

Rakuten Fashion Week TOKYO

Rakuten

2022 Spring / Summer

[Participation Guide]

April, 2021

Japan Fashion Week Organization

In carrying out this season's Rakuten Fashion Week TOKYO

While the COVID-19 pandemic continues to linger on worldwide since 2020, Rakuten Fashion Week TOKYO is the only fashion week in the world continuing to carry on in both physical and digital forms.

As the method and term of “collection presentations” around the world continue to change, having physical and digital coexist has made it possible to surely transmit both nationally and internationally. Furthermore, by working hand-in-hand with Rakuten, the main sponsor, we intend to carry out real/digital programs involving not only industrial people but the general public also, with measures that will be of support to participating brands.

Please take this opportunity to consider participating in Rakuten Fashion Week TOKYO.

In participating, you will be required to carefully read the “COVID-19 Infection Prevention Manual” issued separately by JFWO and commit to strictly following its contents in your presentation/operation methods.

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By concentrating collection announcement schedules, the Japan Fashion Week Organization (hereinafter, JFWO) aims to promote buyers and media visits, thereby increasing international exposure and powers to transmit, to create a place leading to real business.

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This participation guide is as of April 28th, 2021.

Guidelines will be issued, depending upon social conditions and discussions with the venue if you are using official venues.

Please note, rules/regulations may change accordingly.

Event Outline

■ NAME OF EVENT : Rakuten Fashion Week TOKYO 2022 S/S



































■ DATE : August 30th (Mon.), 2021 ~ September 4th (Sat.)

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

■ ORGANIZER : Japan Fashion Week Organization

■ SUPPORTERS : Ministry of Economy, Trade and Industry / 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-ku Shoutenkai Rengoukai (as of the 2021 A/W term)

SPONSORS (as of the 2021 A/W term)

Title Sponsor	Supporting Partners	Official Media Partners	Venue Partner	
	    <small>伊藤忠商事株式会社</small>	   		
Official Sponsors	 <small>Play fashion!</small>  <small>Shaping the Next</small>  	   		
Special Supporting Partners	     	   	   	
 				

Event Outline

【Rakuten Fashion Week TOKYO 2021 A/W】

□ DATE : August 30th (Mon.), 2021 ~ September 4th (Sat.) Fashion Shows, Installations, Footage Distribution (the season: 2022 S/S)

□ VENUE 【 Various Venues in Tokyo 】

● Official Support Venue (Shibuya Hikarie, Hikarie Hall A, 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.

※Schedule is subject to change.

※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.

As of April 28th, 2021

Venue		30-Aug	31-Aug	1-Sep	2-Sep	3-Sep	4-Sep
		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
Omotesando Hills	Space O	15:00	15:00	15:00	15:00	15:00	-
Other		11:00 13:00 14:00 16:00 17:00 18:00	11:00 13:00 14:00 16:00 17:00 18:00	11:00 13:00 14:00 16:00 17:00 18:00	11:00 13:00 14:00 16:00 17:00 18:00	11:00 13:00 14:00 16:00 17:00 18:00	Open for discussion
Digital		10:00-12:00 13:00-17:00 18:00-21:00	10:00-12:00 13:00-17:00 18:00-21:00	10:00-12:00 13:00-17:00 18:00-21:00	10:00-12:00 13:00-17:00 18:00-21:00	10:00-12:00 13:00-17:00 18:00-21:00	10:00-12:00 13:00-17:00 18:00-21:00

Exhibit Outline

■ How to participate in “Rakuten Fashion Week TOKYO 2022 S/S”

Please choose the form of participation you wish for from below and submit application by the dead-line (May 28)

【Forms of participation】

- ① Announcement in physical format, with guests, at Official venues.
 - Selections up to 5th choice, at Hikarie Hall A or Omotesando Hills (refer to p.4)
- ② Utilize the Official venue and transmit live on the Rakuten Fashion Week TOKYO Official WEB-site, without guests.
 - Selections up to 5th choice, at Hikarie Hall A or Omotesando Hills (refer to p.4)
- ③ Announcement in physical format, with guests, at venues other than the official venues.
 - Time slot selections up to 5th choice (refer to p.4)
- ④ Use venue other than the Official venue and transmit live on the Rakuten Fashion Week TOKYO Official WEB-site, without guests.
 - Time slot selections up to 5th choice (refer to p.4)
- ⑤ 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)
- ⑥ Use Official venue not as a place to present but as a place to shoot, and present upon the Rakuten Fashion Week TOKYO Official WEB-site during the term.
 - Selections up to 5th choice, at Hikarie Hall A or Omotesando Hills (refer to p.4)

※In use of Official venues, ①・② will be prioritized.

■ 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 2022 S/S (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
- You must have the capacity to pay the exhibition fee.

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.

■ Notification of screening results

Screening results will be notified to your contact person by email, by 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 (28 May 2021).

- There will be a briefing for exhibitors, so please participate. ~~※Participation is mandatory for all first-time exhibitors~~ (refer to p.31)

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 invitations

The event title logo must be included in invitations.

We need to confirm use of the event title logo in advance, so you must submit your invitation design before printing.

For Rakuten Fashion Week TOKYO 2022S/S, we strongly suggest use of digital invitations for Official venues.

* Due to infection control, there is a possibility seat layouts and capacity will be decided right before the event with short notice.

* 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.

■ Regarding sponsorship

Individual sponsorship from makers/companies rivaling with JFWO sponsors is prohibited.

There is a possibility individual sponsorship will be rejected, so if you are planning for an individual sponsor, please be sure to discuss with the secretariat by the designated deadline.

Also, please note, provision of drinks is prohibited at Rakuten Fashion Week TOKYO 2022S/S.

※For Official sponsors, please refer to the “sponsor list” on p.3.

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/haiime/haiime4.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.

We will hold a lecture meeting regarding music source processing.

The secretariat will inform you later regarding time/date/method of meeting. (planned around late June ~ early July)

Footage recordings

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

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

JFWO will make footage recordings (movie/stills) for the runway shows of brands participating on-schedule.

● Hikarie – Movie 【Hall A: 2 cameras】, Stills 【Hall A: 1 camera】

● 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. (In addition to existing cameras, movie cameras can be added, at price.)

