

## “JFW BRAND SUPPORT PROGRAM” Entrance

### Requirements

#### JFW NEXT BRAND AWARD 2025

##### ■ Objective

This program is aimed at fostering and supporting new talents with the potential to excel globally in the fashion industry, through the mission that JFW shoulders of being a “gateway to the world for new, upcoming designers”.

JFWO will provide award winning brands support in the growth of the brand, raising global recognition, broaden activity opportunities, etc. as a catalyst for the brand to advance forward to the next stage.

##### ■ “JFW NEXT BRAND AWARD” Outline

A brand that has the ability to not only create quality items, but also to express their (the brand’s) world view and/or concept, message, etc. to viewers in such a way that appeals to all five senses, in the form of a runway show utilizing models, will be selected.

Furthermore, it is our hope that the selected brand has the prospect of developing business globally in the future, and not only domestically in Japan.

##### ■ Support contents

The following support will be provided towards giving a presentation in physical show format at Rakuten Fashion Week TOKYO 2025 S/S to be held in September 2024, along with a continual presentation in physical show form at Rakuten Fashion Week TOKYO 2025 A/W to be held in March 2025.

- ▶ Prize money: ¥2,000,000/per year (excluding tax / in the case of an independent designer, the amount withholding tax).  
For both S/S, A/W seasons, the amount of ¥1,000,000 per season to be remitted to the account of your choice, after the end of each term.
- ▶ Use of Official venues free of charge, along with exemption from paying

participation registration fees to give a physical presentation at Rakuten Fashion Week TOKYO 2025 S/S to be held in September, 2024.

In addition, opportunities of aggressive communication with JFW Official media, etc. will also be provided.

- ▶ Exemption from paying participation registration fees to participate in Rakuten Fashion Week TOKYO 20245A/W to be held in March 2025.  
※If Official venue is used, exemption from paying venue charges.

## ■ Qualification Requirements

You must fulfill the following conditions.

1. The designer himself/herself is active in the design of women's wear and/or men's wear.
2. Business is based in Japan and/or developments are mainly based in Japan.
3. The nationality of the designer, nor age has no consequence, but basically, the brand must be with 10 years since being launched by the designer themselves as the designer of the brand.
4. Is prepared to and have the funds to present one's own collection in physical show format during the Rakuten Fashion Week TOKYO 2025 S/S term (September 2<sup>nd</sup> ~ September 7<sup>th</sup> , 2024), at an Official venue, time/date\* designated by JFWO. Furthermore, along with presenting your collection, must cooperate in the opening event planned by JFWO\*\*.  
\* Shibuya Hikarie Hall A venue / September 2nd (Mon.) / afternoon time slot (planned)  
\*\*Contents of cooperation to be determined at a later date, through discussions with JFWO
5. Present your collection again continually at fashion week in the 2025A/W season. No restrictions/specifications for time/date, venue, scale for the 2025 A/W season.
6. Have a strong will to aggressively develop your design, brand widely, both nationally and internationally.

## ■ Application / Selection / Timetable

1. How to apply: Please submit the below ①~③.
  - ① Request for support application form (Excel data)
  - ② LOOKBOOK
  - ③ Actual samples of 5 coordinations

※ Regarding the support application form

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

Submit to: [rakutenfwt25ss@jfw.jp](mailto:rakutenfwt25ss@jfw.jp)

Japan Fashion Week Organization Person in charge: Minegishi

※ Information materials, such as the LOOKBOOK, product sample, press kits, must be posted to the below address. All materials **must arrive by June 17<sup>th</sup>, 18:00 (Japan time)**.

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

Japan Fashion Week Organization Person in charge: Minegishi

Note: Hand delivering of documents/samples cannot be accepted

2. Application period:

May 15<sup>th</sup> (Wed.), 2023 ~ June 17<sup>th</sup> (Mon.), 2024 Must be received by 18:00 (Japan time)

3. Method of screening:

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

Screening is scheduled to take place in early July 2024.

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

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

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

4. Screening committee: Will be announced later.

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

June 17 <sup>th</sup>	Application deadline
late June (planned)	Screening
Late June ~ early July	Notification of results
Early August	Announcing of award-winner (method of announcement, to be determined later)
September 2 <sup>nd</sup>	Presentation of collection in physical show format at Rakuten Fashion Week TOKYO 2025 S/S

## Precautions

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