



Mercedes-Benz FashionWeek TOKYO

2014-15 Autumn / Winter

【Participation Guide】

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Mercedes-Benz Fashion Week TOKYO will once again set Shibuya Hikarie as its main venue this season,
aiming to strengthen the international competitiveness of the fashion business based in Tokyo,
transmitting Japan's high-quality and highly sensitive textile materials along with the creation of fashion to the world,
and making Tokyo a more fashionable and exciting city.

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Holding Outline of the Event

- NAME OF EVENT : Mercedes-Benz Fashion Week TOKYO 2014-15 A/W
- DATE : March 17(Mon) – March 22(Sat), 2013
- MAIN VENUES : Shibuya Hikarie Hall / Mercedes-Benz Connection
- ORGANIZER : Japan Fashion Week Organization
- SUPPORTERS : Ministry of Economy, Trade and Industry / Ministry of Foreign Affairs of Japan /
The Organization for Small & Medium Enterprises and Regional Innovation, JAPAN /
Japan External Trade Organization / Tokyo Metropolitan Government /
KEIDANREN (Japan Business Federation) / The Japan Chamber of Commerce and Industry /
The Tokyo Chamber Commerce and Industry / Japan Fashion Association /
Japan Apparel Fashion Industry Council / Japan Department Store Association /
Institute for the Fashion Industries / and others *possible supporters
- TITLE SPONSOR : Mercedes-Benz Japan
- OFFICIAL SPONSORS : Maybelline New York / DHL/ LOREAL PROFESSIONNEL / Asahishuzo CO.,LTD.
- SPECIAL SUPPORTING PARTNERS : Shibuya Hikarie / ShinQs

Total Construction

☐ DATE : March 17(Mon) – March 22(Sat), 2013
Fashion Show, Installations, Footage Distribution (the season : 2014-15 A/W)

☐ VENUE : Various Venues in Tokyo
 ● Official Support Venue (Shibuya Hikarie Hall A & B, Mercedes-Benz Connection)
 ● Supported Venue (Shibuya Hikarie Hall B Morning & Daytime)

☐ COLLECTION SCHEDULE PLAN :

Officially scheduled fashion shows will follow the schedule below.

● Hikarie Hall A 11:00 / 16:00 / 21:00 ● Hikarie Hall B 10:30 / 15:30 / 20:30 ● Others 12:30 / 14:00 / 17:30 / 19:00
 *Included Mercedes-Benz Connection

Venue		3/16 Sun	3/17 Mon	3/18 Tue	3/19 Wed	3/20 Thu	3/21 Fri, Holiday	3/22 Sat	3/23 Sun
Hikarie Hall	Hall A	Site management	11:00 16:00 21:00	11:00 16:00 21:00	11:00 16:00 21:00	11:00 16:00 21:00	11:00 16:00 21:00	11:00 16:00 21:00	Unavailable
	Hall B	Site management	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	10:30 (Support) 15:30 20:30	Unavailable
他会場			12 : 30 14 : 00 17 : 30 19 : 00	12 : 30 14 : 00 17 : 30 19 : 00	12 : 30 14 : 00 17 : 30 19 : 00	12 : 30 14 : 00 17 : 30 19 : 00	12 : 30 14 : 00 17 : 30 19 : 00	12 : 30 14 : 00 17 : 30 19 : 00	

[Others]

- ☐ Opening Ceremony
☐ Official party

■ Outline of the Exhibition

Precaution Statement

■ About Exhibition Review for Mercedes-Benz Fashion Week TOKYO (Collection Show, Installations, Footage Distribution)

Screening will be conducted by the JFW Committee based on the following criteria.

①Quarality

- Your brand concept must be clear.
- Your business must be going concern.(not only one season)

②Having a minimum level of business system to meet an outline of the exhibition.

- Your trademark must be registered.
- You must have an operation system to meet an outline of the exhibition.
- you must have the capacity to pay exhibition fee.

③ Business meeting during the Mercedes-Benz Fashion Week TOKYO 2014-15 A/W

- You must have a plan to hold exhibition/business meeting around the Mercedes-Benz Fashion Week TOKYO 2014-15 A/W's time frame.
- You must have a manufacturing system to deal with received order.

***If you have participated in a previous JFW and caused the following problem, they may affect the screening.**

- You changed schedule without notice and confusion for visitors and event operations.
- You didn't hold exhibition/ business meeting.
- You eroded people's trust in JFW and your brand.

■ Notification of exhibitor Approval

The JFW community shall review and select exhibitors and "Designer Support" applicants.

The result of exhibitor approval and acceptance of "Designer Support" will be notified to the representative in the middle of December.

Please note that inquiries concerning the result of the selection process shall not be accepted.