*Depending upon the announcement style/contents, movie footage recordings may not be shot.

■ Details on how the stills will be provided, will be notified separately.

<Licensing of sound recording, video recording, and photographs>

At Rakuten Fashion Week TOKYO , sound recording, video recording, and photography shall be conducted by JFWO or by 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).

Please note that JFWO is responsible for the editing of these sound and video recordings, and there is a chance that these will be used for the purpose of JFW publication.

■ Infection prevention in camera spaces

If/when it is not possible to secure at least 1 meter space between photographers, please be sure to wear a mask at all times and wear a face-shield over the mask until the show starts.

Please be make sure not to speak to one another, once the face-shield is taken off to shoot.

Brand's Support Program

What is Brand's Support?

One of JFWO's aims is to make this event a gateway to success, not only for young Japanese designers, but for up-and-coming designers from around the world.

In order to realize this aim, we continue to provide support for participating in "Fashion Week", to prospective up-and-coming designers.

■ Outline of "Brand's support" in Rakuten Fashion Week TOKYO 2022 S/S

From among those designers who wish to participate in fashion week and wish for support, the JFW Executive Committee choose designers to receive support. JFWO will support those chosen by providing **use of the Official venue and participation in the event, free of charge.**

Time/place offered is the 12:00 time slot of Hikarie Hall A and 15:00 time slot of Space O.

■ 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 in Japan
 - B. Manufacturing must take place in Japan
3. Support may be applied for 4 seasons (there will be a selection process every time)

■ 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 6 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 "Brand's support" will be made by the JFW Executive Committee, by the below methods.

1. Examination of application documents such as application for participation
2. Judging of pieces

■ Application ■

The application must arrive at the following address by the deadline. Applications will not be accepted after the deadline.
More detail→page 31

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

Participation registration fee - Supplementary items for exhibit

■ Registration

Fee must pay the registration fee if you wish to participate in Rakuten Fashion Week TOKYO 2021 A/W

※Registration fee must be paid in full by the application dead-line of May28th (Fri.)

※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:

170,000 yen (tax

included)

Fee 150,000yen

Tax10% 15,000yen

Bank Transfer Fee

5,000yen

■ Supplementary items for exhibit

- Information regarding the collection can be widely distributed to leading shops and national/international media.
(In addition to other exposures, such as the web, SNS, release distributors, official programs, official media, etc.)
- A list of national/international press/buyers will be provided.
- 1 camera (2 at Hikarie) will be prepared for live streaming at each venue, and transmitted upon the Rakuten Fashion Week TOKYO Official WEB-site.
- Recorded materials including the contents of collection movies will be offered at an extremely affordable price.
- For those brands looking for announcement venues.
We can introduce you to venues cooperating with JFWO (partner venues).
- There will also be product & service support provided by various sponsors.
Details will be announced, once they are determined.

◆ 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	30-Aug	31-Aug	1-Sep	2-Sep	3-Sep	4-Sep	Charge (excepted tax)
	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	1,200,000 yen(+tax)
	8:00~14:00 (6H)	8:00~14:00 (6H)	8:00~14:00 (6H)	8:00~14:00 (6H)	8:00~14:00 (6H)	8:00~14:00 (6H)	
	B 19:00	B 19:00	B 19:00	B 19:00	B 19:00	B 19:00	2,400,000 yen(+tax)
	15:00~21:00 (6H)	15:00~21:00 (6H)	15:00~21:00 (6H)	15:00~21:00 (6H)	15:00~21:00 (6H)	15:00~21:00 (6H)	
Omotesando Hills Main Building B3F SPACE O	C 15:00	C 15:00	C 15:00	C 15:00	C 15:00		350,000 yen(+tax)
	9:00~20:00 (11H)	9:00~20:00 (11H)	9:00~20:00 (11H)	9:00~20:00 (11H)	9:00~20:00 (11H)		

* Once the schedule is determined, please make payment within one week.

*Please note, if/when fees are not transferred by the deadline designated by JFWO, your collection schedule may be changed without prior warning.

Official venues

■ Shibuya Hikarie

Shibuya Hikarie

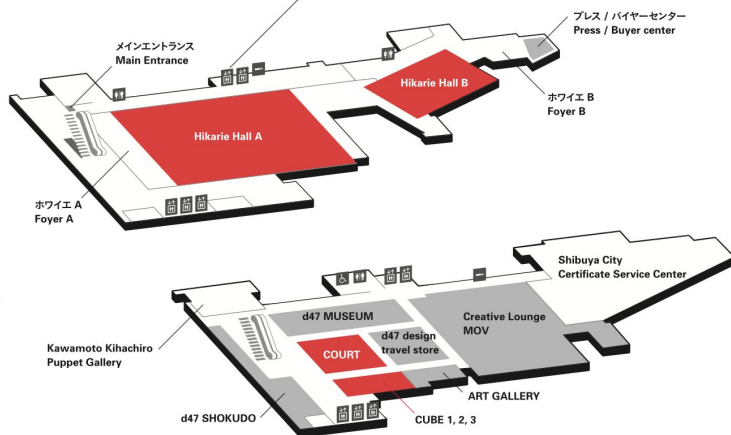


渋谷ヒカリエ
東京都渋谷区渋谷 2-21-1

- JR線・東横線の原宿「渋谷駅」と2階連絡通路で直結
- 東京メトロ銀座線「渋谷駅」と1階で直結
- 東京急行横線・田園都市線・東京メトロ半蔵門線・副都心線「渋谷駅」B5出口と直結

9F Hikarie Hall

会期中、このエレベーターは9階に停止しません。
These elevators do not stop at the 9th floor during fashion week.



8F 8/

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.
- Please be sure to strictly observe COVID-19 infection prevention measures in carrying out your show.

