

Press / Photographer Registration Guideline

To all registrants, this document is a guideline for press and photographer registration.

Notice:

Registering in this application will not guarantee your attendance to each show.

Please note that you will require separate invitations from each brand to attend the collection shows.

Please read below instructions to submit registration.

※In our newly updated registration form, those who have a history of past registration will also need to register their company/organization information before making the registration.

※The registration criteria have been partially updated this season. Please note that even if you were approved in the past, you may not be approved.

The registration flow will be

- 1 First, please fill in your company/organization information and the information of the registrant or the person who will be doing the work if more than one person is to be registered.
- 2 Secondly, please register for press/photographer registration from the link in the e-mail sent to you.

Please follow the steps below to register.

1. How to register company/organization information

(1) Fill in the company/organization information

First, please enter company information of the registrant

【Company/Organization Information】

* Please fill in the required field.

Registrant Email 	<input type="text"/> E-mail only
Registrant First Name 	<input type="text"/>
Registrant Last Name 	<input type="text"/>
Company (Organization) Name 	<input type="text"/> If you are a freelancer, please enter "freelance"
Publication (Media) Name 	<input type="text"/>
Company Type 	<input type="text" value="-Select-"/>
Company Subtype 	<input type="text" value="-Select-"/>
Address 1 	<input type="text"/>
Address 2	<input type="text"/>
City 	<input type="text"/>
State/Province/Region 	<input type="text"/>
Postal Code	<input type="text"/>
Country 	<input type="text"/>

Please fill in the required field.

Address information may be used to send you information about the collection. Please enter your information accurately.

※ If you are a freelancer, please enter **"freelance"** in the **"Company (organization) name"** field.

After completing the form, please read the "Privacy Policy" at the bottom of the screen and check the "I agree to the Terms of Use" box.

Click the "Next→" button to confirm the information you have entered.

Please check that the information you have entered is correct and click the "Submit→" button.

If you wish to edit the information, you can click the "←Back" button and edit the information.

※ You will receive a "Company/Organization Information activation instructions for Rakuten FWT 26 S/S Season" email to the email address you entered.

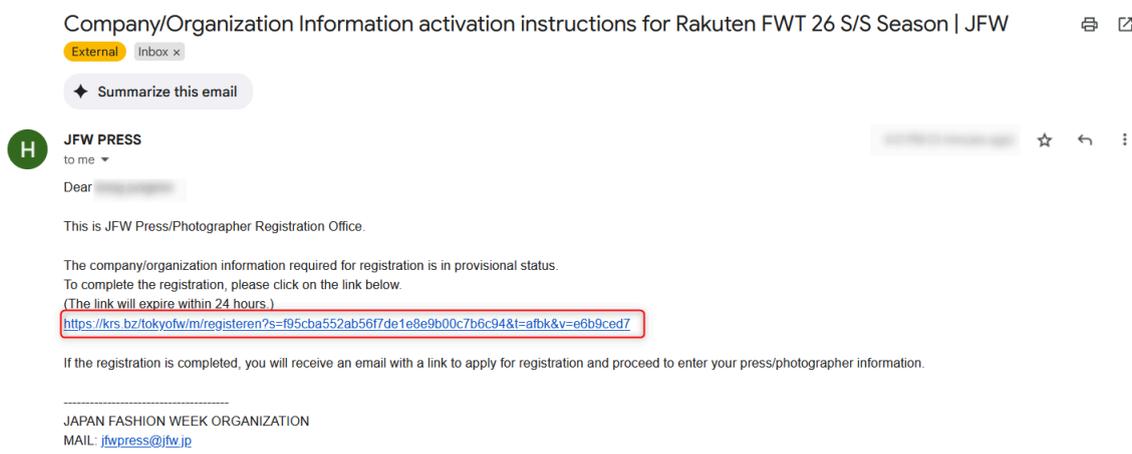
(2) Register Company/Organization

Please click on link in the mail "Company/Organization Information activation instructions

for Rakuten FWT 26 S/S Season" to complete the company registration and display a page notifying you of the completion of registration.

※You will receive a "Company/Organization Information activation confirmation for Rakuten FWT 26 S/S Season" at the e-mail address you entered.

【Example of notification mail】



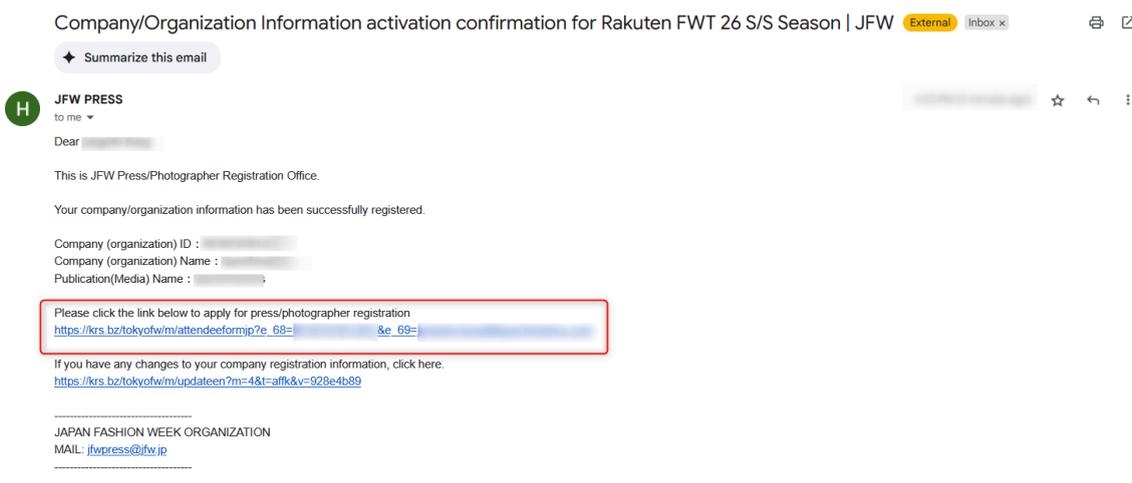
Next, please enter the attendee's details.