■ Collection Invitation

- Participants in the “Mercedes-Benz Fashion Week” are asked to provide collection invitations for sponsors.
The number of invitations depends on the venue, but typically between 20-40 are required.
We shall use these invitations to invite official sponsors.
- For invitations for overseas buyers, participants may also be asked to provide invitations separately in addition to the invitations mentioned above.
- Please be sure to have the sponsor logo and event title on the collection invitations.

■ Recordings of photography (pictures) and videos (movies)

JFWO will be filming (movie) the collection show only at the official venue, and will provide it at an additional cost.

Please note in advance that filming will not be conducted outside of the official venue.

Although official photography (pictures) will be taken at the official venue and at other venues, the pictures will not be provided.

Regarding shows at venues, photography and video preparation is the responsibility of the brand.

■ Licensing of sound recording, video recording, and photography

At Mercedes-Benz Fashion Week Tokyo, sound recording, video recording, and photography shall be conducted by JFWO or 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).

■ Audio used in the event

In compliance with the Copyright Act, the usage rights for the music (audio) used in the collection event must be processed accordingly.

The JFWO asks that all brands participating in the Mercedes-Benz Fashion Week Tokyo perform the necessary legally mandated copyright clearances toward this end. Participants will be notified of the details at a later date as soon as their participation is finalized.

What is Brand's Support?

Japan Fashion Week Organization (hereinafter JFWO) aims to encourage more visits from buyers and the press, enhance communication to the world, and create business opportunities, by scheduling "Collection Week" (collection show) in a certain period of time and having a main venue. JFWO also has a goal to become the gateway for up-and-coming designers worldwide.

In order to accomplish this goal, support is given to mainly up-and-coming brands participating in Tokyo Collection Week.

The outline of Brand's Support in Mercedes-Benz Fashion Week TOKYO 2014 S/S

In the Mercedes-Benz Fashion Week TOKYO 2014 -15 A/W, Brands selected by the JFW Committee for Entries from the many designers who wish to participate in Collection Week and would like to support from the main sponsor, will be offered to use the venue free of charge in 10:30 of Shibuya Hikarie Hall B which is the venue for supported collections.

■ 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 based in Japan
 - B. Manufacturing must take place in Japan

■ 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 4 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 designers for Brand's Support will go through the below process in the JFW Committee for Entries.

1. Examination of application documents such as application for participation
2. Interviews for those who passed the examination of documents

■ Application ■

The application must arrive at the following address by deadline.

Applications will not be accepted after the deadline.

More detail→page 36

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

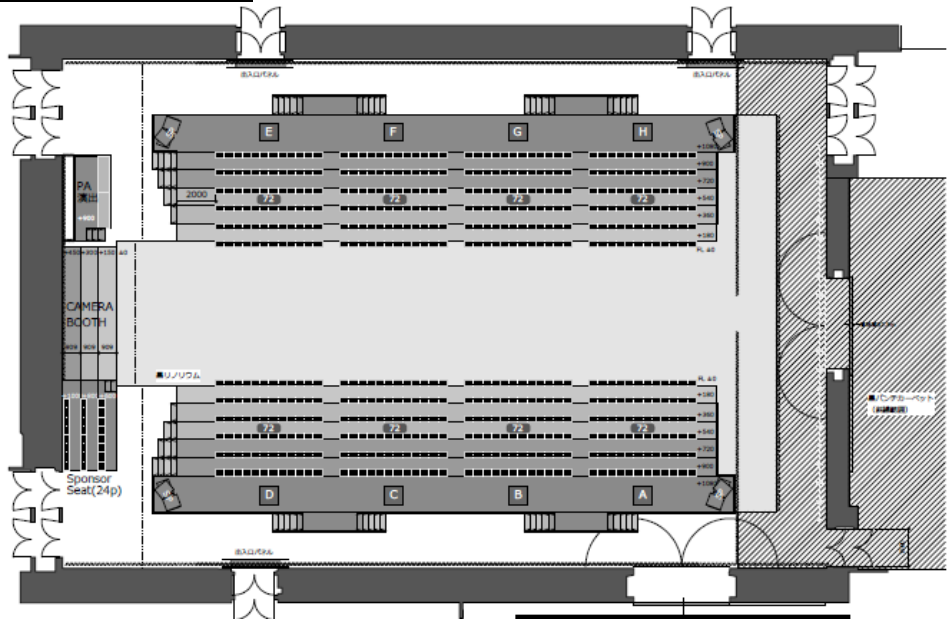
Hikarie Hall / HALL-A

- This is the Venue to be able to adequate various requests from maisons having runway shows

