
Rakuten Fashion Week TOKYO

Rakuten

[Participation Guide]

2024 Autumn / Winter

Nov 14, 2023

Japan Fashion Week Organization

In carrying out this season's Rakuten Fashion Week TOKYO

The Japan Fashion Week Organization (hereinafter indicated as JFWO), will be hosting a fashion week equipped with a variety of menus, as the only platform in Japan for brands, not only Japanese, but all brands centering around Asia with the potential to step out into the world and be globally active.

Participation in the fashion week can in either physical or digital presentation form, whichever the participant prefers.

A presentation schedule will be planned for all collection presentations during the term, to be widely transmitted both nationally and internationally through the fashion week Official WEB site, and Official YouTube channel. (In case of physical presentations, live transmission also available). Furthermore, to increase the possibility of participating brands' collections being seen by as many people as possible, collections will be transmitted not only in the fashion week Official WEB site, but also in the Official WEB site of our main sponsor, Rakuten, along with sites of fashion week Official media partners, etc.

Also, in an effort to create opportunities for participating brands to help invigorate the event together with us, we will be actively collaborating with other events, not only within the fashion industry, but also with events of other industries.

For details, please refer to the pages on "efforts in strengthening our power of transmission as a fashion week", in this guideline.

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

Japan Fashion Week Organization International

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Event Outline

■ NAME OF EVENT : Rakuten Fashion Week TOKYO 2024 A/W

■ DATE : March 11th (Mon.), 2024 ~ March 16nd (Sat.), 2024

■ MAIN VENUES : Shibuya Hikarie, Hikarie Hall A , Hikarie Hall B / Omotesando Hills, Main Building B3F, SPACE O

■ 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 2023 A/W term)

■ SPONSORS (as of the 2024 S/S term)

TITLE SPONSOR	Supporting Partners
OFFICIAL SPONSOR	
SPECIAL SUPPORTING PARTNERS	

OFFICIAL MEDIA PARTNERS			
FASHION PRESS	FASHIONSAP	毎日新聞	日経新聞
読研新聞社	thejapandocs	WWD	
OFFICIAL MEDIA SUPPORTERS			
ApparelVibe	ELLE	Fashion	gap
LAUNCH METRICS	marie claire	Omosan	OSF
PERK	Q	QUOVIEN	雑誌ニッポ
シフヤ経済新聞	装苑	BOF	雑誌

OFFICIAL SUPPORTERS		
VENUE PARTNER		
COOPERATOR		

Event Outline

[Rakuten Fashion Week TOKYO 2024 A/W]

■ DATE : March 11th (Mon.), 2024 ~ March 16nd (Sat.), 2024 Fashion Shows, Installations, Footage Distribution (the season: 2024 A/W)

■ VENUE 【 Various Venues in Tokyo 】

- Official Support Venue (Shibuya Hikarie, Hikarie Hall A, Hikarie Hall B, Omotesando Hills, Main Building B3F, SPACE O)
- Others

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

■ COLLECTION SCHEDULE PLAN

Official schedule of actual fashion shows will follow the time-table (TBD) below.

※Please keep in mind, depending upon application situations, schedules may be adjusted.

※Schedule for digital formats will be adjusted in 30-minute intervals.

※If you wish for a schedule other than that indicated below, please contact us.

Venue		11-Mar	12-Mar	13-Mar	14-Mar	15-Mar	16-Mar
		Mon	Tue	Wed	Thu	Fri	Sat
Shibuya Hikarie	Hikarie Hall A	12:00 19:00	12:00 19:00	12:00 19:00	12:00 19:00	12:00 19:00	12:00 19:00
	Hikarie Hall B	11:30 18:30	11:30 18:30	11:30 18:30	11:30 18:30	11:30 18:30	11:30 18:30
Omotesando Hills	Space O	-	15:00	15:00	15:00	15:00	-
Other venues		13:30 17:00 20:30	13:30 17:00 20:30	13:30 17:00 20:30	13:30 17:00 20:30	13:30 17:00 20:30	13:30 17:00 20:30
Digital		10:00-16:00 16:00-21:30	10:00-16:00 16:00-21:30	10:00-16:00 16:00-21:30	10:00-16:00 16:00-21:30	10:00-16:00 16:00-21:30	10:00-16:00 16:00-21:30

As of Nov 14, 2023

Exhibit Outline

■ How to participate in “Rakuten Fashion Week TOKYO 2024 A/W

Please choose the form of participation you wish for from below and submit application by the dead-line (December 11th).

【Forms of participation】

① Announcement in physical format, with guests, at Official venues.

• • • Selections up to 5th choice, at Hikarie Hall A or Hikarie Hall B or Omotesando Hills (refer to p.4)

② Announcement in physical format, with guests, at venues other than the official venues.

• • • Time slot selections up to 5th choice (refer to p.4)

③ Digital presentation upon the Rakuten Fashion Week TOKYO Official WEB-site. (Please choose from below)

a. Edited movie

b. Edited still photos

c. Other (please indicate specific contents)

• • • Transmission schedule selection up to 5th choice (refer to p.4)

■ At JFW, all documents and communication, including the “Exhibit Contract”, is based in Japanese. Brands participating from overseas, or brands which have a foothold in Japan but has difficulty in communicating in Japanese, must retain a representative whom can communicate in Japanese.

(There are Japanese PR companies which take-on such tasks. If you do not have a Japanese speaking representative, please consider this as an option)

Exhibit Outline

■ Screening exhibitors for Rakuten Fashion Week TOKYO 2023 A/W (Collection Shows, Installations, Footage Distribution)

The JFW Executive Committee screens under the below criteria.

※The JFW Executive Committee is

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

【Exhibit standard for screening】

①Quality

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

②Having a minimum level of business operation

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

③ Business meeting during the Rakuten Fashion Week TOKYO term.

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

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

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

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

■ About screening

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

■ Notification of screening results

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

As for the second stage, we will contact the brand directly, in late December, and second screening will be early January.

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

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

Exhibit Outline

■ Regarding seats for guests

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

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

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

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

■ Regarding co-sponsorship

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

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

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

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

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

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

■ Regarding invitations

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

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

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

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

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.

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 mid-February)

Footage recordings

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

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

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

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

- Hikarie – Movie 【Hall A: 2 cameras , Hall B: 1 cameras】 , Stills 【Hall A: 1 camera , Hall B: 1 cameras】
- Omotesando Hills – Movie 【1 camera】 , Stills 【1 camera】
- 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 2024 A/W

※ **Registration fee must be paid in full by the application dead-line of December 11th (Mon.)**

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

[Deposit account]

Bank Name: MIZUHO BANK, Ltd.