■ Omotesando Hills

Omotesando Hills



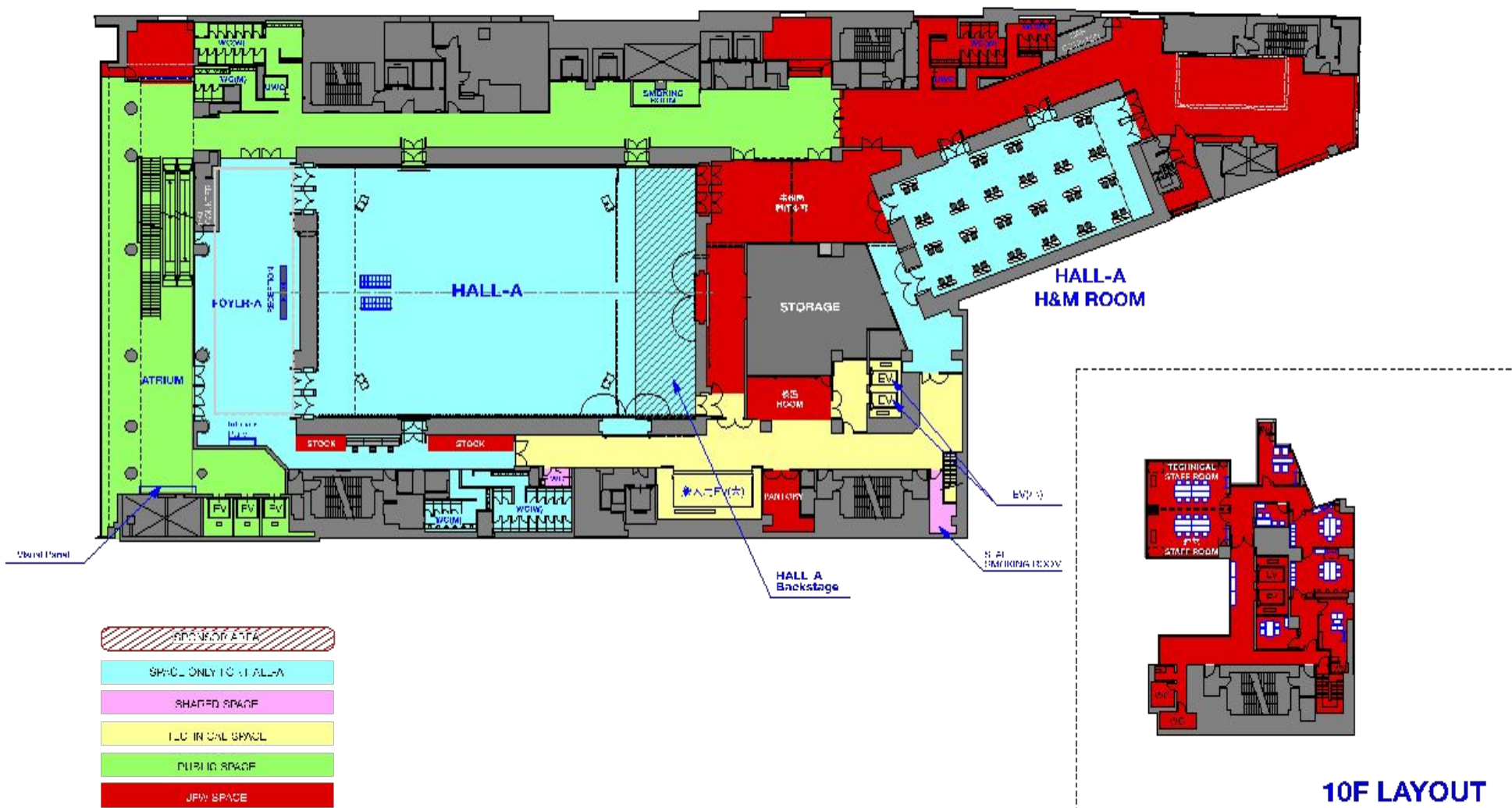
表参道ヒルズ
東京都渋谷区神宮前 4-12-10

- 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

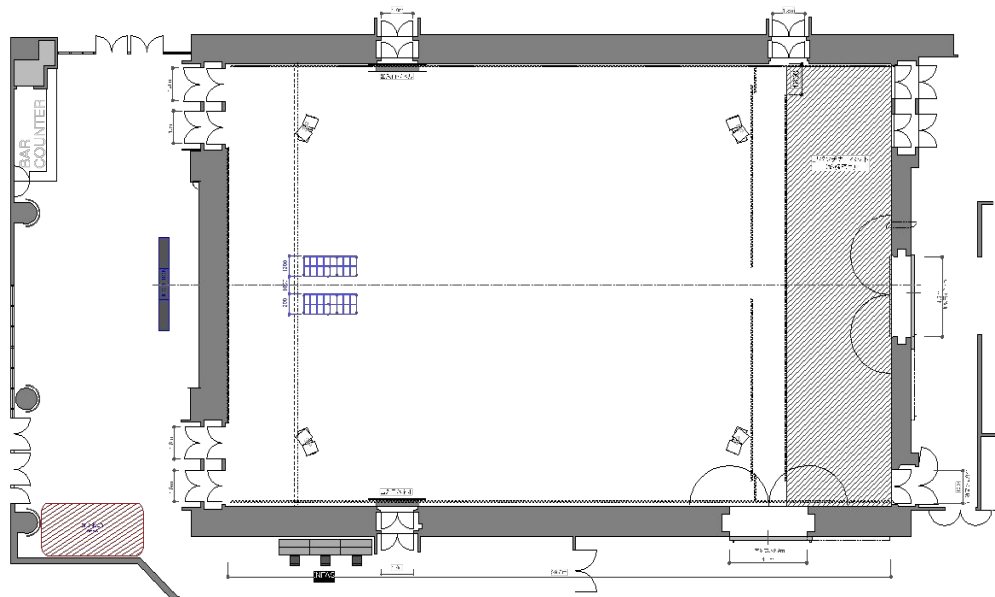
Main Venue / Shibuya Hikarie Hall Floor Plan



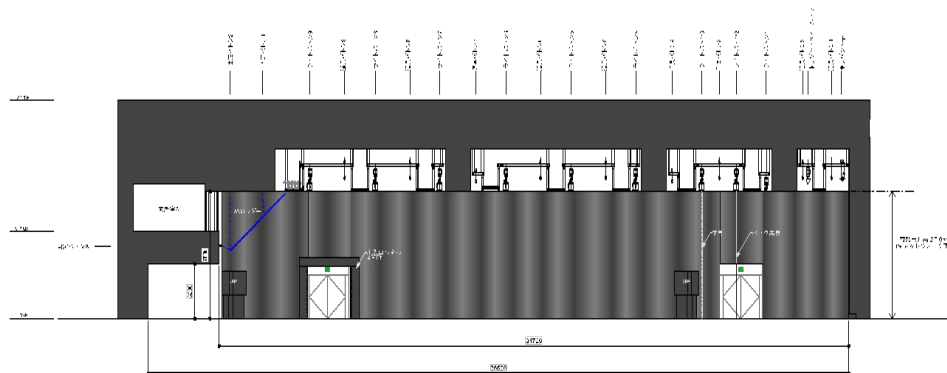
※Specifications may change.