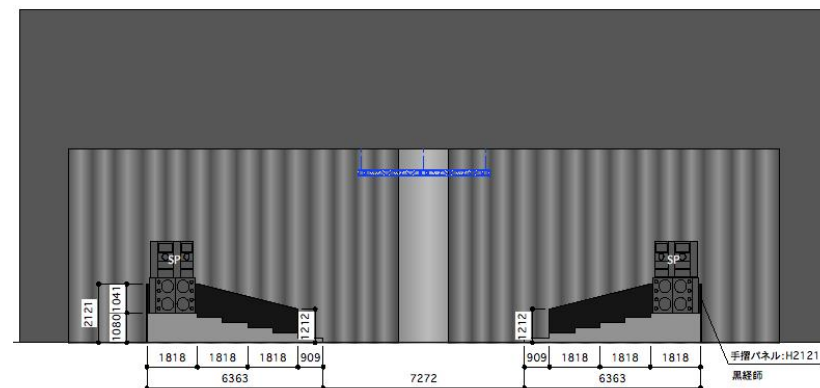
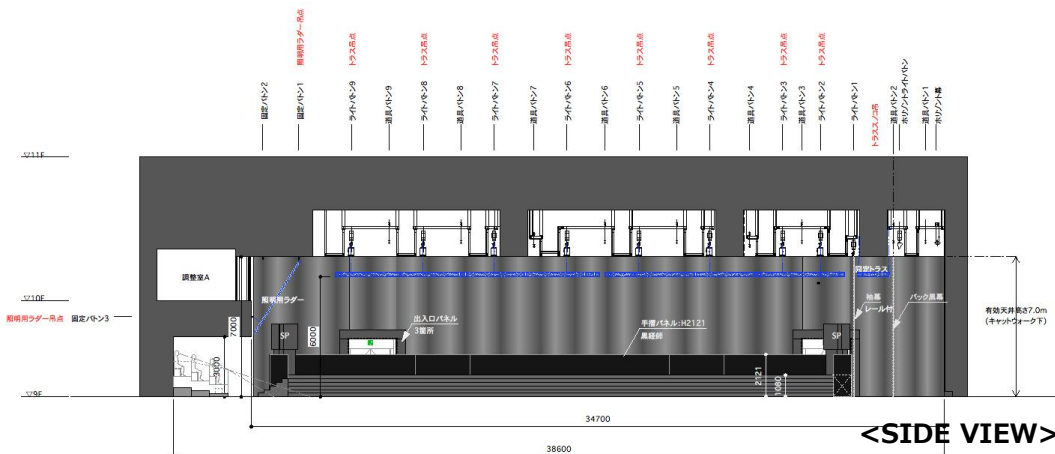
FASHION SHOW	STYLE-A	BASIC RUNWAY	Seating Cap. 672p
	STYLE-B	WIDE RUNWAY	Seating Cap. 384p
	STYLE-C	U-SHAPED RUNWAY-1	Seating Cap. 752p
	STYLE-D	U-SHAPED RUNWAY-2	Seating Cap. 480p
	STYLE-E	ONE-SIDE SEAT RUNWAY	Seating Cap. 336p