Branch Name: KOBUNACHO

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

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

Fashion Week Organization

Registration Fee: 225,000 yen (tax included)

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

■ Supplementary items for exhibit

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

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

● A live-streaming camera will be prepared at each Official venue (2 cameras at Shibuya Hikarie, Hall A), 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 ~ 5th choice from the collection schedule (please refer to p.4).**

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

Venue Charges

Venue	11-Jan	12-Jan	13-Jan	14-Jan	15-Jan	16-Jan	Charge (tax included)
	Showtime / Operating Time	Showtime / Operating Time	Showtime / Operating Time	Showtime / Operating Time	Showtime / Operating Time	Showtime / Operating Time	
Shibuya Hikarie Hikarie Hall A	A 12:00	A 12:00	A 12:00	A 12:00	A 12:00	A 12:00	1,320,000yen
	7:00~14:00(7H)	7:00~14:00(7H)	7:00~14:00(7H)	7:00~14:00(7H)	7:00~14:00(7H)	7:00~14:00(7H)	
	B 19:00	B 19:00	B 19:00	B 19:00	B 19:00	B 19:00	1,650,000yen
	14:00~21:00(7H)	14:00~21:00(7H)	14:00~21:00(7H)	14:00~21:00(7H)	14:00~21:00(7H)	14:00~21:00(7H)	
Shibuya Hikarie Hikarie Hall B	C 11:30	C 11:30	C 11:30	C 11:30	C 11:30	C 11:30	330,000yen
	8:00~13:30(5.5H)	8:00~13:30(5.5H)	8:00~13:30(5.5H)	8:00~13:30(5.5H)	8:00~13:30(5.5H)	8:00~13:30(5.5H)	
	C 18:30	C 18:30	C 18:30	C 18:30	C 18:30	C 18:30	440,000yen
	15:00~20:30(5.5H)	15:00~20:30(5.5H)	15:00~20:30(5.5H)	15:00~20:30(5.5H)	15:00~20:30(5.5H)	15:00~20:30(5.5H)	
Omotesando Hills Main Building B3F SPACE O	-	D 15:00	D 15:00	D 15:00	D 15:00	-	440,000yen
	-	9:00~20:00(11H)	9:00~20:00(11H)	9:00~20:00(11H)	9:00~20:00(11H)	-	

※Please be ware that, if in case payment cannot be confirmed by the deadline designated by JFWO, your collection schedule will be changed.

※Please note, there is a possibility that the above schedule may fluctuate due to schedule adjustments.

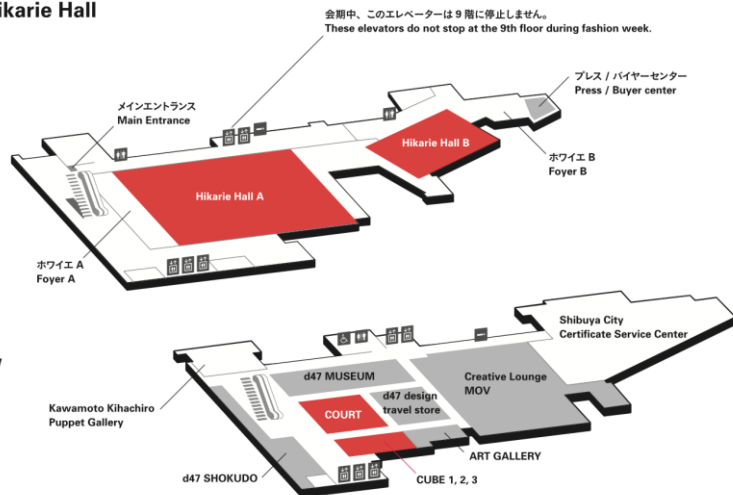
Official venues

■ Shibuya Hikarie

Shibuya Hikarie



9F Hikarie Hall



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

※ In all venues

- Please carry out your show truly according to schedule
- Please be sure to observe safety management standards carefully in show operations.

■ Omotesando Hills

Omotesando Hills



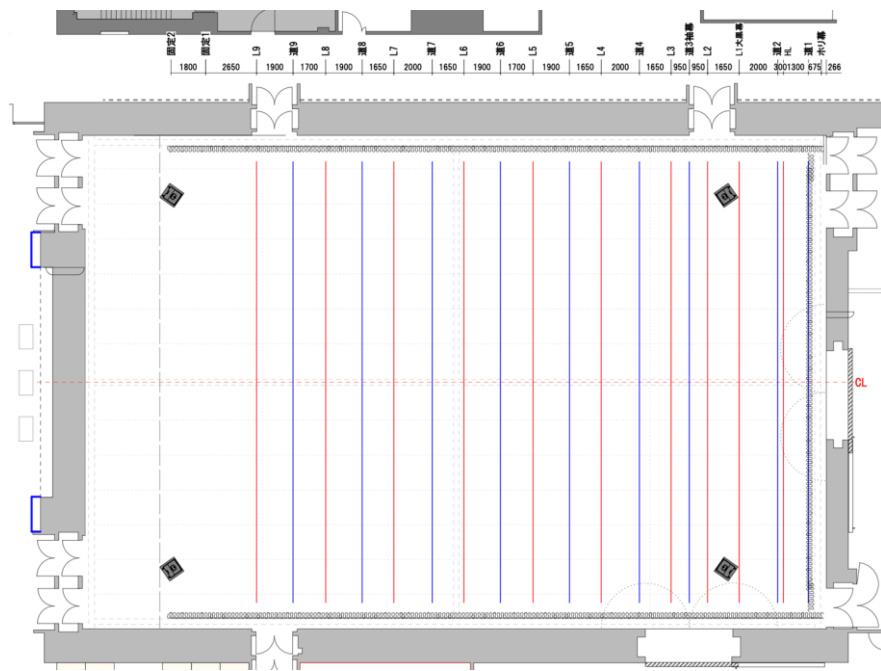
表参道ヒルズ 東京都渋谷区神宮前 4-12-10

- 東京メトロ銀座線、千代田線、半蔵門線「表参道駅」A2出口より徒歩 2分
- 東京メトロ千代田線、副都心線「明治神宮前(原宿)駅」5出口より徒歩3分
- JR山手線「原宿駅」表参道口より徒歩 7分

