



## **“JFW Brand Support Program”**

### **2023A/W season Digital 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, support will be provided in connecting the brand with challenging new methods of expression which are predicted to expand further in the future.

#### **■ Support Contents**

Brands presenting their collection in digital form in the upcoming Rakuten Fashion Week TOKYO 2023 S/S scheduled to be held in August 2022, will receive the following support.

☒ Prize money: ¥500,000 (excluding tax/in the case of individual designer the amount withholding tax).

☒ Qualification requirements: Participation in the upcoming Rakuten Fashion Week TOKYO 2023 S/S scheduled to be held in August, 2022, in digital form presentation of collection.

## ■ Application/Selection

- ① How to apply: JFW will contact those brands participating in the upcoming Rakuten Fashion Week TOKYO 2023 S/S scheduled to be held in August, presenting their collection in digital form to confirm their wish to participate in the program.
- ② Method of screening: Selection will be made by consideration of the bellow 2 points.
  - 1) Qualitative assessment of collection contents, work/expressionism (artistry), etc., by the screening committee.
  - 2) Viewing frequency in the Rakuten Fashion Week TOKYO Official YouTube account (during a selected time period).
- ③ Screening committee: Members of the screening committee are presently being determined and will be announced at a later date.
- ④ Determination of brand to be supported and notification  
Notification to the award-winning brand is scheduled for late September.
- ⑤ Timetable

May 27 <sup>th</sup>	Deadline for application to participate in Rakuten Fashion Week TOKYO 2023 S/S
Mid-July (planned)	Confirmation of intent to participate in the “2023 S/S DIGITAL Grand prix”
Late September	Announcing of the “2023 S/S DIGITAL Grand prix” award-winner

## ■ 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.