



“JFW Brand Support Program”

2022 Physical Division Entrance Requirement List

■ Objective

This program is to nurture and support new talents who have the potential of being globally active, through the mission that JFW shoulders of being a “gateway to the world for new, upcoming designers”.

■ Outline

With the aim of brand growth, increasing opportunities for the brand to raise its level of global recognition, and thereby be an opportunity to advance forward to the next step, award-winning brands will be given support for presentations throughout the year.

■ Support Contents

The following support will be given to give a physical show form presentation in the upcoming Rakuten Fashion Week TOKYO 2023 S/S to be held in August 2022, along with support to participate in the next season after winning the award (Rakuten Fashion Week TOKYO 2023 A/W) in some form.

Prize money: ¥1,000,000 /award-winning season (excluding tax/in the case of individual designer the amount withholding tax)

Amount to be remitted after the Rakuten Fashion Week TOKYO 2023 S/S term is over.

To give a physical presentation at the upcoming Rakuten Fashion Week TOKYO 2023 S/S to be held in August 2022, use of Official venues free of charge, along with exemption from paying participation registration fees.

In addition to be given aggressive opportunities to communicate with JFW Official medias,

etc.

Exemption from paying participation registration fees to participate in Rakuten Fashion Week

TOKYO 2023 A/W, to be held in March 2023.

※Method of presentation to be decided upon discussion, based on the wishes of the brand.

■ 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 developing mainly in Japan.
- ③ Have no experience of giving a fashion show and/or installation form presentation, individually.
(Not including cases of having presented products of your design/brand as a member of a school, group, or team)
- ④ Have funds to present a physical show presentation during Rakuten Fashion week TOKYO 2023 S/S term (August 29th, 2022 ~ September 3rd)
(Regardless of show scale or production)
- ⑤ Have the will to present a collection for 2 consecutive seasons at fashion week.
- ⑥ Have a strong will and wish to develop your design/brand aggressively, both nationally and internationally.

■ Application/Selection

① How to apply: Please submit the below 1) ~3).

- 1) Request for support application form
- 2) LOOKBOOK
- 3) 5 coordination worth of actual samples

i . As for the request for support application form, please fill out all the necessary articles of the application form (entry sheet) in the Rakuten Fashion Week TOKYO Official WEB site and submit to us by email.

Submit to: rakutenfwt23ss@jfw.jp

Japan Fashion Week Organization Person in charge: Minegishi

ii . Please poste all materials, including LOOKBOOK, product samples, press kits, etc. to the below address. All materials **must arrive by June 10th, 18:00** (Japan time).

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

Japan Fashion Week Organization Person in charge: Minegishi

※Hand delivering of documents/samples cannot be accepted

2) Application period: May 20th (Fri.), 2022 ~ June 10th (Fri.), 2022 must be received by 18:00 (Japan time)

3) Method of screening: Of the brands entering through self-nomination/recommendation, 1 brand to receive support will be selected by a screening committee through the below A ~ C screening requirements, screening of actual items, along with a qualitative assessment of other points, to judge whether the brand fulfills the application requirements of this program, etc.

Screening is scheduled to take place in early July 2022.

After screening is complete, the selected brand will be notified from JFW in mid-July 2022.

A. The brand or company is established for business purposes.

B. Nationality of designer does not matter, but business of the brand must be based in Japan, and have potential to be active, not only nationally, but also globally in the future.

C. Has the will to present collections continuously.

The screening will be through submitted documents/items, so please make sure to submit a fully complete document. Also, please note, there is a possibility we may contact you to ask for additional information and/or additional materials, to confirm contents of your application and/or as a reference in screening.

4) Screening committee: Members of the screening committee are presently being determined and will be announced at a later date.

5) Timetable:

June 10 th	Deadline for applications
Early July~mid-July (planned)	Notification of results
Mid-July~late July	Announcing of award-winner (method of announcement, to be determined later)
Late August~	Physical show presentation at Rakuten Fashion Week TOKYO 2023A/W

Precautions

- ※ Application submitted after the deadline will not be accepted for any reason whatsoever.
- ※ Indirect application by third parties (PR companies, production companies, etc.) are not accepted. We ask that the brand applies themselves, directly.