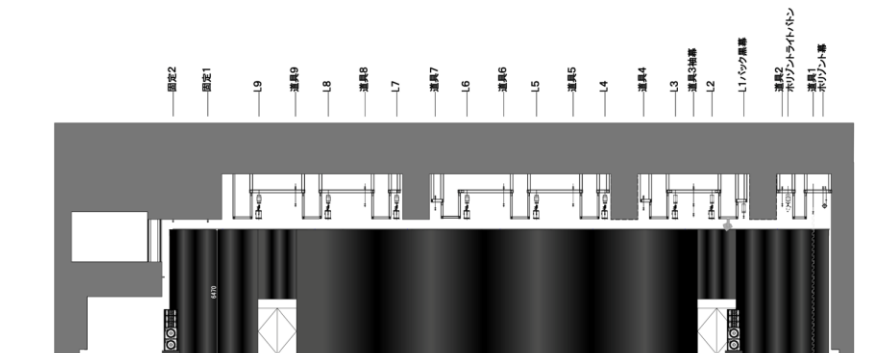
Omotesando Hills 4-12-10 Jingumae, Shibuya-ku, Tokyo

- Omotesando Station Exit A2 (Tokyo Metro Ginza Line, Chiyoda Line, Hanzomon Line), 2 minute walk
- Meiji-Jingumae 'Harajuku' Station Exit 5 (Tokyo Metro Chiyoda Line or Fukutoshin Line), 3 minute walk
- Harajuku Station Omotesando Exit (JR Yamanote Line), 7 minute walk

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



< Plan view >



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Shibuya 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.

※ purchase in Japanese yen

■ lighting equipment

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

Free for up to 180

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

■ video equipment

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

■ sound equipment

Quantity/Unit price list	Quantity	price list	
■ Permanent system			
ceiling speaker	1set	free	
audio mixing console			
■ speaker system			
main speaker (L.C.R)	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	Meyer CQ-1	4 units	¥10,000
mobile speaker 3	EAW FJ10	2 units	¥2,000
mobile amplifier system		1set	¥5,000
■ microphone			
dynamic	14	¥2,000	
wireless hand	4	¥10,000	
wireless tie pins	4	¥10,000	
wireless headset	4	¥12,000	
condenser microphone	4	¥2,500	
direct box	4 units	free	
■ Mike stand			
Desktop type	6	free	
boom type	8	free	
floor type	8	free	
■ mobile mixer			
12ch mixer	YAMAHA MG12	1 unit	¥8,000
8ch mixer	YAMAHA MG82CX	1 unit	¥3,000
■ press box	16OUT	2 units	free

Free for up to 4

Free for up to 8

Free for up to 4

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

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

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

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

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

■JFWO Fixtures

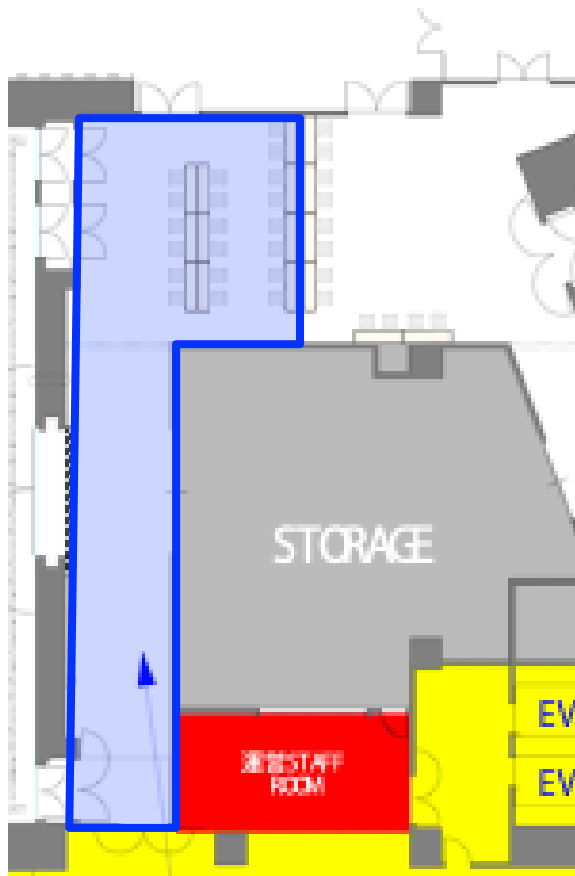
- Hanger rack (W900mm) 20
- Cheval glass 5
- Ironing board 1
- Locker with key (for 10 persons) 1