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

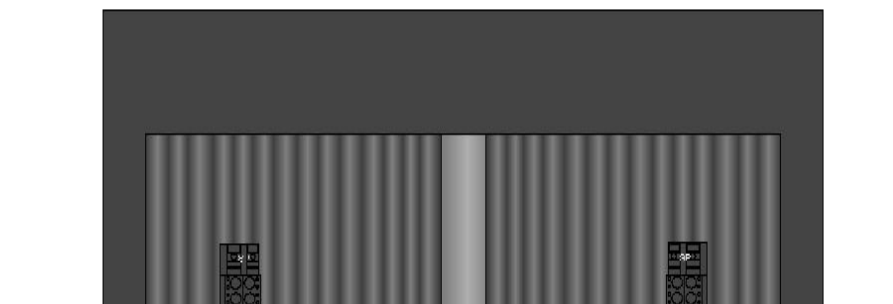
Basic number of seats: Differs depending upon layout of each brand



<OVERHEAD VIEW>



<SIDE VIEW>



<FRONT VIEW>

Shibuya Hikarie Hikarie Hall A basic specs

■ Floor area: HALL/1000m² (38.5m × 26.0m) / FOYER/315m²

■ Ceiling height: 7m

■ Basic number of seats: Differs depending upon each brand's floor plan

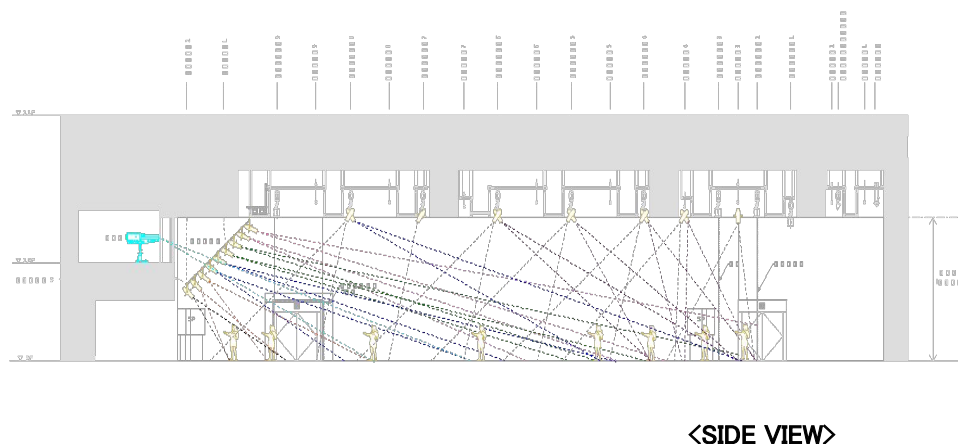
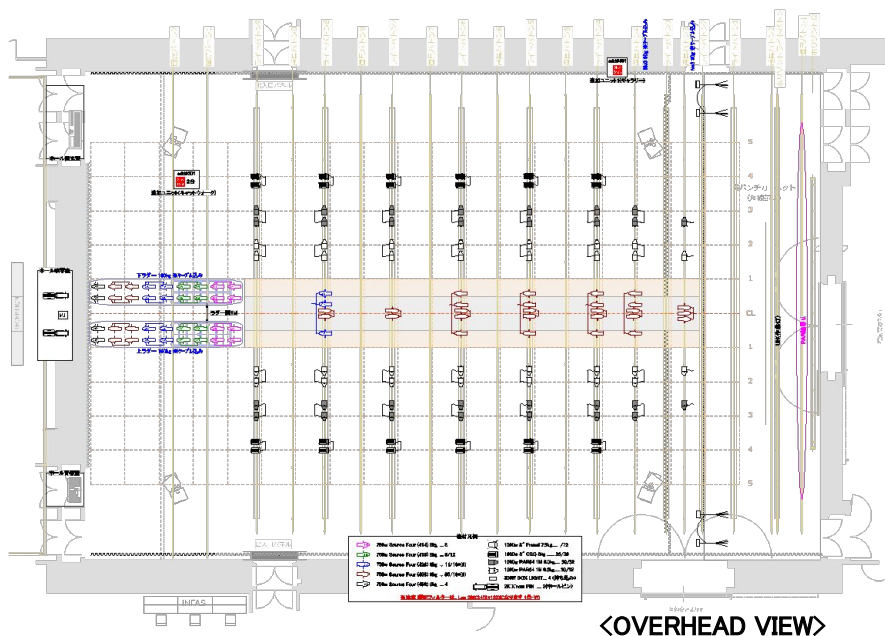
■ Basic décor:

- Wall-size black curtain / both sleeves & large Horizont black curtain
- Runway decorations to be provided by each brand individually
- Elevating baton for lighting/tools
- Ladder truss for lighting
- Technical booth (10th floor lighting room to be used)
- Tiered seating for guests: none
- Guest seating: none (please use seats at venue or bring your own)
- Camera booth: 9 venue unit stages (there is a charge for additions)

■ 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



LIGHTING

- RUNWAY** :
- 750W Source-Four (414) 8kg × 6
 - 750W Source-Four (419) 8kg × 12
 - 750W Source-Four (426) 8kg × 23
 - 750W Source-Four (436) 8kg × 38
 - 750W Source-Four (450) 8kg × 12
 - 1000W 8" Frenel 7.5kg × 56
 - 1000W 8" CSQ 8kg × 36
 - 1000W PAR64 1M 6Kg × 28
 - 1000W PAR64 1N 6Kg × 30

BACKYARD : 300W BOX LIGHT × 4

H&M ROOM : 100W LED × 10

SOUND

FRONT SP :

- Main System EAW502 × 4 (× 2 per side)
- Subwoofer EAW528 × 4 (× 2 per side)

