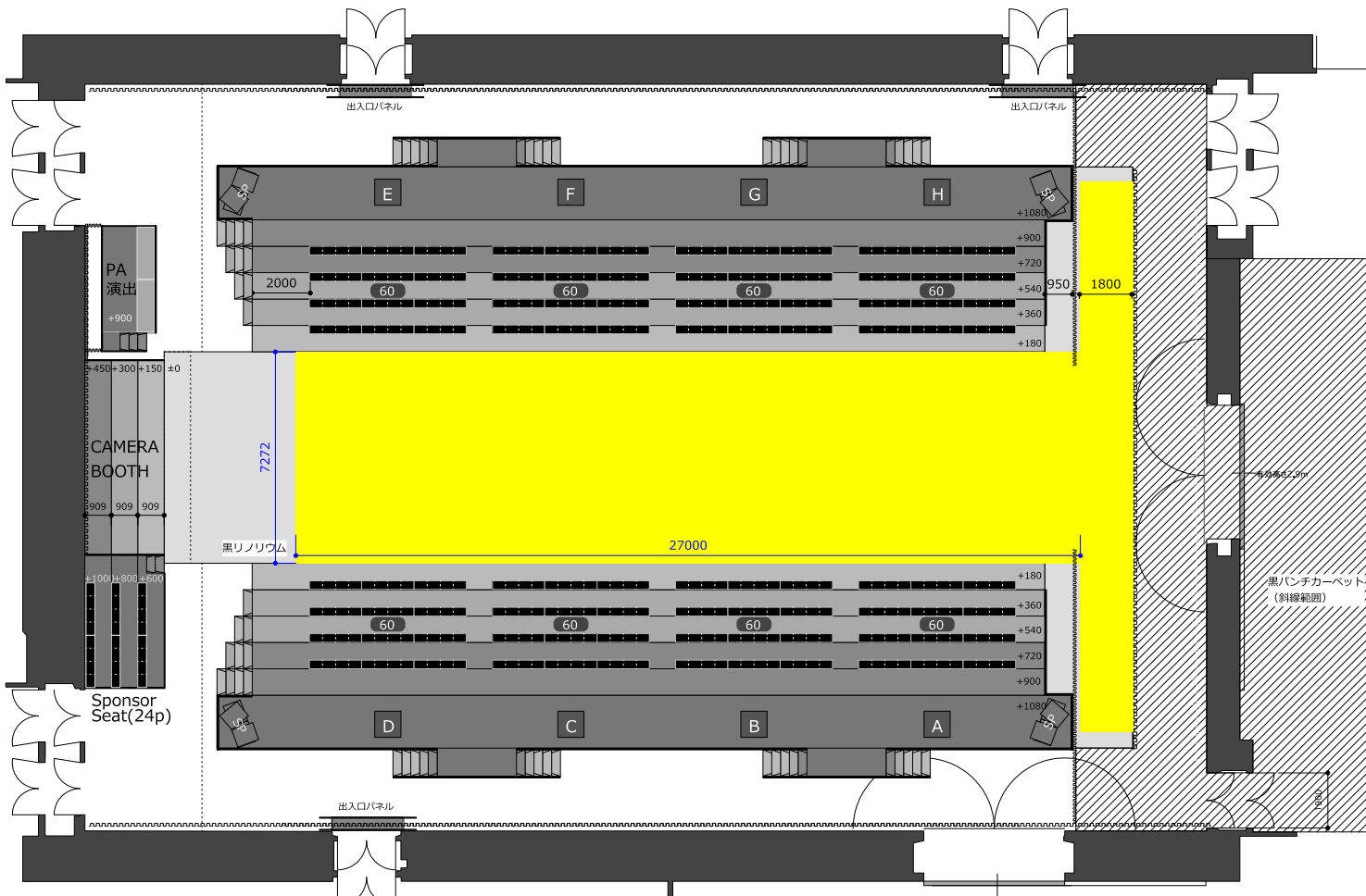
# HALL-A / STYLE-B --- WIDE RUNWAY



<FRONT VIEW>

# HALL-A / STYLE-B --- WIDE RUNWAY

## <OVERHEAD VIEW>



### RUNWAY SIZE

W6.3m × L=27m

### SEATING CAP

384p

### STANDING CAP

200p

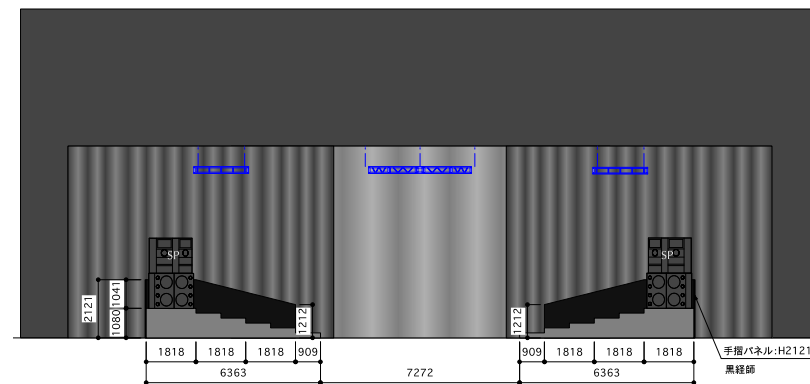
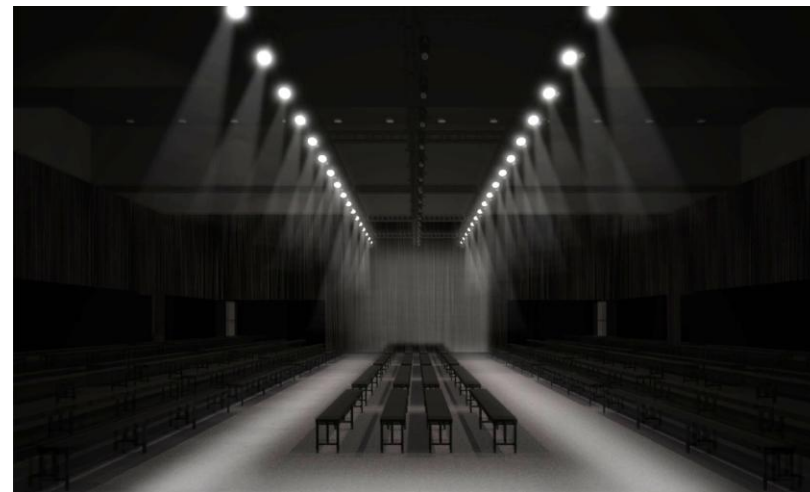
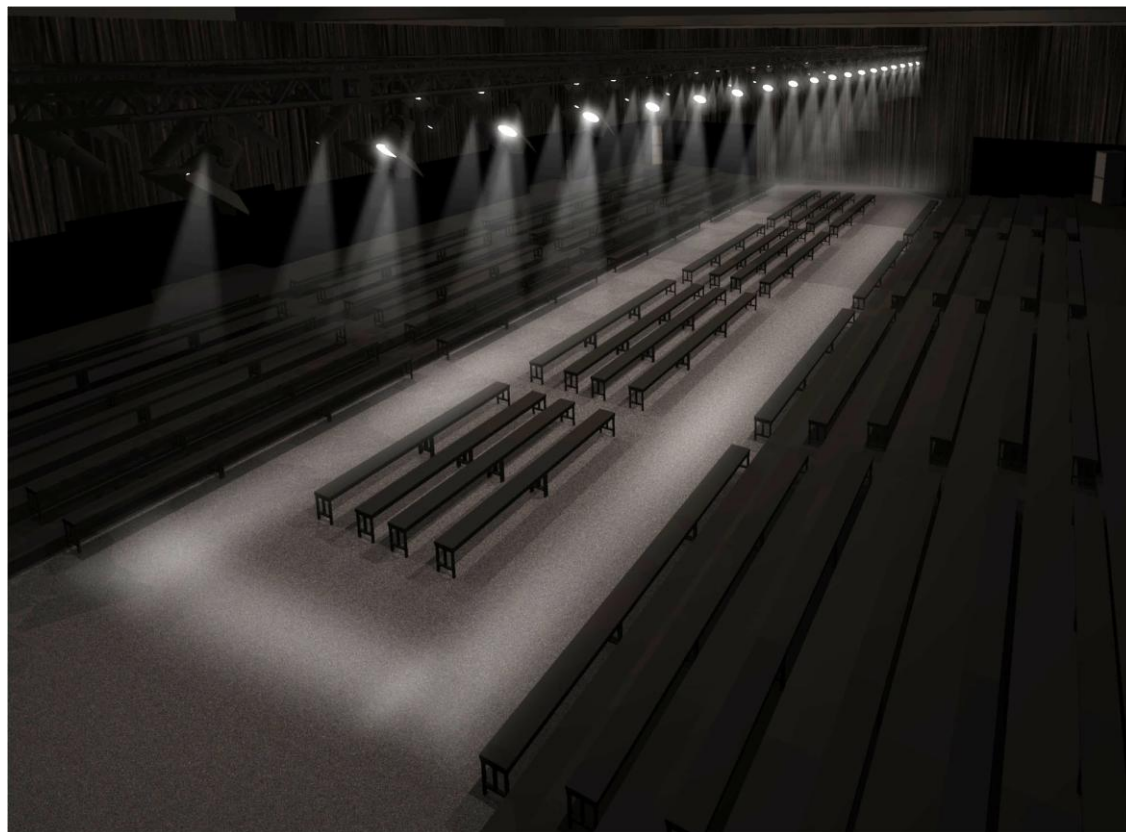
1名0.25m<sup>2</sup>計算→1列50名  
両サイド各2列ずつ