FACILITIES

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

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

H&M ROOM



H&M ROOM ①

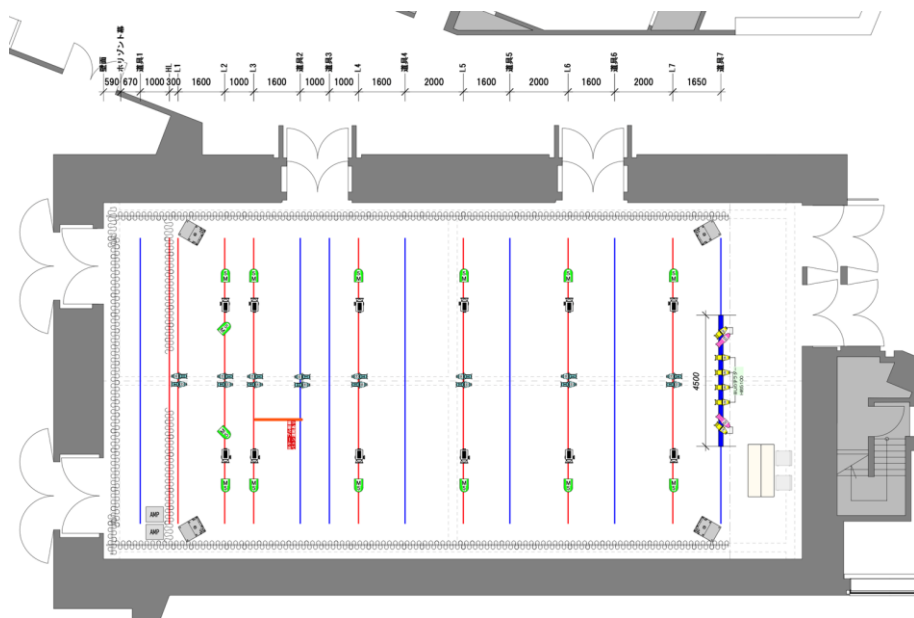
FURNITURE

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

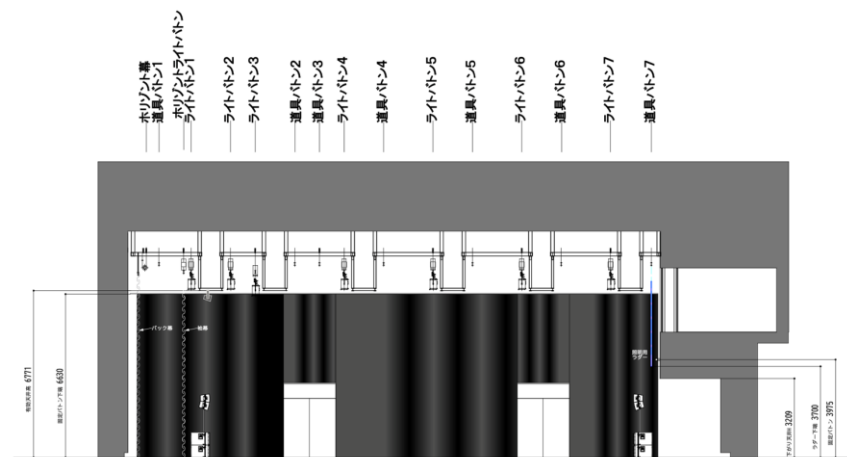
Facility

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

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



< Plan view >



< cross section >

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 (L.C.R)	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	EAW FJ10	2 units	¥2,000
mobile amplifier system		1set	¥5,000
■ microphone			
dynamic	14	¥2,000	
wireless hand	4	¥10,000	
wireless tie pins	4	¥10,000	
wireless headset	4	¥12,000	
condenser microphone	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)

● 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
Stage (with brackets and steps)	909 × 909	4 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

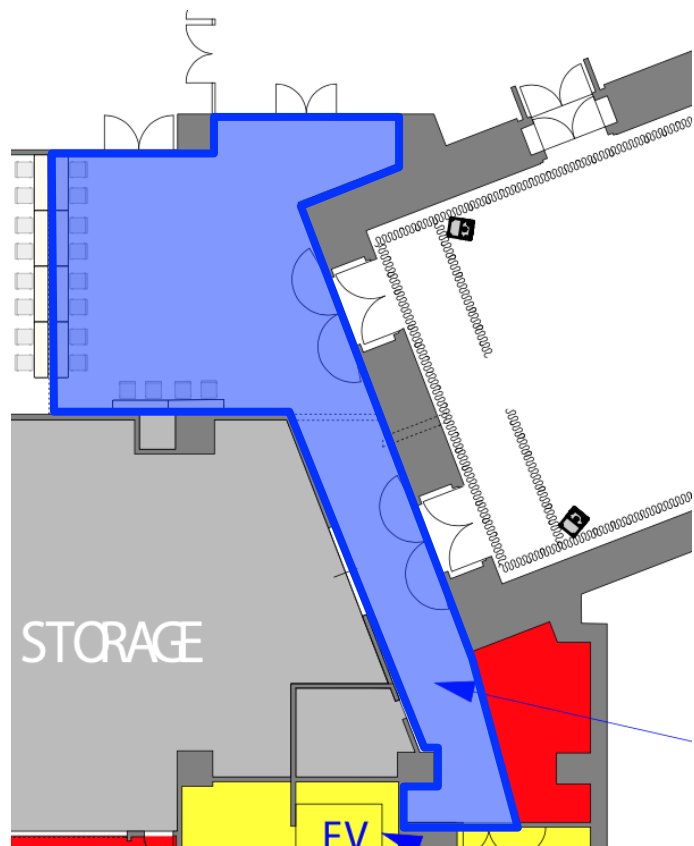
- Hanger rack (W900mm) 12
- Cheval glass 3
- Ironing board 1
- Locker with key (for 10 persons) 1

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.

H&M ROOM



H&M ROOM ①

FURNITURE

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

Facility

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

■ Capacity

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

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

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

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

■ Management of show/theft/insurance

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

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

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

■ Disposing of trash

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

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

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

■ Eating and drinking within the venue

Eating and drinking within the hall is prohibited.

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

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

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

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

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

■ 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 February 14th.

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

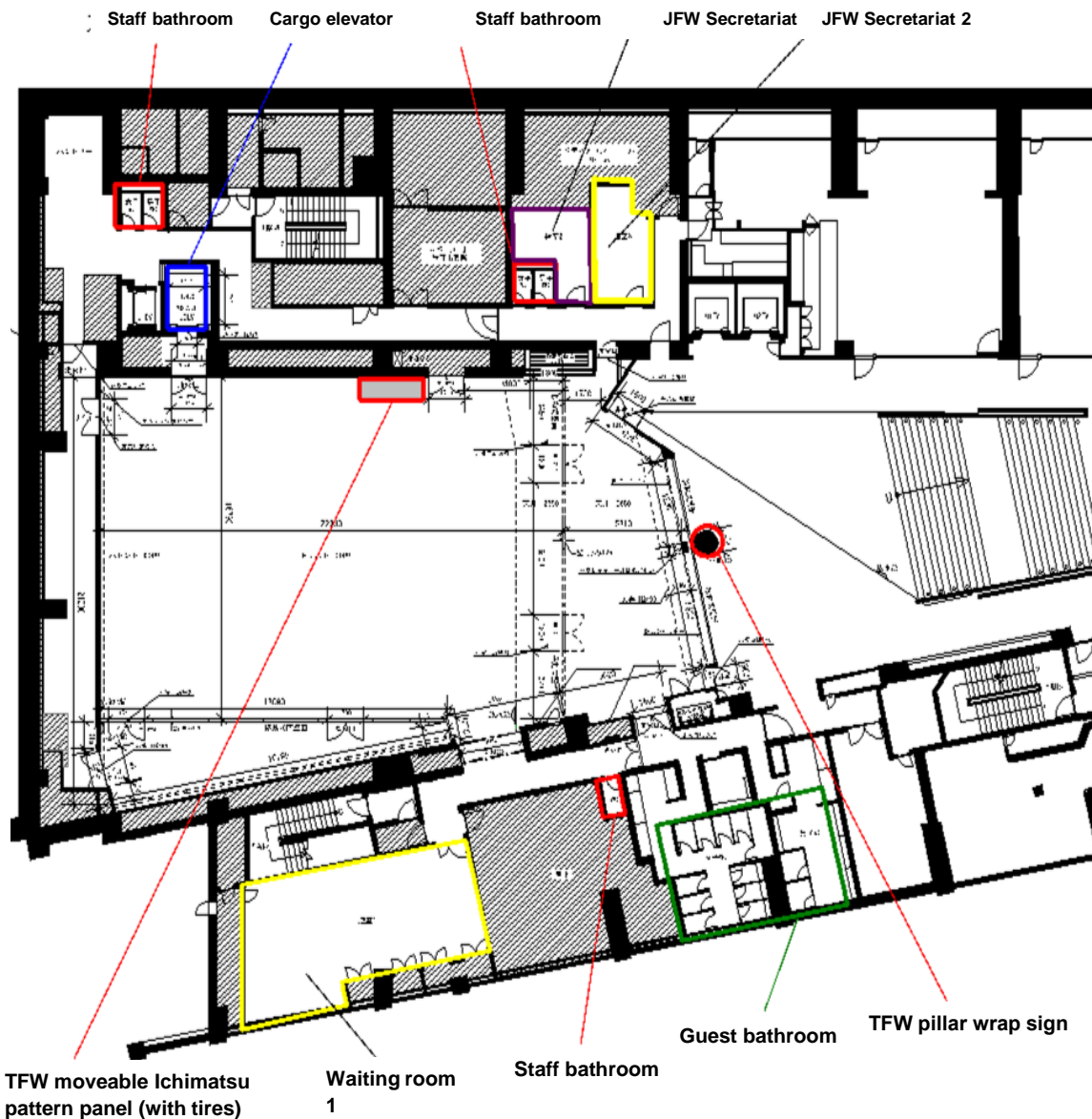
Sponsored items for guests to take home will be placed on a permanent counter in the foyer or on a table set up.