REAR SP :

- Main System EAW502 × 4 (× 2 per side)
- Subwoofer EAW528 × 4 (× 2 per side)

CONSOLE : YAMAHA LS9-16

CD PLAYER TASCAM SS-CDR200 × 2
TASCAM CD-500B × 2

TECHNICAL STAFF

STAGE :

- CHIEF STAFF × 1
- STAFF × 1

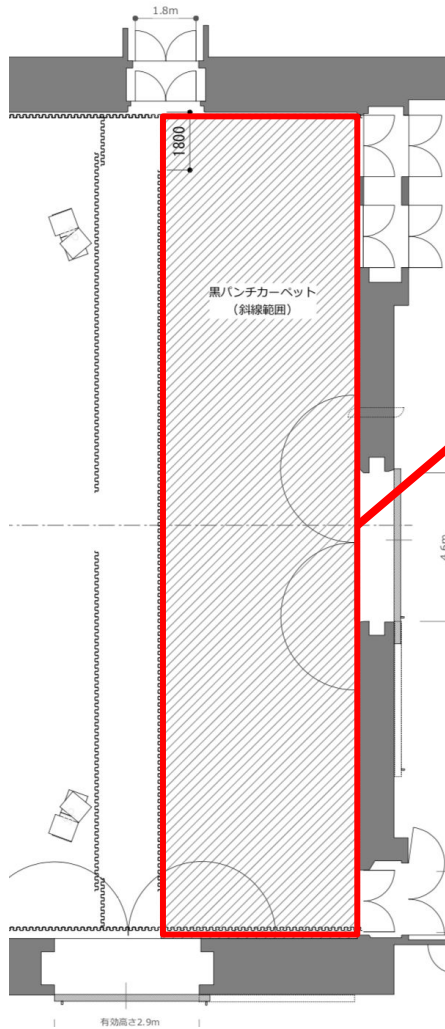
LIGHTING :

- CHIEF STAFF × 1
- STAFF × 1

SOUND :

- CHIEF STAFF × 1
- STAFF × 1

Main Venue / Shibuya Hikarie Hall A Backstage Basic spec



Backstage

FURNITURE

- Hanger rack (W900mm) 20
- Cheval glass 5
- Ironing board 1
- Table (W1800mm) 3
- Chair 10
- Locker with key (for 10 persons) 1

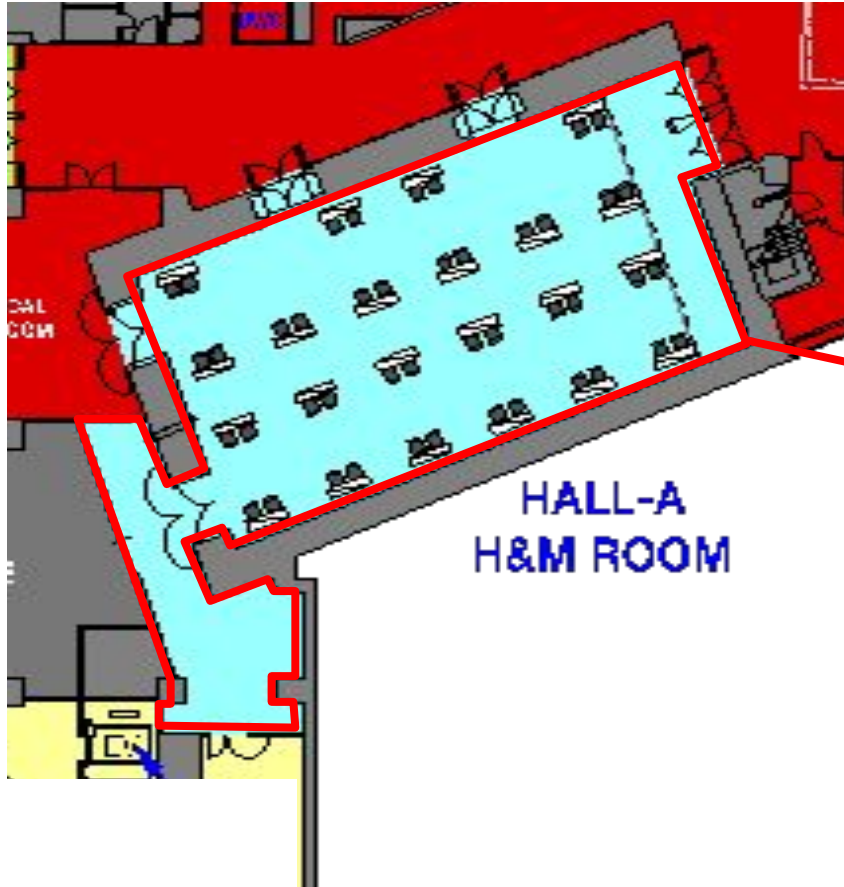
FACILITIES

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

ATTENTION!

Brands must prepare irons if you need. The Office does not prepare.

Main Venue / Shibuya Hikarie Hall A / 10F H&M ROOM-STAFF ROOM Basic spec



H&M ROOM

FURNITURE

- Tables (W1800*D450) 25 tables
- Chairs 50 chars
- Makeup mirrors 22 mirrors
- Lockers with keys (for 12 people) 1 locker
- Hanger racks 2 racks

Facility

- Hair—makeup lighting (excluding existing venue lights) 10 lights
- Power source for hair—makeup (1.5kw/including general power socket) 22 sockets

Official Venue / Hikarie Hall points of caution

※Please observe the rules and act responsibly

■ Capacity

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

Maximum capacity for Hall A is 502 people. Please plan your number of invitations with ample social distance in mind, and submit a plan including seating plan and waiting line plan.

※Please be sure to secure a distance of 2 meters if possible (1 meter at least) between the runway, stage and guest seating, and at least 1 meter between guests (for details, please refer to the COVID-19 infection prevention manual).

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

※To prevent crowds/close-contact at Hikarie 9th floor public space, the foyer will be used as the guests' waiting space after designated time slot.

■ 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.20.

■ Eating and drinking within the venue

Eating and drinking within the hall and/or foyer, is prohibited.

Official venue / Hikarie Hall points of caution

※Please observe the rules and act responsibly

■ 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. We ask for the understanding and cooperation of all parties wishing to send such bouquets, in advance.