### TOTAL CAP

584p



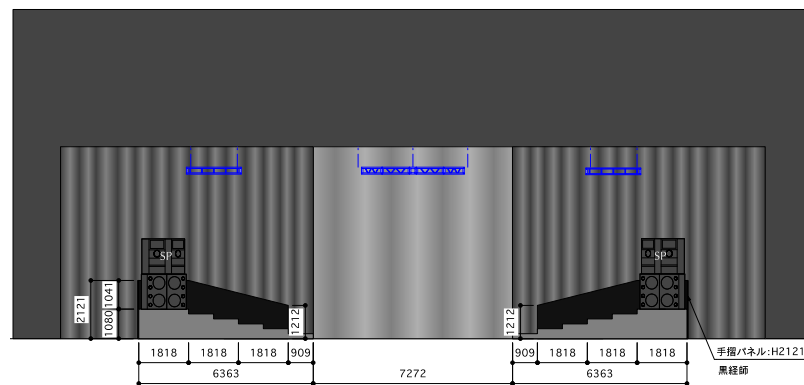
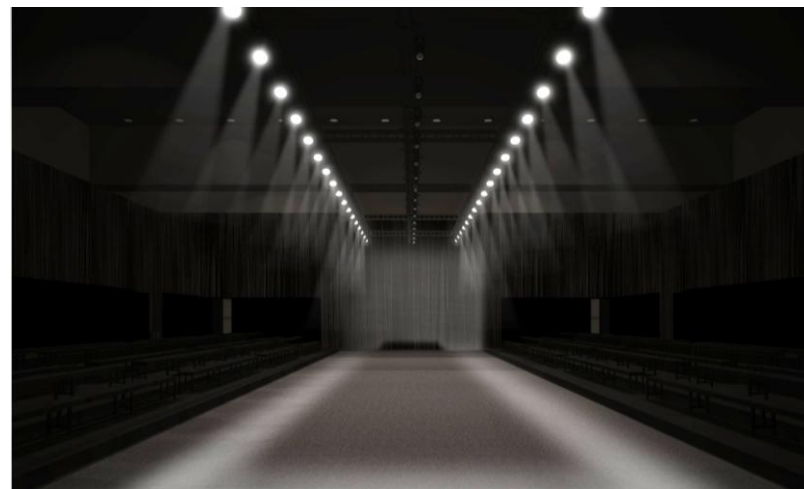
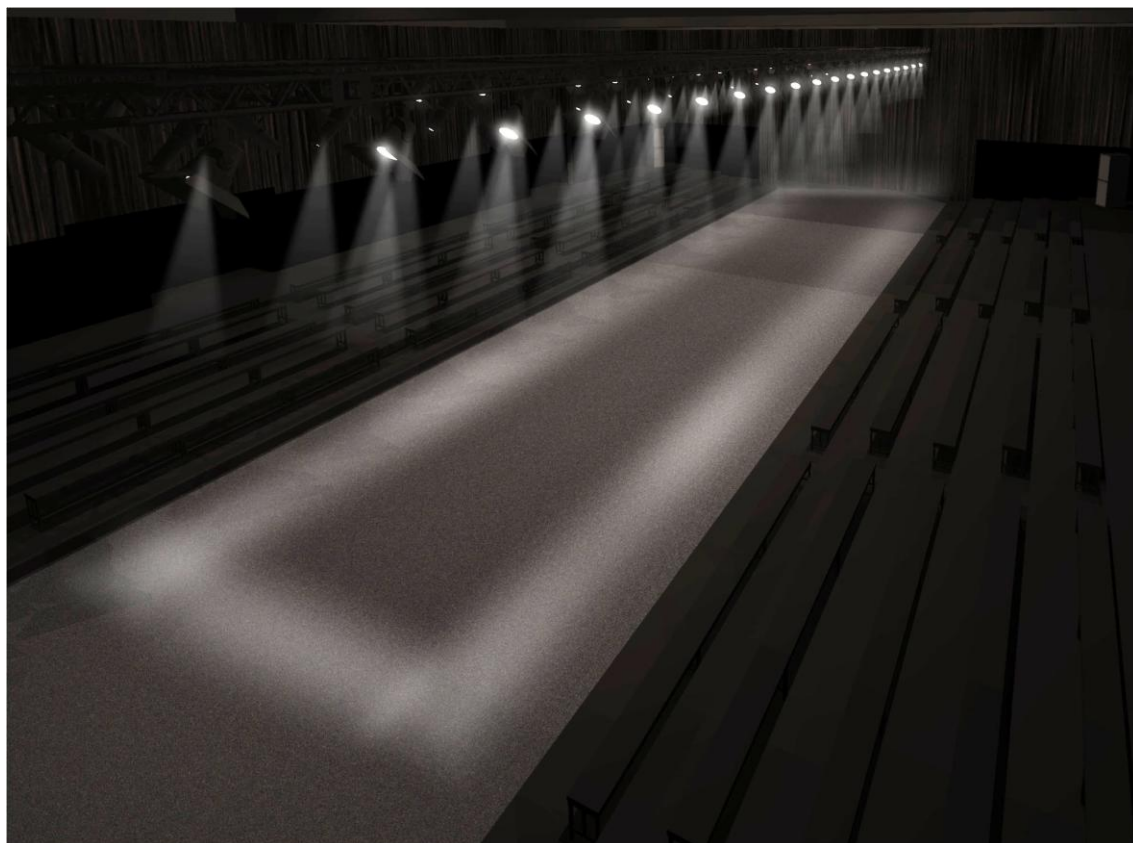
# HALL-A / STYLE-C --- U-SHAPED RUNWAY-1