■ 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.

Official venue / Omotesando Hills Space O, venue layout

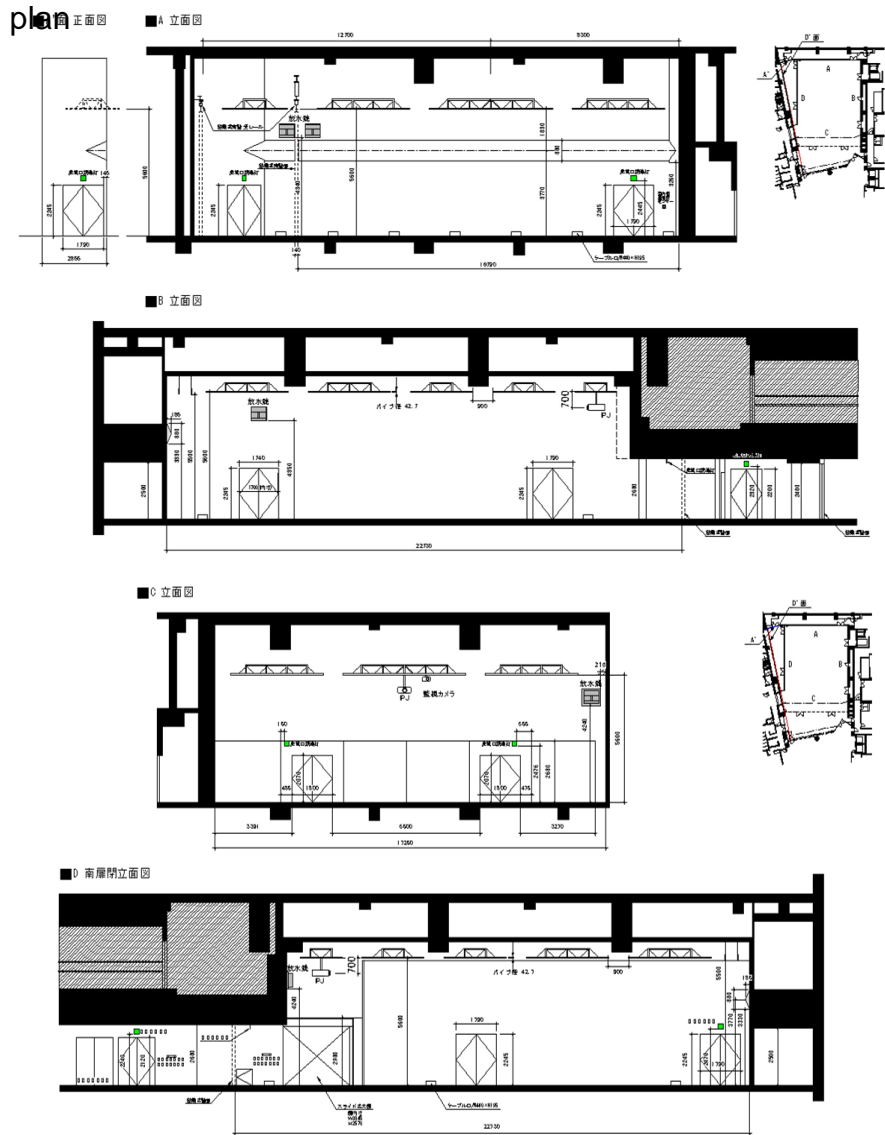


【Omotesando Hills, Space O】

- **SPACE**
Event space 448㎡ (ceiling height 5.6m)
Foyer 100㎡ (ceiling height 2.68m/2.48m)
- **ROOMS**
Waiting room (1) 74㎡ (ceiling height 2.8m)
- **Maximum capacity:** up to 800 people (including staff)

Official venue / Omotesando Hills Space O, floor plan

- Omotesando Hills, collection venue layout / elevation



- Omotesando Hills, collection venue layout / baton plan



Official venue / Omotesando Hills Space O, basic specs

● Space O, equipment list

The following lighting, equipment are all available for use (included in venue fee). Please be sure to arrange for installment/dismantle/delivery in-out staff/operators.

■ List of incidental facilities (lighting)

[Lighting equipment list]

- Dimming control console, Panasonic PASTEL PLENO--1 unit
- Source Four 426 500W lens 26 20A C-type--20 units
- Source Four 436 500W lens 36 20A C-type--20 units
Interchangeable lens 36 for the above*20 pcs.
Interchangeable lens 50 for the above*20 pcs.
Iris for the above*20 pcs.
GOBO holder for the above*40 pcs.
Sheet frame for the above, black*40 pcs.
- 1kw Fresnel 20A C-type sheet size: 6 inch--60 units
Sheet frame for the above, black*60 pcs.
- 500W Fresnel 20A C-type sheet size: 6 inch--40 units
Sheet frame for the above, black*40 pcs.
- Source Four PAR (M) black 500W 20A C-type--30 units
- Source Four PAR (N), black 500W 20A C-type--20 units
Sheet frame for the above, black*50 pcs.
Lens for the above (W)*50 pcs.
Lens for the above (M)*20 pcs.
Lens for the above (N)*30 pcs.
Lens for the above (VN)*50 pcs.
- Spotlight for wire ducts LED 3500K 9.4w white12° (N) 25pcs
- Spotlight for wire ducts LED 3500K 9.4w white22° (M) 30pcs
- Spotlight for wire ducts LED 3500K 9.4w white39° (W) 15pcs

■ List of incidental facilities (video)

[Video equipment list]

- DLP video projector Panasonic PT-DZ21K (20,000 lm)--1 unit
- Screen 220 inch (16:9) Stumpfl --1 unit
- Screen 183 inch (16:9) Stumpfl--1 unit
- DVD Player TASCAM DV-DO1U--1 unit

■ List of incidental facilities (sound effects)

[Audio equipment list]

*Up to 4 channels can be used for wireless microphones.