■ 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/B ¥270,000/1H (not including tax), + necessary charges ([varying depending upon situation] + ★other related costs)

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

★other related costs = if/when use of venue exceeds 23:00, night-overseeing personnel fees, 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)

Notes on the main venue (Hikarie Hall)

※Please observe the rules and act responsible

■ 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.

Talking loudly among related persons/staff/guests is prohibited and wearing a mask is a must. Please be sure to prepare for guests who have forgotten to bring a mask.

Thermometers will be rented out, so please be sure to carry out a temperature check of all guests. Any person with a temperature of over 37.5°C is prohibited from entering. Please arrange for staff to carry out the temperature check.

Please plan measures in accordance with the COVID-19 infection control manual issued by JFWO.

If you wish for individual consultation on this matter, please make an inquiry to JFWO.

■ 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. Brands planning to use a smoke machine for the production of their show must apply to the JFWO beforehand.

※ Please submit your exhibit plan by the submission deadline of August 5th.

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.

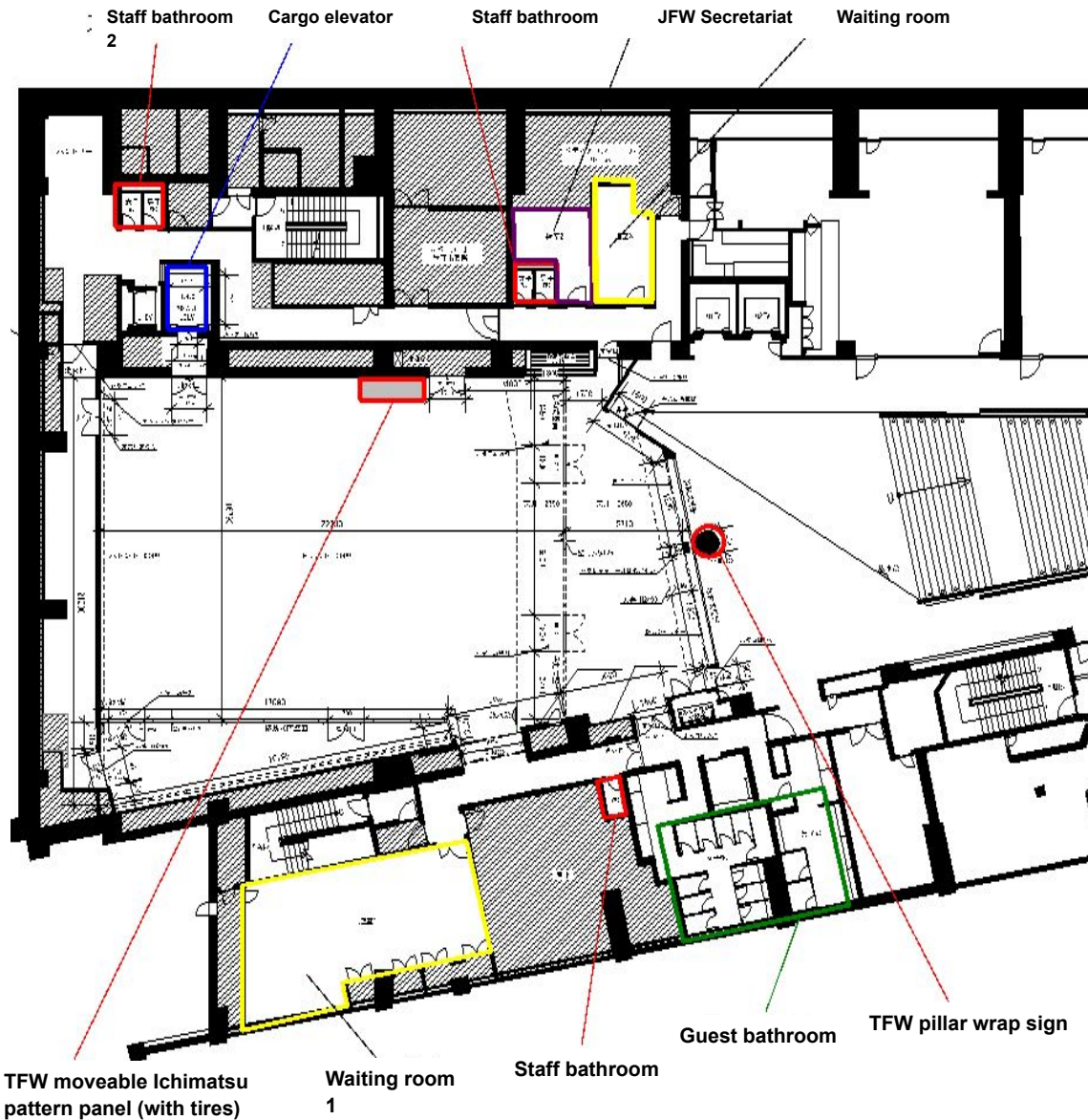
■ Regarding the checkered pattern (ichimatsu) panel

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.

■ When leaving the venue, please be sure to sterilize all areas with the possibility to have been touched with alcohol and return everything to its original positions.