<FRONT VIEW>



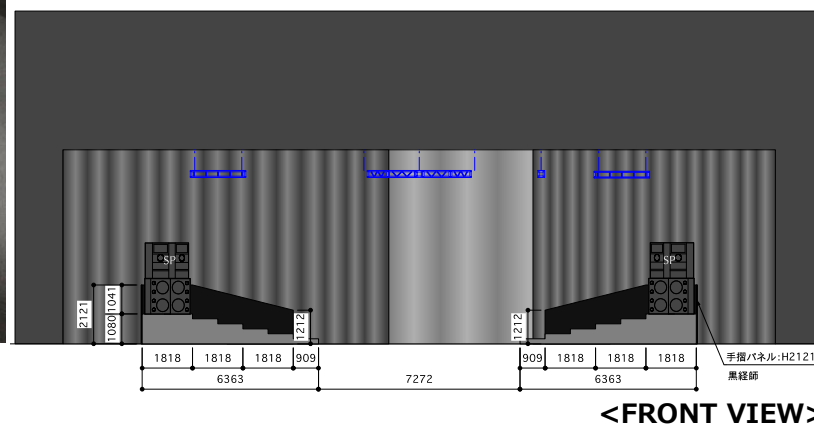
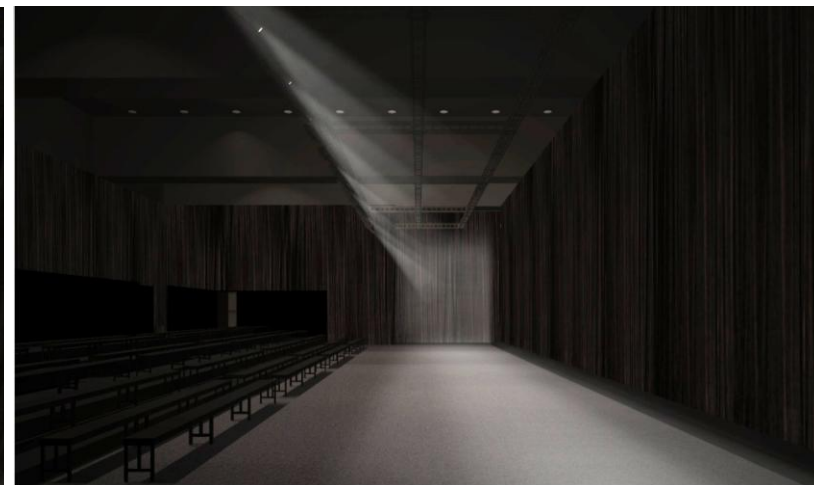
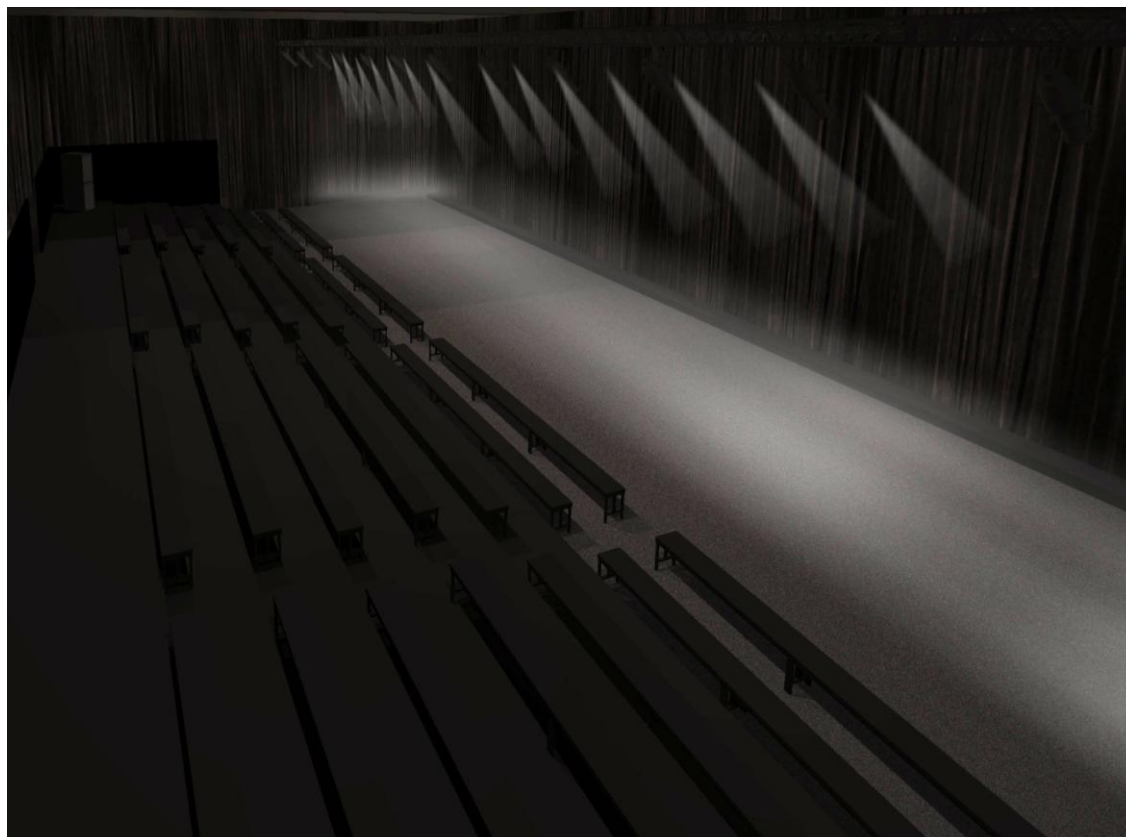
# HALL-A / STYLE-D --- U-SHAPED RUNWAY-2