- Digital mixer YAMAHA QL-5--1 unit
- Ceiling speaker CODA D5-Cube--6 units
- Speaker JBL SRX-712M--4 units
- CD player TASCAM SSCDR200--2 units
- CD player TASCAM CD-01U--1 unit
- Dynamic microphone A SHURE SM57-LCE--4 units
- Dynamic microphone B SHURE SM58-LCE--4 units
- Dynamic microphone C SHURE SM58S--2 units
- Tabletop capacitor microphone audio-technical ES915/H--2 units
- Handheld wireless microphone SHURE UR2/Beta58--4 units
- Necktie pin-type wireless microphone SHURE MX150B--4 units
- Headset wireless microphone SHURE WBH54--4 units
- Direct box BSS AR-133--4 units
- Boom-type microphone stand K&M ST210/2B--6 units
- Mini boom-type microphone stand K&M ST259B--3 units
- Straight-type microphone stand ULTIMATE--6 units
- Table microphone stand K&M ST233--3 units
- Mixer YAMAHA QL-1--1 unit
- Sub woofer MEYER M1D-sub with a built-in power amp--4 units
- Distribution amp DRAWMER DA-6 (Stereo x 6 or Mono x 12)--1 unit
- High power speaker d&b E-12 4 amps
- High power speaker d&b B4SUB 2 amps
- High power speaker d&b T-sub 2 amps
- Mixing board MIDAS VENICE 240 1 board
- Output multi-processor dbx DriveRack 260 1
- Multi-effect processor YAMAHA SPX -2000 1

※ Clear-com, microphone cable, speaker cable, multi-cable are included in the set price.

There are basically no extra charges for electricity use of personal equipment brought in, but in case of large use, please inform/discuss in advance. The same for specially designed equipment.

Official venue / Omotesando Hills Space O, basic specs

● Space O, equipment list

The following lighting, equipment are all available for use (included in venue fee). Please be sure to arrange for installment/dismantle/delivery in-out staff/operators.

■ List of incidental facilities (others)

[Other equipment list]

Reception counter (silver) W2000 x D750 x H1000--2 units
 Podium (silver) W750 x D500 x H1100--1 unit
 Portable stage W2400 x D1200 x H450/600/750--12 units
 Exclusive-use phone 03-3497-0360, 0362 (2 lines) call charge only
 Network equipment (wired/wireless connection)
 -Maximum communication speed is approximately 1 Gbps.
※Please note, this is not an exclusive line. If you wish for an exclusive line, it can be offered at cost.

[Free equipment]

Riser (stage cover, velveteen gray) W9660 x H450/600/750--2 pcs.
 Step (4-step) W900 x D1200 x H600--3 units
 Step (2-step) W900 x D600 x H300--3 units
 Wide table (white) W1800 x D450 x H700--20 units
 Chair (upholstered, black) W500 x D500 x H780 (seat height 440)--400 units
 Signing stand (panel size: A3 H1114)--7 units
 Easel (metal, black) size B1--6 units
 Hanger rack (large) W1200 x H1600 *15 hangers each--2 units
 Hanger rack (small) W900 x H1600 *15 hangers each--2 units
 Mirror W410 x H1220 (H1520 with stand)--5 units
 Umbrella stand (for 24 umbrellas) W930 x D344 x H495--4 units

Pole partition	tape length w1900	15 units
Pole partition	tape length w2400	12 units

■Waiting room equipment

table W1800*D450	8 units
chairs	26 chairs
lockers w/keys (for 10 people)	1 unit
lockers w/keys (for 3 people)	1 unit
partition panel (3-fold type)	1 unit
Partition panel (2-fold type)	2 units

■JFWO equipment

hanger rack (small W900*H1600)	14 racks
full-length mirror	4 units
desk-top mirror	8 units

■ Capacity

The capacity of the venue, Space O, will be set at 800 people. Please plan for your number of invited guests, keeping in mind the securing of appropriate physical distance (enough space to prevent physical contact) / escape route in case of fire, and make sure to submit also a drawn plan of guest seating / waiting list.

※Capacity includes, invited guests, show staff, brand staff, Secretariat staff.

※To avoid a crowd at the public space of Space O, if/when a large number of guests gather before the show, you will be asked to guide your guests to line-up, under instructions from the Omotesando Hills Operation Room.

■ Management, theft, and insurance

•The JFWO will have security staff on the premises during installment, dismantlement, and the show itself to handle security for the venue and items within the venue. However, we can not be held responsible for losses due to acts of nature, theft, misplacement, or damage of items relating to the show such as wardrobes or makeup.

•In order to ensure that damages due to unforeseen accidents do not occur during installment, dismantlement, during the show itself or any time in between, we ask that each brand make their own management arrangements.

■ Disposal of trash at the venue

Each brand is responsible for the disposal of their own trash at the venue. (by dividing garbage, the venue will dispose on your behalf)

- Food/beverage related (lunchboxes/drinks) trash – general trash can be disposed of at the venue. Please divide and dispose of at designated locations.
- Construction, decoration related trash - the show host is responsible for disposal (must be carried out). The venue cannot dispose of such trash.
- Congratulatory flowers – congratulatory flowers are allowed, but must be disposed of by the show host, within their time frame. Must be carried out by the host or collected by the flower shop.

*In the past, there has been a brand that disposed of trash illegally around the venue, which later led to a legal dispute.

■ Evacuation lights

At Space O, these lights cannot be turned off temporarily

■ Damages to the venue

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

Official venue / Omotesando Hills Space O, points of caution ※Please observe the rules and act responsible

■ Eating and drinking within the venue

Eating and drinking within/around the venue is not prohibited, however, if in case a problem should arise, please note that JFWO will not be held responsible for any/all occurrences.

■ 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 (following the smoking rules of Omotesando Hills)

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

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

In using the Official venue, please observe the manual of the venue, issued by JFW.

■ Regarding overtime charges

※Schedules are planned according to rules. Please be sure to strictly observe the time allowed to you.

If/when you exceed your designated time allowed, overtime charges of

(Space O 110,000 JPY/per 1H (tax included), + necessary costs [to change depending upon situation] + ★other related costs)

will be billed to you later. Exceeding charges will be calculated by the hour.