You can add multiple attendees belonging to the same company.

2. How to register Press/Photographer

Please click the link in the mail "Company/Organization Information activation confirmation for Rakuten FWT 26 S/S Season," and the page to register press/photographer will be displayed.

【Example of notification mail】



(1) Fill in the Press/Photographer attendee information

Please enter the information about Press/Photographer attendee.

【Press/Photographer Information】

Company ID	
Registrant Email	
Credential Type	-Select-
Attendees Last Name	<input type="text"/>
Attendees First Name	<input type="text"/>
Attendees Job Title	<input type="text"/>
Attendees Email	<input type="text"/> E-mail only
Attendees Telephone (Country Code)	<input type="text"/> Numbers only
Attendees Telephone	<input type="text"/> - <input type="text"/> - <input type="text"/> Numbers only
SNS 1	<input type="text"/> Please enter full URL with "https://"
SNS 2	<input type="text"/> Please enter full URL with "https://"
Work Samples, Media or Verification Letter (URL)	<input type="text"/> Please enter full URL with "https://"
Work Samples or Media (URL)	<input type="text"/> Please enter full URL with "https://"
Work Samples or Media (URL)	<input type="text"/> Please enter full URL with "https://"
Travel address (place to stay during this fashion week or a place you would like to receive the invitations)	<input type="text"/>

※For freelancers, please enter your work samples (within 2 years) regarding Fashion Week or fashion, or a link to a verification letter from the media in the "Work Samples, Media or Verification Letter (URL)".

※If you are a media, please enter the URL that shows the media.

Please check that the information you have entered is correct and click the "Submit→" button.

If you wish to edit the information, you can click the "←Back" button and edit the information.

※ "Request Acknowledgement Message for Press/Photographer Registration" e-mail will be sent to the e-mail address of the person in charge.

(2) How to register multiple attendees

Please click the link in the mail "Request Acknowledgement Message for Press/Photographer Registration," and the page to register additional attendees will be displayed.

【Example of notification mail】

Request Acknowledgement Message for Press/Photographer Registration (please wait for results) | JFW External Inbox x

Summarize this email



JFW PRESS

to me

9:56 AM (4 minutes ago) ☆ ↶ ⋮

This is JFW Press/Photographer Registration Office.

Registration has been submitted as below.
We will be in progress for the approval and notify by email later. (week of July 10th.)

RegisterID : ██████████

Name : ██████████
Attendees Job Title : ██████████
Credential Type : ██████████

Update Registrant Information
<https://krs.bz/tokyofw/m/attendeeupdateen?m=15&t=afwp&v=2688b56e>

If you would like to submit additional registrant, please click below. :
https://krs.bz/tokyofw/m/attendeeformen?e_68=██████████&e_69=██████████

Contact: Japan Fashion Week Organization
Public Relations Office jfwpress@ifw.jp

JAPAN FASHION WEEK ORGANIZATION
MAIL: jfwpress@ifw.jp

The same form as in (1) will be displayed. Enter the additional attendee's information.

By repeating (1), you can register multiple attendees.

3. Accreditation results

Based on the information of your registration, JFW will review and send you the accreditation results, from **the week of July 10th, 2025.**

Troubleshooting

Receiving Email sent from our system

Q. Notification emails do not appear in my mailbox. Why ?

A. Notification email will be sent several times from jfwpress@ifw.jp. Depending on registrants' environment, emails will not appear in your mailbox. Please make sure to check your mail settings to receive email from jfwpress@ifw.jp before registration.

- Restricting email with URL links.
 - Restricting email sent from mail servers
 - spam filters
 - not including jfwpress@ifw.jp in domain/address designation reception
- *Settings above may be set as default in Cellular phone/Smartphone.

Please refer to the following ULR to configure domain designation reception.

- docomo
[【docomo公式サイト】受信／拒否設定](#)
- au
[【au公式サイト】受信リスト設定](#)
- softbank
[【SoftBank公式サイト】受信許可リスト設定](#)

Please refer to the following URL to configure anti-spam filtering

-docomo

[【docomo公式サイト】受信／拒否設定](#)

-au

[【au公式サイト】迷惑メールフィルター機能](#)

-softbank

[【SoftBank公式サイト】迷惑メールブロック設定方法](#)

Contact

For inquiries about the register

Mail: support@launchmetrics.jp

Tel: 03-3281-0051

JAPAN FASHION WEEK ORGANIZATION

For Press / Photographer: jfwpress@jfw.jp

For buyers: buyer@jfw.jp