<FRONT VIEW>



## HALL-A / STYLE-E --- ONE-SIDE SEAT RUNWAY



# HALL-A / STYLE-E --- ONE-SIDE SEAT RUNWAY

## <OVERHEAD VIEW>



### RUNWAY SIZE

W=4.5m × L=27m

### SEATING CAP

336p

### STANDING CAP

100p

0.25㎡ / person → 50p / line  
2 lines / side

### TOTAL CAP

436p

## Hikarie Hall / HALL-B

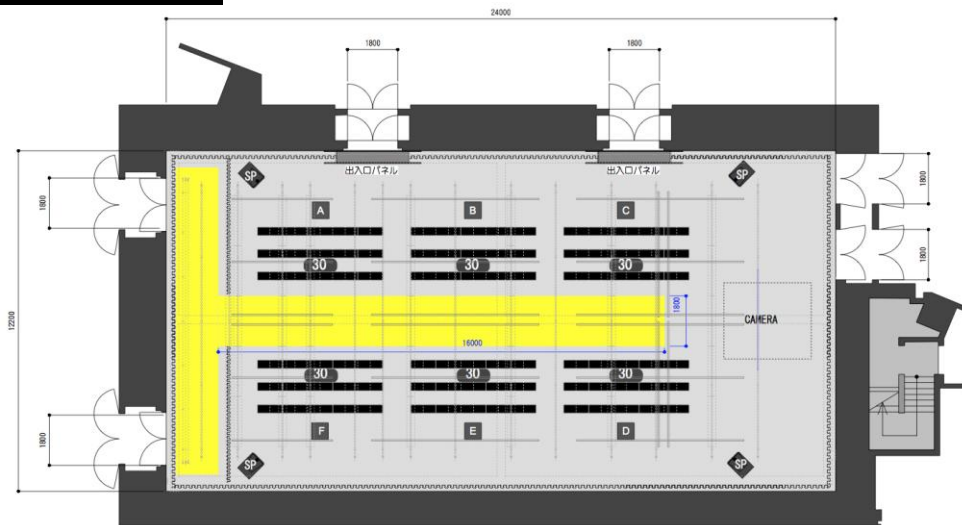
- It is the flexible hall which can do not only runway show but an installation, the presentation movie, etc. and where flexibility is high.

FASHION SHOW	STYLE-A	STRAIGHT RUNWAY	<b>Seating Cap 180p</b>
	STYLE-B	U-SHAPED RUNWAY	<b>Seating Cap 208p</b>
	STYLE-C	SQUARE RUNWAY	<b>Seating Cap 152p</b>
OTHERS	STYLE-D	INSTARATION	<b>Seating Cap TBC</b>
	STYLE-E	PROJECTION	<b>Seating Cap TBC</b>

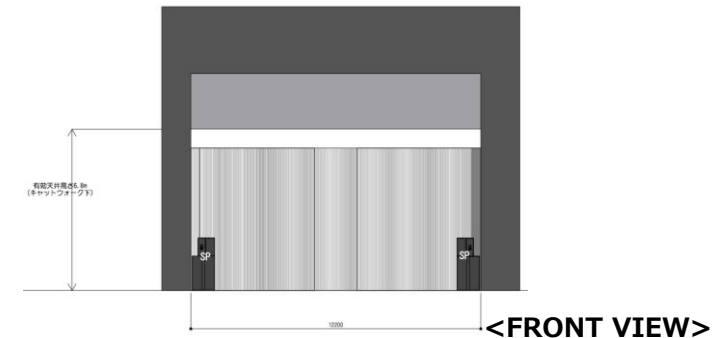


# Main Venue/ Hikarie Hall / HALL-B Basic spec

Almost:240p



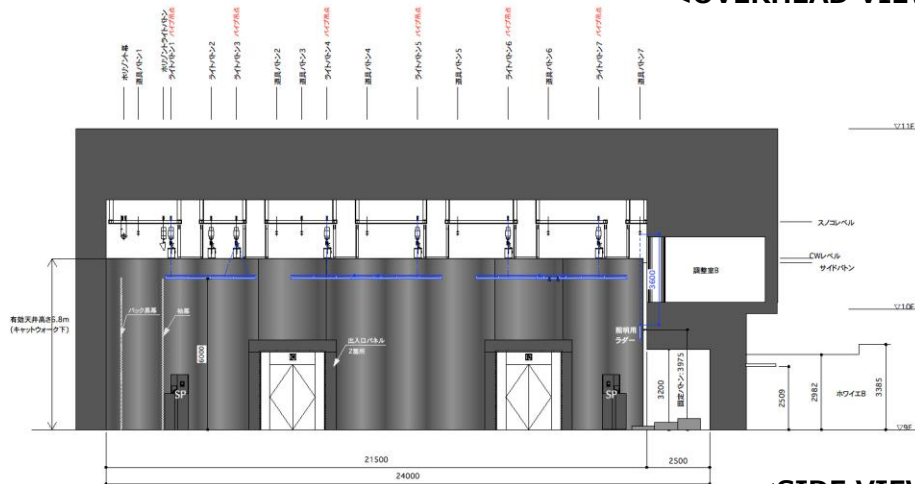
<OVERHEAD VIEW>



<FRONT VIEW>

## Shibuya Hikarie Hall B (HALL-B) FACILITIES

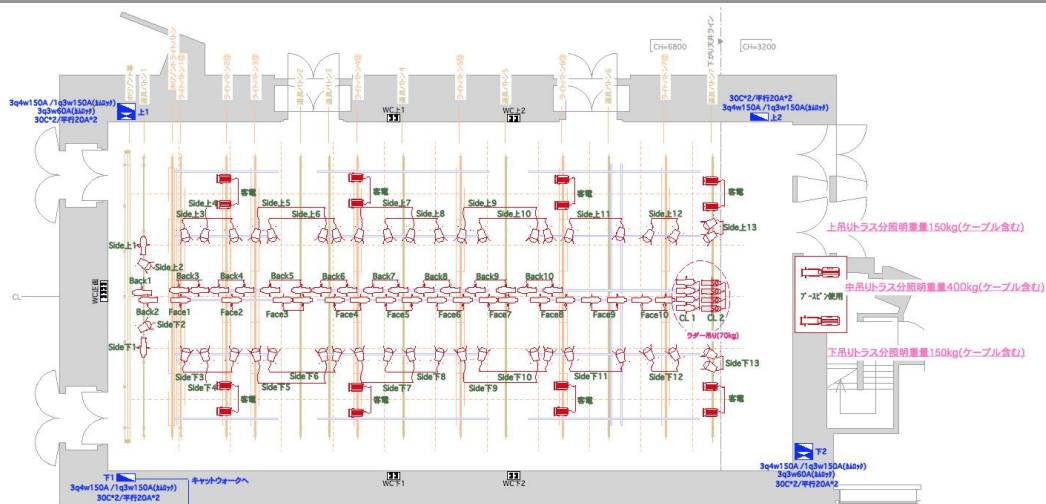
- AREA : HALL/300m<sup>2</sup> (24.0m×12.0m) / FOYER/270m<sup>2</sup>
- ROOF HIGHT : 6.8m
- SEATS : almost 240p (depends on maisons' plans)
- BASIC DECORATION :
  - Large black curtains for walls / Large black curtains for both sides of the stage and cyclorama
  - Base floor of the runway : none
  - ※ The finish-up of the decorations of the runway will be handled by each maison
  - Technical booth (basically in the lights room on 10F)
  - Tiered audience seats: : none
  - Audience seats: black benches(seats of 4×48 = 192people +seats of 2×18=36people)
  - ※ Chairs prepared with the venue may also be used
  - Camera booth: Two unit stages of the venue (installed permanently)
  - \* Brands should remove the booth if it is unnecessary according to their use
- Misc. :
  - AIR CONDITIONER : fully-equipped
  - CLEANING : maisons must make preparation
  - \* Other Hikarie supplies can be used upon charge as necessary.