★other related costs = if use exceeds beyond 23:00, please note, fees for night-overseeing personnel, their transportation costs, overnight stay costs, etc. will arise.

※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)

Official venue / Omotesando Hills Space O, points of caution ※Please observe the rules and act responsibly

■ Regarding reception, guest guiding, clean-up

Operating of show reception, guiding of guests, clean-up of venue is the responsibility of each brand.

Each brand must consider their reception operations/processing, guiding of guests around the reception area, arranging of necessary staff. Please keep in mind that JFWO will not provide for, nor will they have staff ready for guiding or clean-up. We ask for your understanding in this matter.

■ 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 Space O and any/all facilities in below floors, will be the responsibility of the brand and any/all repairs will be charged to the brand.

· Use of smoke machines (diffusion) is prohibited.

■ Application for use of fire

JFWO handles applications. Brands must submit exhibit plans to JFWO beforehand. **※Please submit by the exhibit plan submission deadline of August 4th.**

■ Regarding the checkered pattern (ichimatsu) panel

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

Even if you decide not to hold post-show on-the-spot interviews due to reasons of the brand, please make sure to display the panel at some place within the venue, where it can be seen. It is prohibited to hide it away in the backyard, etc.

■ Decorations and congratulatory bouquets

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

■ Sponsored goods for guests

2 tables (provisional) will be prepared to set sponsored goods to be given to guests as gifts.

■ Regarding pillar-wrap posters

Please be sure not to hide pillar-wrap posters with reception desks or other equipment/settings.

Points of caution for venues other than Official venues

■ Rules of delivery for digital presentations

Due date: For both videos and photographs, please upload and deliver your piece(s) onto the google drive by five working-days prior to your presentation date. You will be given an access right to the google drive, in advance. ※A “Delivery of Materials Application Form” will be sent to exhibiting brands.

Submission format: ZIP file format

【Movies】

File size: within 3.6GB

Size: 1,080p : 1,920 × 1080 (full HD) / 720p : 1,280 × 720 (HD)

Time: within 20 minutes

Format (filename extension): MPEG4 (MP4) is recommended.

【If you have a specified thumbnail image for your movie】

Image size: within 2MB

Recommended resolution: 1,280px × 720px

Aspect ratio: 16:19

Image file format: JPG

【Image】

Size: width when vertically placed 1,000px / width when placed horizontally 1,500px (refer to the right)

Image file format: JPG

※ When submitting, please number or name file so we will know order of presentation.

■ Regarding live transmission at venues other than Official venues

Network environments must be prepared by the participant themselves.

Environment: We recommend cable LAN, with baud rate of 50Mbps.

You may to be asked to make other preparations regarding transmission.

Furthermore, if/when holding your presentation at venues other than the Official venues, please keep in mind you may not be able to transmit due to venue environments and/or preparatory situations.

■ Regarding co-sponsorship

If/when receiving individual sponsorship for a digital presentation, prior application to JFWO regarding name of sponsor, contents of sponsorship, merits of sponsorship **must be submitted**. (Formats for prior application of sponsorship will be notified as necessary during the preparation period of this term.)

Furthermore, for presentations with corporation names/logos exposed in the delivered piece(s), please note, those sections will be edited and eliminated when remaining in our archives. We ask for your understanding in this matter in advance. ※For details, JFW will notify you, as necessary.

Regarding brand support: The “JFW BRAND SUPPORT PROGRAM”

Under JFWO’s mission to “create designers from Japan to the world”, JFWO will offer a program aimed at nurturing and supporting new talents with the potential to excel in the global fashion industry.

The award-winning brand will receive a variety of support to broaden opportunities for brand growth and raise global recognition. For details, please refer to the JFW BRAND SUPPORT PROGRAM, to be made public on our Official WEB site.

■ “JFW NEXT BRAND AWARD 2024”, for brands giving physical presentations

1 brand with the ability to create quality products, along with the ability to convey their (the brand’s) worldview, concept and/or message in a way that appeals to all five senses, through the method of a runway show with models, will be chosen.

■ “JFW DIGITAL GRAND PRIX 2024”, for brands giving digital presentations

1 piece with the ability to convey their (the brand’s) worldview, concept and/or message, etc. to viewers through digital methods, along with creating a piece with a command of world class skills/technology, will be chosen through a year-round (2 seasons) application/selection process.

※JFW DIGITAL GRAND PRIX 2024 (digital division) application term: May 12th, 2023 ~ March 31st, 2024

“JFW NEXT BRAND AWARD 2024”
Award winning brand: KANAKO SAKAI



©JFW

“2023 A/W JFW DIGITAL GRAND PRIX”
Award winning brand: MEGMIURA WARDROBE



©MEGMIURA WARDROBE

Strengthening of power to transmit_Content projects

In aim of carrying out and transmitting a fashion week “befitting Tokyo”, at Rakuten Fashion Week TOKYO, we are carrying out a variety of efforts. As one of such efforts, we are continuing to carry out projects more conscious of To C, utilizing digital platforms, to approach groups that are otherwise hard to reach.

Specifically, starting from 2021 S/S, the “DIGITAL VOICE” project was launched. In the 2024 S/S season, projects such as “MY RUNWAY”, in which street photographers introduces the real worldview of shows from their own viewpoint, and the “RUNWAY WATCHERS” project, in which groups of highly fashion sensitive influencers form teams of 2~5 people to tour physical shows of each brand, introducing the shows on SNS from each’s respective point of view. Such projects have been carried out to raise the level of acknowledgement of both Rakuten Fashion Week TOKYO itself and participating brands.

Again, in the 2024 A/W season, a wide variety of projects are being planned to be carried in aim to build a new fashion week of Tokyo which evolves with times. We ask that you please consider participating/cooperating with such projects also.

※Because contents of projects differ by season, we will notify participating brands of specific details on projects which will be carried out this season, at a later date.

Few examples

MY RUNWAY project
Street photographers tour brands
to shoot shows, venue atmospheres and guests



Reference:

https://www.instagram.com/p/CwjK5i8SnyU/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
https://www.instagram.com/p/CwjjYjM1_9/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
https://www.instagram.com/p/CwKR5VLPiA9/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
https://www.instagram.com/p/Cwmlf9RMlhz/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

RUNWAY WATCHERS project
Groups of 2~5 influencers visit shows to convey their impression
of the shows from their individual point of view.
Visiting venues in unified coordinations.