Official venue / Omotesando Hills Space O, venue layout

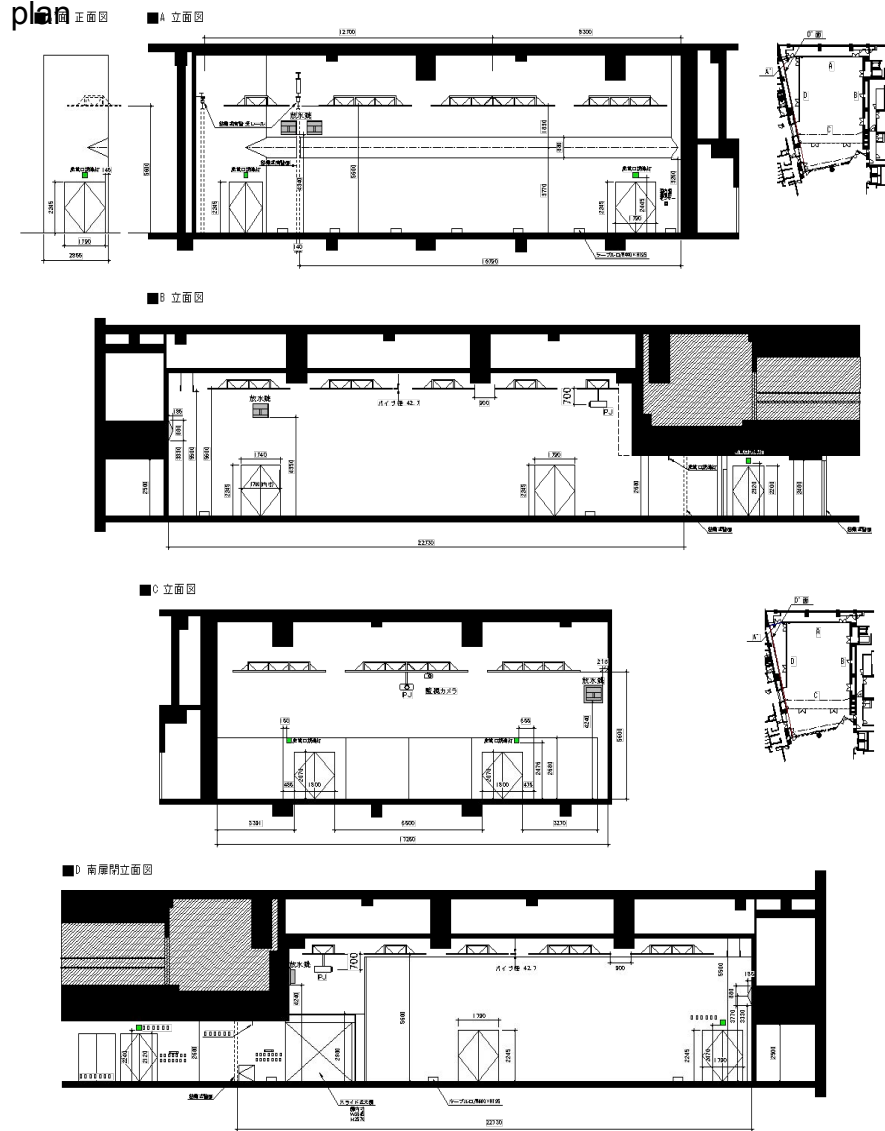


【Omotesando Hills, Space O】

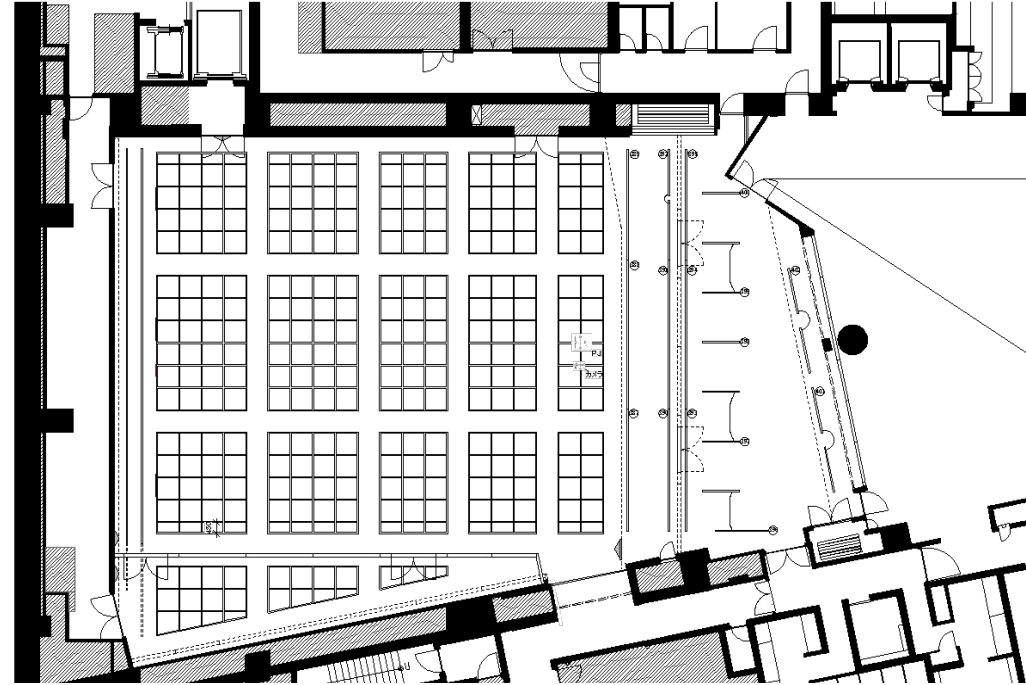
- SPACE
 - Event space 448㎡ (ceiling height 5.6m)
 - Foyer 100㎡ (ceiling height 2.68m/2.48m)
- ROOMS
 - Waiting room (1) 74㎡ (ceiling height 2.8m) **capacity: 15 people**
 - Waiting room (2) 17㎡ (ceiling height 2.8m) **capacity: 4 people.**
- Maximum capacity: up to 400 people (including staff)
 - ※Please plan number of guests to invite, observing social distance
 - ※Foot-mark seals observing social distance will be placed along the waiting line in front of Space O and the large staircase.

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) WORKS--1 unit
- Screen 183 inch (16:9) Stumpf--1 unit
- DVD Player TASCAM DV-DO1U--1 unit
- * When using screen only: ¥20,000/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-technica 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
 - High power speaker MEYER CQ1 (built-in power amp) 2 amps
 - High power speaker MEYER CQ1 (built-in power amp) 2 amps
 - Mixing board MIDAS VENICE 240 board 1
 - Output multi-processor MIDAS VENICE 240 1
 - Multi-effect processor MIDAS VENICE 240 1
 - 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

※ 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)
 download speed up to 200Mbps (uplink speed up to 100Mbps)
※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

Official Venue / Omotesando Space O points of caution

※Please observe the rules and act responsibly

■ Capacity

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

Maximum capacity for Space O is 400 people. Please plan your number of invitations with ample social distance in mind, and submit a plan including seating plan and waiting line plan.

※ Please be sure to secure a distance of 2 meters if possible (1 meter at least) between the runway, stage and guest seating, and at least 1 meter between people (for details, please refer to the COVID-19 infection prevention manual).