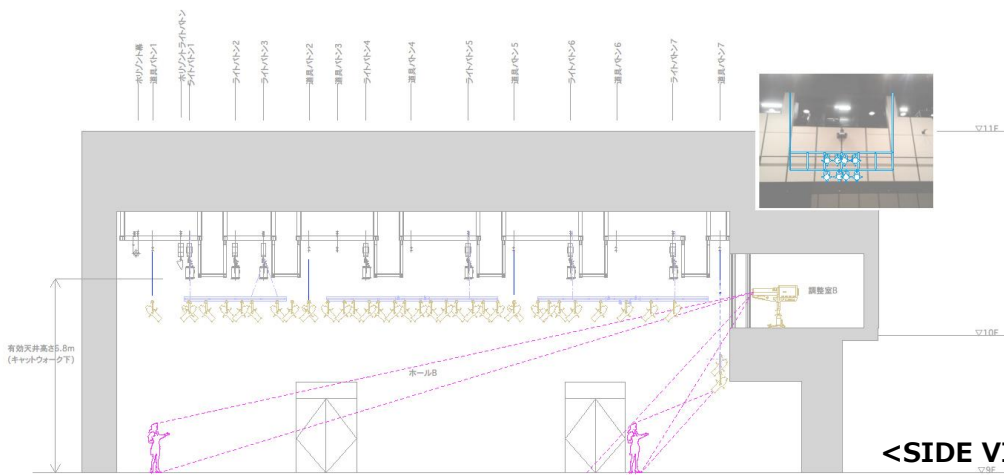
<SIDE VIEW>



# Main Venue / Hikarie Hall / HALL-B / 10F H&M ROOM · MAISON ROOM Basic spec



<OVERHEAD VIEW>



<SIDE VIEW>

## LIGHTING

**HALL** : 750W Source-Four × 44  
1000W 8" Fresnel 7.5kg × 44  
1000W 8" PC 8kg × 16  
1K X'nom PIN × 2

**H&M ROOM** : 150W CDM × 6

## SOUND

**MAIN** : Attached Speaker × 4

**SUB** : JBL SRX728S × 4

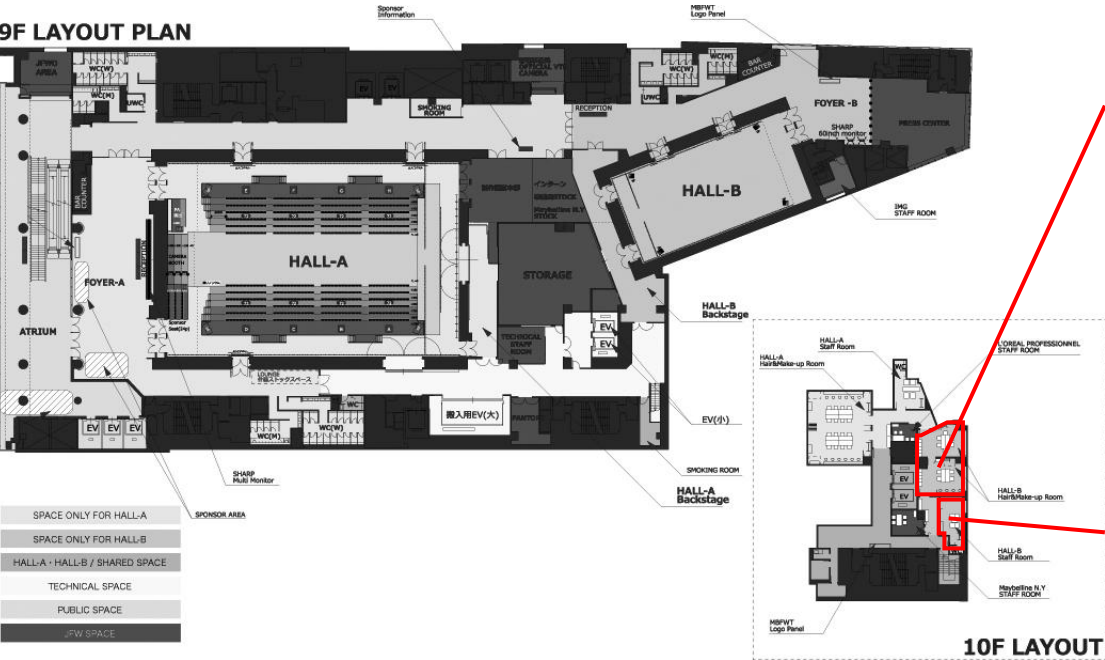
## TECHNICAL STAFF

**STAGE** : CHIEF × 2

**LIGHTING** : CHIEF STAFF × 1  
STAFF × 1

**SOUND** : CHIEF STAFF × 1

# Main Venue / Hikarie Hall / HALL-B / 10F H&M ROOM · MAISON ROOM Basic spec



## H&M ROOM

### FURNITURE

- Conference Tabele . . . . . 7
- Chair . . . . . 19
- Mirror for H&M ( addition) . . . . . 6
- Coin-Locker(for 6 persons) . . . . . 2

### FACIITIIES

- Lightning for H&M(except attached) . . . . . 6
- Plug in for H6M (1.5kw / included power) . . . . . 10

## Green Room for Maison

### FURNITURE

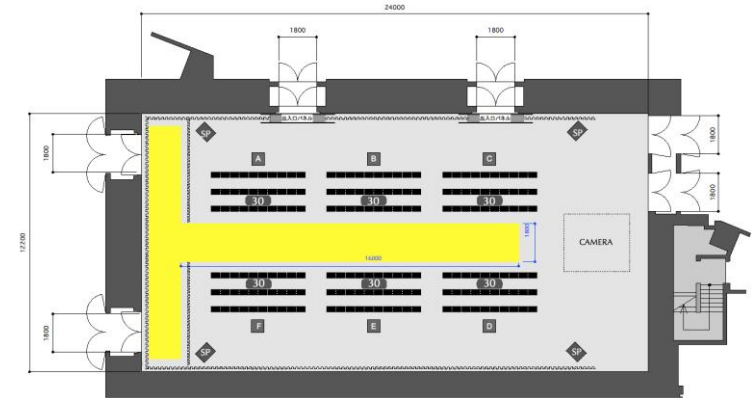
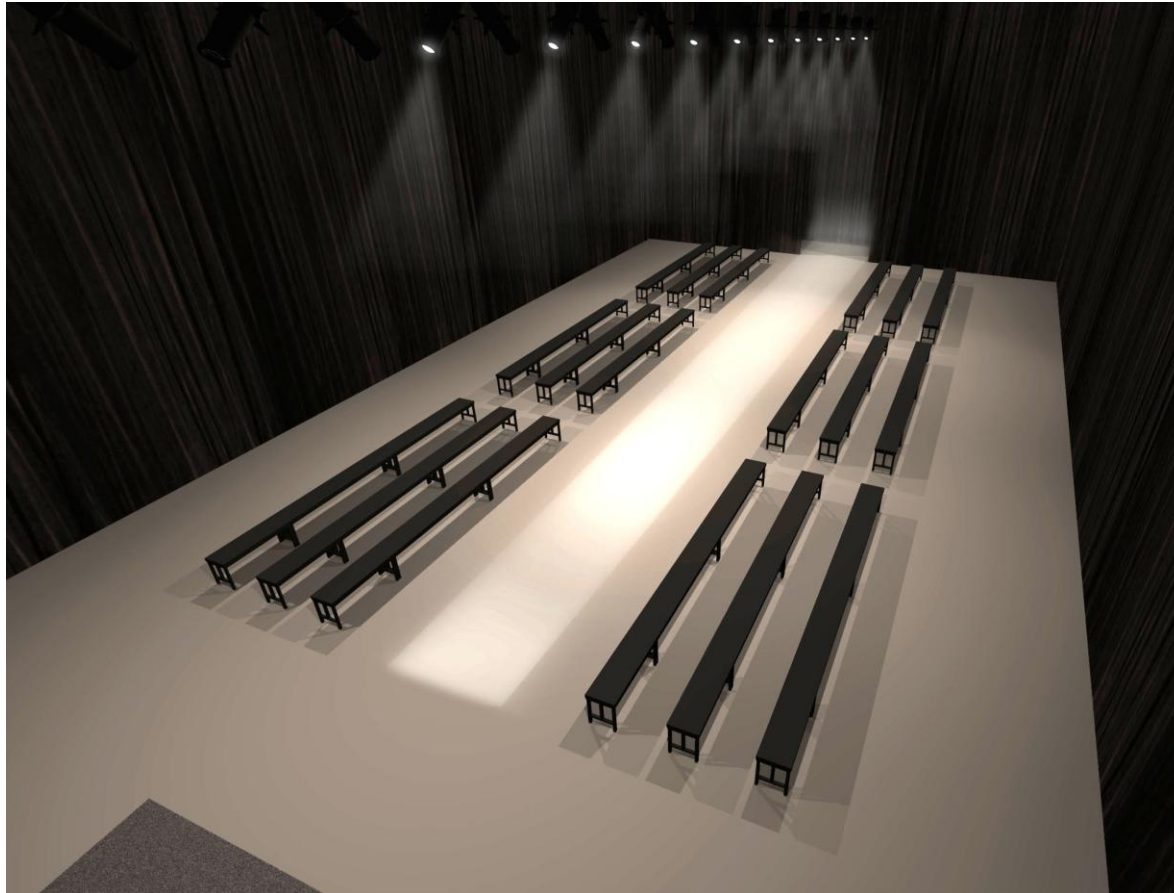
- Conference Tabele . . . . . 1
- Chair . . . . . 4