Reference:

https://www.instagram.com/p/CwKR5VLPiA9/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
https://www.instagram.com/p/CwKRNyNpWm7/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
https://www.instagram.com/p/CwsBSN9s3k9/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
https://www.instagram.com/p/Cwr6a2qOuw7/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Strengthening of power to transmit_insertion within the Rakuten Fashion site

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

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

Again, in the 2024 A/W season, we intend to establish a portal site within the Rakuten Fashion site, in which information on participating brands will be inserted. We ask for your cooperation in doing so.

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

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

Show Schedule

[3/13]

10:00 Brand name (text)

11:00 Brand name (text)

12:30 Brand name (text)

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·
·

Information on brand pops up when text is tapped

<Image of pop up>



■ Information inserted

① Brand logo

② Designer name

③ Brand profile

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

※If insertion is NG※

Only the following will appear in the pop up

- Brand name (text)
- Designer name

Schedule

Rakuten Fashion Week TOKYO 2024 A/W schedule

As of Nov 14, 2023

	Schedule	Remarks
Nov.	14(Tue)	Begin to accept applications for Rakuten Fashion Week TOKYO 2024 A/W
	17 (Fri)	Exhibitor Briefing / Venue Briefing Shibuya Hikarie ver① @ Hikarie Hall 13:00~ Please join us if you are considering exhibiting. A venue briefing of the official venue, Hikarie Hall, will also be held at the same time. ※held in Japanese Those who wish to participate, Please contact us brand@jfw.jp
Dec.	7 (Wed)	Exhibitor Briefing / Venue Briefing Space O ver① @ Space O 13:00~ Please join us if you are considering exhibiting. A venue briefing of the official venue, Space O, will also be held at the same time. ※held in Japanese Those who wish to participate, Please contact us brand@jfw.jp
	11(Mon)	Deadline for participation application No application will be accepted after the deadline
		Deadline for Participation fee due Please make payment to the earlier specified account
Late Dec.	First screening. (The first time select of participating brands for 2024 A/W) We will contact you separately for brands that require a second screening.	
Jan.	Ear Jau ~ Mid Jau	Collection show schedule adjustment start Collection schedule is decided by JFW. adjustment is scheduled for the early of February. (Please provide information about the director and the show venue until mid of January.)
		Second screening. (The first time select of participating brands for 2024 A/W) All exhibiting brands will be determined through this screening.
	22 (Mon)	★Venue Briefing Space O ver① @ Space O 13:00 ~ ※held in Japanese Those who wish to participate, Please contact us brand@jfw.jp
	Late Jan.	Sending of exhibitor agreement Brands selected to exhibit will be mailed from time to time.
	31(Wed)	★Venue Briefing Shibuya Hikarie ver① @Hikarie Hall 13:00 ~ ※held in Japanese Those who wish to participate, Please contact us brand@jfw.jp
Feb.	Ear Feb.	Deadline for submitting exhibitor agreement
		Detailed collection show schedule of 2024 A/W is determined We are planning to announce the collection show schedule at the press conference to be held in mid February. Please refrain from disclosing information regarding the exhibit until the press conference.
	Mid Feb.	Explanatory meeting on the processing of music copyrights for collection presentations. @Online ※held in Japanese
		Press conference (Exhibition brands and collection schedule announced) Please refrain from disclosing information about the collection schedule until the press conference.
	14日 (Wed)	Deadline for submitting official venue productionplan/confirmation form/operation plan For people using Hikarie and Omotesando Hills venues
	Late Feb.	Press/Buyer list sent To be sent to your representative
		Deadline for submitting maison ID For people using Hikarie and Omotesando Hills venues
Sending of manual To be sent to your representative		
28日(Web)	Deadline for submitting official venue productionplan/confirmation form/operation plan For people using Hikarie and Omotesando Hills venues	
Mar.	March 11 (Mon) ~ 16 (Sat)	Rakuten Fashion Week TOKYO 2024 A/W

★Please be forewarned that there is a possibility that the schedule of the venue preview will be changed.

■ Please note

Participation fee for Rakuten Fashion Week TOKYO 2024 A/W must be paid in full by December 11th (Mon.)

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

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

■ ■ Inquiries for Exhibit ■ ■

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

Japan Fashion Week Organization

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

TEL : +81 (3) 6805-0965

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

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

Exhibitor Application

For brands exhibiting for the first time

Exhibitor Application Documents	Remarks column
① Participation Application	<ul style="list-style-type: none"> Please download the form from the official website and fill out all necessary items. Please note that your application may be disregarded from selection if any item is missing. Brands participating for the first time: Please be sure to fill out entry sheets ① to ③ for the judging panel. In particular, if you wish to participate in a physical format, the feasibility of implementing the show will also be subject to review, so if the details are unclear, you may not be able to participate.
② Brand Image Visuals(10p) (Adobe Photoshop EPS format)	To be used for the official website of Rakuten Fashion Week TOKYO and other official media, digital signage on official venue. H1 10mm×W95mm, 350dpi resolution, CMYK mode Each brand is responsible for applying for second hand usage of model images to their agencies, in advance.
③ Brand Logo single-species (Adobe Illustrator ai Format)	
④ Designer Portrait (Adobe Photoshop EPS Format)	
⑤ Brand reference materials	<ul style="list-style-type: none"> A collection of 10-20 outfits for both the S/S and A/W seasons in a photobook or scrapbook, along with the brand concept and product photos. 3 outfits of the new est collection (actual samples).

- Please submit the data for ①~④ by email, and the actual item for ⑤.
- Samples will be returned by Early-January

Have participated in JFW or TFW

Exhibitor Application Documents	Remarks column
① Participation Application	<ul style="list-style-type: none"> 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 your application may be disregarded from selection if any item is missing.
② Brand Image Visuals(20p) (Adobe Photoshop EPS format)	To be used for the official website of JFWO and other official media, digital signage on official venue. H1 10mm×W95mm, 350dpi resolution, CMYK mode Each brand is responsible for applying for second hand usage of model images to their agencies, in advance.

Please submit the data for ①~② by email.

Deadlines : December 11th (Mon), must be received by 18:00<Japan Time>

Submission of data (①~④): rakutenfwt24aw@jfw.jp

- **Must be received by deadline: December 11th (Mon), 18:00,**
At the address indicated on the right.
- **Applications after the deadline will not be accepted, whatsoever.**
- **Please note, submitted data cannot be returned.**

This participation guide is of November 14th, 2023.
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): rakutenfwt24aw@jfw.jp

Submission of samples/lookbooks (⑤) :
〒150-0002 6F Giraffa Bldg., 1-6-10 Hiroo,
Shibuya, Tokyo 150-0012, APAN

10 : 00-17 : 00 (closed Sat./Sun./holidays)
For inquiries regarding exhibit: brand@jfw.jp