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

■ Waiting room capacity

Please be sure to strictly observe the below capacity in using waiting rooms.

Waiting room (1) 74m² (ceiling height 2.8m) **Capacity: 15 people**

Waiting room (2) 17m² (ceiling height 2.8m) **Capacity: 4 people**

Official Venue / Omotesando Space O points of caution

■ 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 responsibly

■ 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 leaving, please be sure to sanitize every location/item used with alcohol and return all things as was before use.**

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 100,000 JPY/per 1H + 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.

Wearing of masks and prohibiting of loud speaking for both staff and guests is an absolute. Please make sure you are ready to provide guests with masks if/when they have forgotten/not wearing.

A thermometer will be rented out to each brand, so please be sure to strictly and surely carry out a body temperature check. If/when a person has a fever of over 37.5°C, they are prohibited to enter. Staff to check temperature must be arranged for by each brand.

Please make plans in strict accordance to the COVID-19 infection prevention manual issued by JFWO.

■ 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 5th.

■ 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.

■ 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

Deadline: Both movie and stills must be submitted no less than 5 working days before the presentation.

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: 16:9

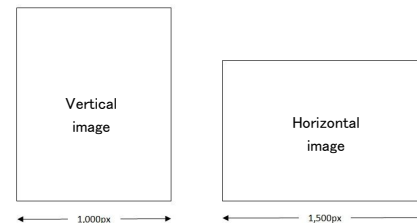
Image file format: JPG

【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

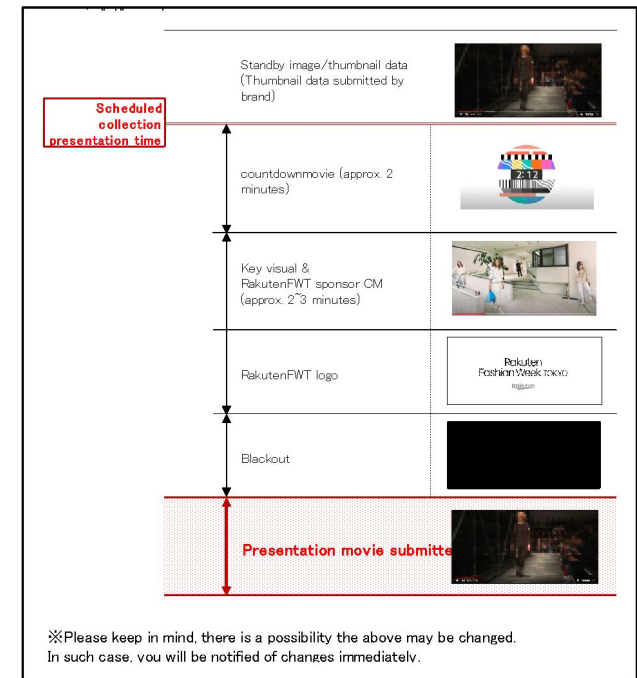
Network environments must be prepared by the participant themselves.

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

You may 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.

■ How movies will run in digital presentation (edited movies)



Schedule

As of April 28th, 2021

Rakuten Fashion Week TOKYO 2022 S/S

		Schedule	Remarks	
Apr.	28(Fri)	Begin to accept applications for Rakuten Fashion Week TOKYO 2022 S/S		
May	11(Tue)	Briefing for exhibitors①15:00- Shibuya Hikarie ver	If you are considering exhibiting, please participate. It will be held at ZOOM (held in Japanese)	
		Briefing for exhibitors①16:00- Omotesando Hills Space O ver	If you are considering exhibiting, please participate. It will be held at ZOOM (held in Japanese)	
	28(Fri)	Deadline for participation application	No application will be accepted after the deadline	
		Participation fee due	Please make payment to the earlier specified account	
Jun.	Early Jun.	Selection of participating brands for 2022 S/S	Brand representative will be contacted. Please inform us of your production company, hair/makeup, PR, as soon as you have a decision.	
		Collection schedule adjustment start	Collection schedule adjustment is scheduled for the end of January	
		Sending of exhibitor agreement		
	Mid Jun.	Announcement of 2022 S/S exhibiting brands		
		Briefing session on sound source processing	Scheduled to be held online.	
		Briefing for exhibitors (Tentative schedule) ② @Shibuya Hikarie	Handing out of Hikarie venues operation manuals (The holding method may change depending on the infection status of the COVID-19)	
		Briefing for exhibitors (Tentative schedule)② @Omotesando Hills Space O	Handing out of Omotesando Hills operation manual (The holding method may change depending on the infection status of the COVID-19)	
	Late Jun.	Deadline for submitting exhibitor agreement		
	Jul.	Early Jul.	Detailed schedule of 2022 S/S is determined	
			Venue fees due (Official venue)	Please make payment to the earlier specified account
Announcement of 2021 A/W collection schedule				
dM Aug.	5(Thu)	Deadline for submitting official venue production plan/confirmation form/operation plan		
	Mid Aug.	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	
	2(Thu)	Deadline for submitting official venue production plan/confirmation form/operation plan	Fire defense applications will be made on March 5th (Fri.)	
	15(Mon)~20(Sat)	Rakuten Fashion Week TOKYO 2021 A/W		

*Please be forewarned that there is a possibility that the schedule of the venue preview will be changed.
JFW's New Year holidays: Scheduled from December 26, 2020 to January 3, 2021

■ Please note

Participation fee for Rakuten Fashion Week TOKYO 2022 S/S must be paid in full by May 28th (Fri.)

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@ifw.jp

Japan Fashion Week Organization

8th 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	<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. H110mm×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 newest collection (actual samples).

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

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. H110mm×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 : May 28th (Fri), must be received by 18:00<Japan Time>

Submission of data (①~④): rakutenfwt22ss@jfw.jp

Must be received by deadline: May 28 (Fri), 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 April 28th, 2021.
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): rakutenfwt21aw@jfw.jp

Submission of samples/lookbooks (⑤):

〒150-0002 Dai5 Kano Bldg. 8F, 3-26-16 Shibuya, Shibuya-ku, Tokyo

TEL:03-3406-5261 FAX:03-6805-0793

Office hours weekdays 10:00-18:00 (closed Sat./Sun./holidays)

For inquiries regarding exhibit: brand@jfw.jp