### FACILITIES

- Power(1.5kw) . . . . . 2

**ATTENTION!** Must prepare irons if you need. The Office does not prepare.

# HALL-B / STYLE-A --- SQUARE RUNWAY



## RUNWAY SIZE

W=1.8m × L=16m

## SEATING CAP

180p

## STANDING CAP

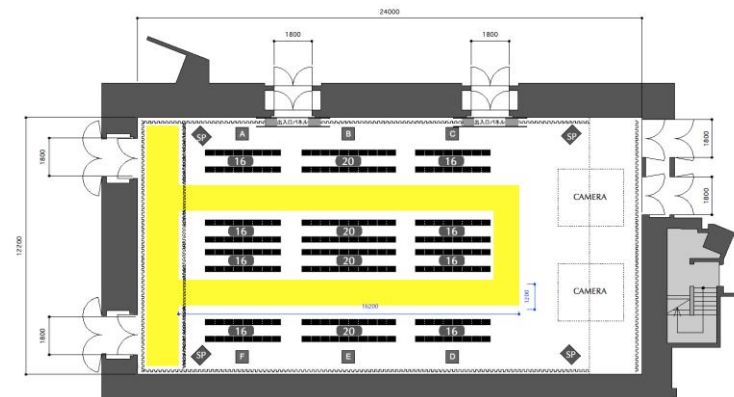
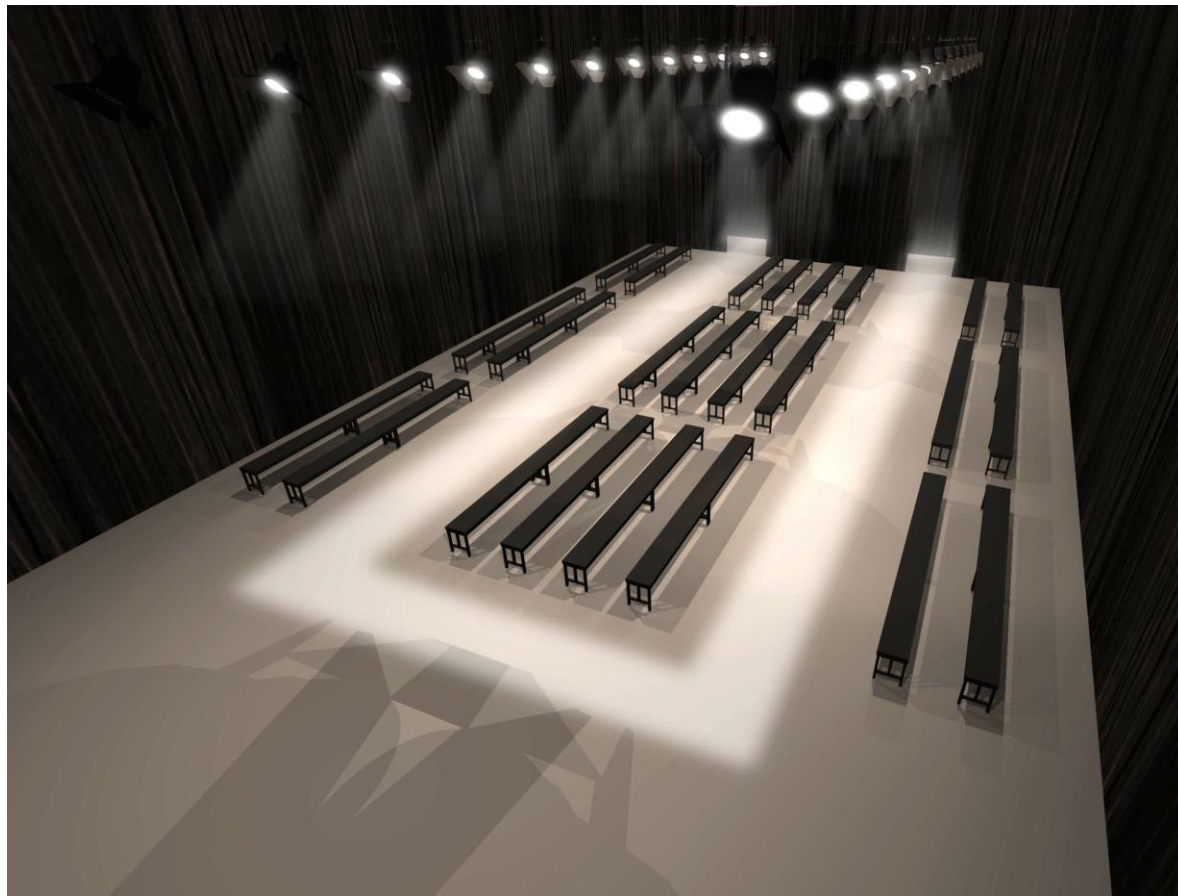
120p

1名0.25m<sup>2</sup>計算→1列30名  
両サイド各2列ずつ

## TOTAL CAP

436p

# HALL-B / STYLE-C --- U-SHAPED RUNWAY-1



## RUNWAY SIZE

縦方向 W=1.2m × L=16.2m

横方向 W=1.2m × L=5.7m

## SEATING CAP

208p

## STANDING CAP

120p

1名0.25m<sup>2</sup>計算→1列30名

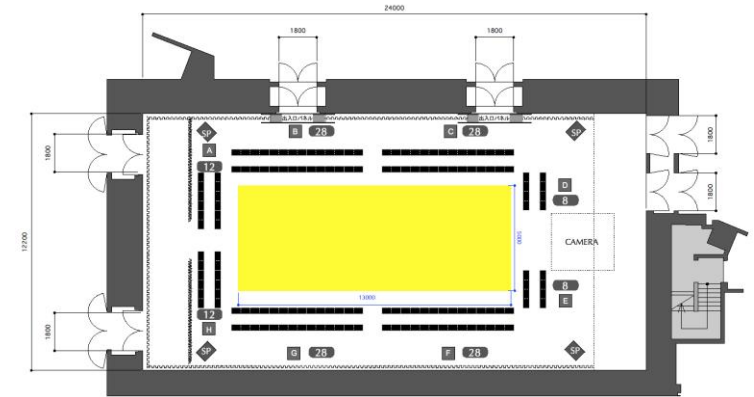
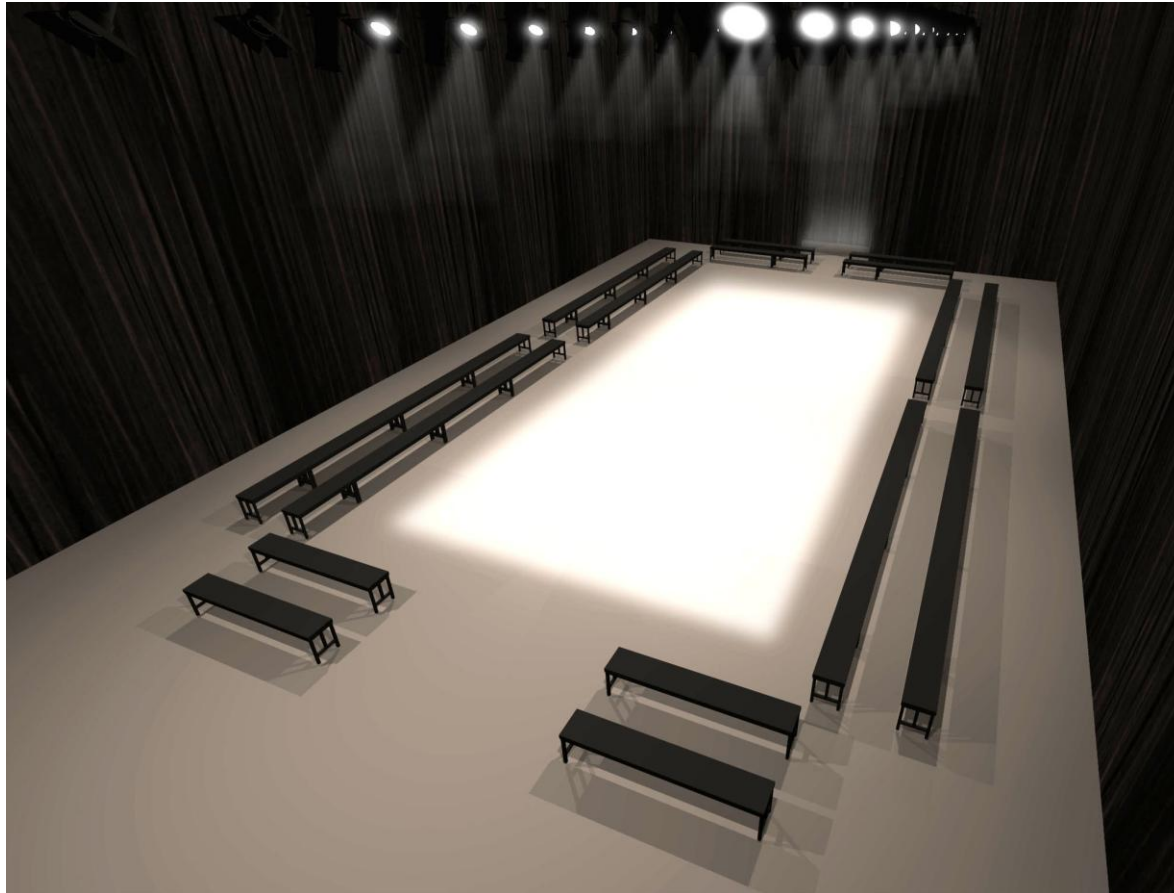
両サイド各2列ずつ

## TOTAL CAP

328p



# HALL-B / STYLE-C --- U-SHAPED RUNWAY



## RUNWAY SIZE

W=5.0m × L=13m

## SEATING CAP

152p

## STANDING CAP

120p

1名0.25m<sup>2</sup>計算→1列30名  
両サイド各2列ずつ

## TOTAL CAP

272p

## HALL-B / STYLE-D --- INSTARATION



## HALL-B / STYLE-E --- PROJECTION



You can use the attached screen and present your collection by video. \*You must pay for labor cost.



# Notes on the main venue (Shibuya Hikarie)

**With regard to your participation, please be sure to observe etiquette of using the hall, various rooms, as well as traffic rules from the venue entrance/exit to its neighboring areas.  
We appreciate your understanding and cooperation to have all participants comfortably use the venue.**

## ■ Management, theft, and insurance

- The Secretariat will have security staff on hand during installation, removal, and the show itself to handle security for the venue and items within the venue. However, we will not claim responsibility for losses due to acts of nature or theft, loss, or damage of items relating to the show such as wardrobes or makeup.
- In order to ensure that damages due to unforeseen accidents are not incurred during installation, removal, the show itself or any time in between, we recommend that participants have the relevant items **insured as needed**.
- Coin-operated lockers are available in the model dressing rooms of the Hikarie Hall A / Hall B (12 total), and these may be used to store items safely.

## ■ Installation and removal

We will send out guidance materials regarding installation and removal regulations at a later date.

## ■ Backstage waiting rooms

We will send out guidance materials regarding backstage waiting room usage regulations at a later date.

\*Before leaving, please reorganize every area that you used as it originally was.

## ■ Food and beverage consumption within the venue

Although consumption of food and beverages within the venue or its surrounding areas are not explicitly forbidden, **please be aware that the Secretariat is absolved of all responsibility for any problems arising from these actions.**

## ■ Lunchboxes

We ask that **participants prepare their own lunchboxes at each Maison. Also, please carry out any garbage created due to consumption of these lunchboxes.**



# Notes on the main venue (Shibuya Hikarie)

## ■ Disposing of trash created at venues \* Please follow the rules and fulfill your social responsibility!

Please carry out any trash created at venues from each Maison.

**\*A maison disposed of their waste along the way, which led to an illegal disposal dispute.**

Items such as wardrobes, makeup tools, and all other trash left over in venues beyond the period stipulated by the Secretariat will be disposed of at its discretion. The costs incurred for said disposal will be charged to each Maison.

## ■ Decorations and congratulatory bouquets

Unless explicitly stated otherwise, **congratulatory bouquets and all other flowers are prohibited within the Hikarie Hall. We ask for the understanding and participation of all parties wishing to send such bouquets in advance.**

## ■ Smoking

Smoking is prohibited within the venue. Please smoke only in the designated areas.

## ■ Contact will be made regarding the preliminary inspection of the Shibuya Hikarie Hikarie Hall following the exhibit decision.

## ■ Reception, guidance, and cleanup

Conducting show reception, guidance of visitors, and venue cleanup is the responsibility of each brand.

## ■ Applications regarding fire prevention measures

Applications regarding the absolving of restricted activities, specifically for the use of smoke machines (diffusion), will be collectively performed by the Secretariat.

Maisons planning to use smoke machines as part of their show performance must apply to the Secretariat in advance (details will be relayed at a later date).

Performances which involve hazards such as use of exposed flame are prohibited unless explicitly stated otherwise. Do not use these in your performance without express consent.

Please direct all inquiries regarding this or other matters to the Secretariat.

## ■ Evacuation lights

When temporarily turning lights off, it is an obligation of each brand to convey this message to visitors upon entering the venue, and making notifications by signs. JFWO will have the signs prepared, so please make contact regarding usage.

# Advantages

- Show makeup support by MAYBELLINE NEW YORK professional makeup artists.  
\*Support may be unavailable depending on the show schedule.
- Show hair support by LOREAL PROFESSIONNEL.  
\*Support may be unavailable depending on the show schedule.
- Show hair support by Conair Japan G.K. backing up MIRACURL  
\*Support may be unavailable depending on the show schedule.
- You can transmit information widely toward domestic / foreign media and buyers by the network that JFWO has created for many years.
- We hand out the list of domestic/foreign press and buyers have updated every seasons.
- A list will be provided with domestic and international press and buyer invitations for each season.
- You have support the fee of the venue from JFW if you use official support venue.  
\*More detail→p.6
- We can provide a show DVD if you use Official Support Venue.  
If using the official venue, a DVD of the show is offered at a reasonable price.  
\* There will be no movies recorded in other venues.

# Registration Fee

You must pay for the registration fee if you want to go in for the Mercedes-Benz Fashion Week TOKYO.

**Registration Fee**

**150,000 yen** (excepted tax)

## ■ Charge to Use the Venues

Venue	Date	Show time	Operating Time	Charge (excepted tax)
Shibuya Hikarie Hikarie Hall A	10/13 (Mon/Holiday) ~10/19 (Sun)	11:00	7:30~12 : 30 (5H)	500,000 yen
		16:00	12:30~17 : 30 (5H)	1,000,000 yen
		21:00	17:30~22 : 30 (5H)	2,000,000 yen
Shibuya Hikarie Hikarie Hall B	10/13 (Mon/Holiday) ~10/19 (Sun)	10:30	7:15~12 : 00 (4.75H)	Support Venue
		15:30	12:00~17 : 00 (5H)	450,000 yen
		20:30	17:00~22 : 00 (5H)	700,000 yen

\*You might pay presence fee for special direction.

●Please pay your registration and venue fee by wire transfer by Friday, July 18.

\*The amount will be returned if you do not pass the committee screening.

\*Schedule will be prioritized for those whose venue fee is received.

\*Please contact us if you need an invoice or receipt.

[Deposit account]

Bank Name: MIZUHO BANK, Ltd.

Branch Name: KOBUNACHO

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

Swift Code: MHBKJPJT

Account #: Saving Account 105-1127087

Beneficiary: Japan Fashion Week Organization

# Schedule

month		Schedule	Notes
6	6/16 (Mon)	Begin to accept applications for Mercedes-Benz Fashion Week TOKYO 2015 S/S	
7	7/18 (Fri)	Deadline for participation application	No application will be accepted after the deadline
		The due date of fee for participation and venue	Please pay into the bank account which we indicated
	7/21 Week	Brands which will participate 2015 S/S is selected.	We shall contact your representative
8	Beginning of August	Sending of exhibitor agreement	
		Announced exhibitor brands of 2015 S/S	
	8/15 (Fri)	Deadline for submitting exhibitor agreement	Please submit the agreement
	8/12 (Thu) ~ 16 (Fri)	Summer Holiday of JFWO	
9	9/12 (Fri)	Detailed schedule of 2015 S/S is determined	
	9/15 Week	Announced collection schedule of 2015 S/S	
	September	Deadline for submitting collection tickets	Please submit the document
	September	Press/Buyer list sent	We shall send your representative
10	Beginning of October	Deadline for submitting maison ID (only for Official Support Venue), and collection tickets	Please submit the document
	Beginning of October	Sending of manual.*Shibuya Hikarie Hall only.	We shall send your representative
	10/13 (Mon. Holiday) ~ 19 (Sun)	Mercedes-Benz Fashion Week TOKYO 2015 S/S	

## ■ Note

Please pay your exhibition fee (venue, registration, and other fees) for Mercedes-Benz Fashion Week TOKYO 2014-15 A/W by Friday, Jul 18. Please contact us if you need an invoice or receipt.

**If we couldn't check each, you might be not able to make your presentation.**

## ■ ■ Inquiries for Exhibition ■ ■

Mr. Kitamura  
Japan Fashion Week Organization  
8<sup>th</sup> Floor, No.5 Kanou Bldg., 3-26-16 Shibuya,  
Shibuya-ku, Tokyo 150-0002  
TEL : 03-3406-5261 FAX : 03-6805-0793  
Time in : 10 : 00-18 : 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	※1 • Please download the form from the official website and fill out all necessary items.
※2 Brand Image Visuals Adobe Photoshop EPS format (compatible with up to CS2)	• For those applying for support, please fill out all items. Please note that you may be disqualified from the selection if there is any item missing.
※3 Brand Logo single-species (Adobe Illustrator ai format)	※2 • To be used for the official website of JFWO and other official media H110mm × W95mm, 350dpi resolution, CMYK mode • Please request, in advance, for approval of the publicity of models to their agencies from each maison.
※4 Designer Portrait (Adobe Photoshop EPS format)	※Please put the data of 1~4 into CD-ROM, and hand it in.
※5 Brand reference materials	※5 • 3 outfits with the newest items (actual samples). They will be returned at August 1. • An output of 10-20 outfits for both the S/S and A/W seasons in a photobook or scrapbook included with the brand concept and product photos.

※ Please put the data of ①~④ on a CD-ROM

## Have participated the JFW or Mercedes-Benz Fashion Week TOKYO

Exhibitor Application Documents	remarks column
※1 Participation Application	※1 • Please download the form from the official website and fill out all necessary items. • For those applying for support, please fill out all items. Please note that you may be disqualified from the selection if there is any item missing.
※2 Brand Image Visuals Adobe Photoshop EPS format (compatible with up to CS2)	※2 • To be used for the official website of JFWO and other official media H110mm × W95mm, 350dpi resolution, CMYK mode • Please request, in advance, for approval of the publicity of models to their agencies from each maison.
※3 2014-15 A/W seasons In a photobook	

※ Please put the data of ①~② on a CD-ROM. Please submit the actual object for ③.

## The application must arrive at the following address by July 18 (Fri)

- The application must arrive at the following address by 18:00 on July 18 (Fri)
- Applications will not be accepted after the deadline.
- Applications may not be submitted by e-mail or FAX.
- Please note that the submitted documents will not be returned.
- This Presentation Guide is as of June 16, 2014. We will make a notification when details change.

### ■ ■ Location where applications should be submitted ■ ■

Mr. Kitamura  
Japan Fashion Week Organization  
8th Floor, No.5 Kanou Bldg., 3-26-16 Shibuya, Shibuya-ku, Tokyo 150-0002  
Tel +81 (3) 3406-5261 [JFW Secretariat]  
+81 (3) 6805-0791 [JFW Textile Business Secretariat]  
Fax +81 (3) 6805-0793 [Shared]  
Time in 10:00am - 6:00pm (weekday) No-business day  
(Saturdays, Sundays and public holidays)