Main Venue/Shibuya Hikarie Hall A Basic Spec

SEATS : 752p~336p



<OVERHEAD VIEW>

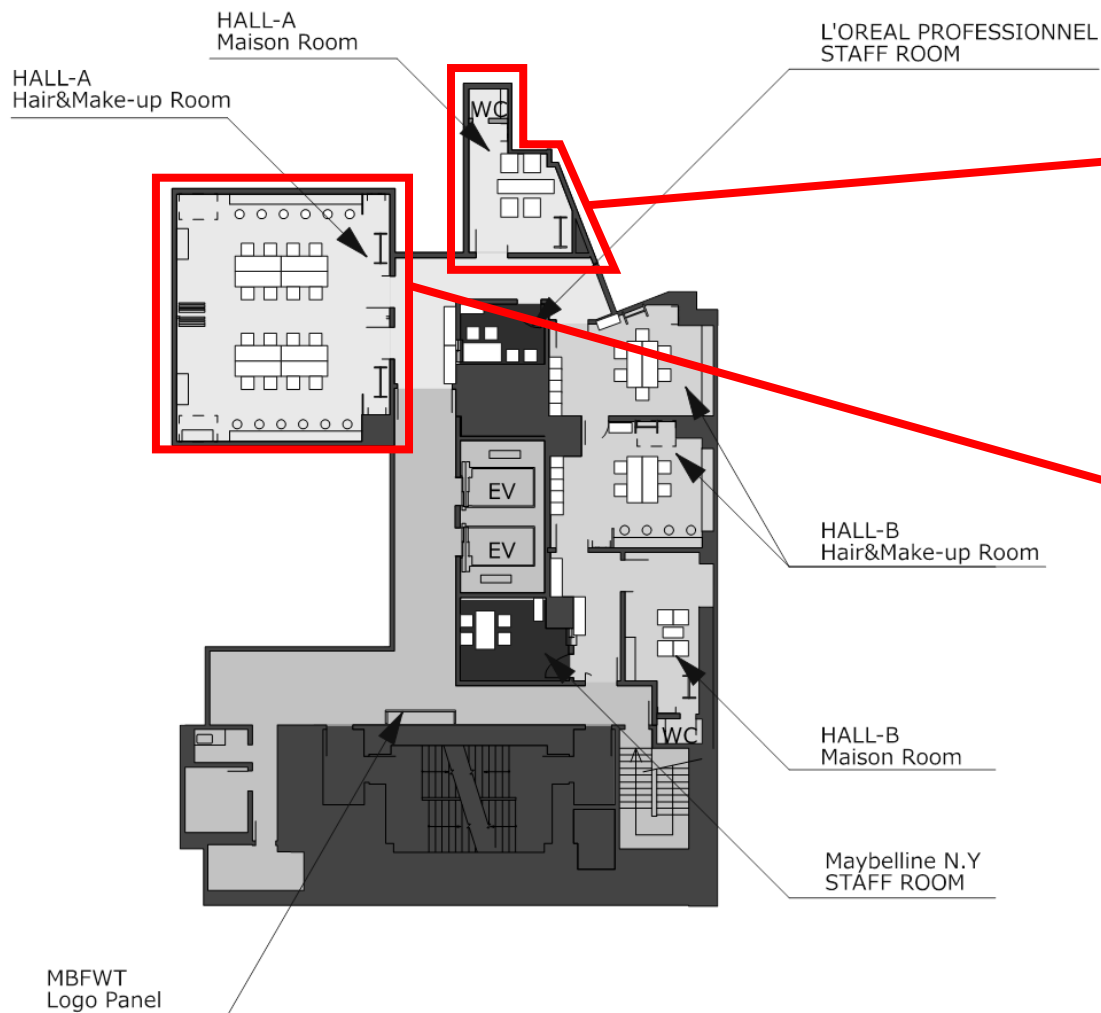


<FRONT VIEW>

Shibuya Hikarie Hall A Facilities

- AREA : HALL/1000m² (38.5m×26.0m) / FOYER/315m²
- ROOF HIGHT : 7m
- SEATS : 752p~336p (depends on maisons' plans)
- BASIC DECORATION :
 - Large black curtains for walls / Large black curtains for both sides of the stage and cyclorama
 - Base floor of the runway (W=7.2m × L=28m / ±0) black linoleum
 - ※The finish-up of the decorations of the runway will be handled by each maison
 - Integrated elevating truss for lights (length---31m × 3 / width---4.75m × 7)
 - Elevating truss for partition curtains (length---29.5m)
 - Technical booth (basically in the lights room on 10F)
 - ※PA and backup booths placed on both sides of the camera booth
 - Tiered audience seats: laminated in black(H=180mm,360mm,540mm,720mm,900mm,1080mm)
 - ※Use the H800mm top step prepared with the venue
 - Audience seats: 190 black benches (seats of 4 × 190 =760 people)
 - ※Chairs prepared with the venue may also be used
 - Camera booth: black laminated floor (H=150mm,300mm,450mm)
- Misc :
 - AIR CONDITIONER : fully-equipped
 - CLEANING : maisons must make preparation

公式会場 / Hikarie Hall / HALL-A / 10F H&M ROOM・MAISON ROOM 基本仕様



MAISON ROOM

FURNITURE

- Conference Table 1
- Chair 4

FACILITIES

- Power(1.5kw) 2

H&M ROOM

FURNITURE

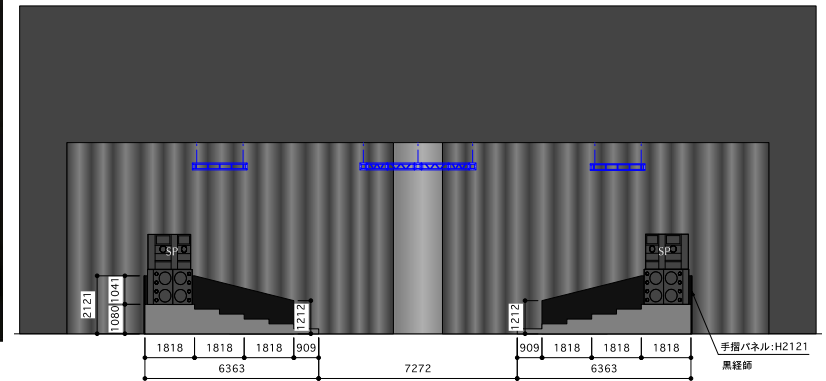
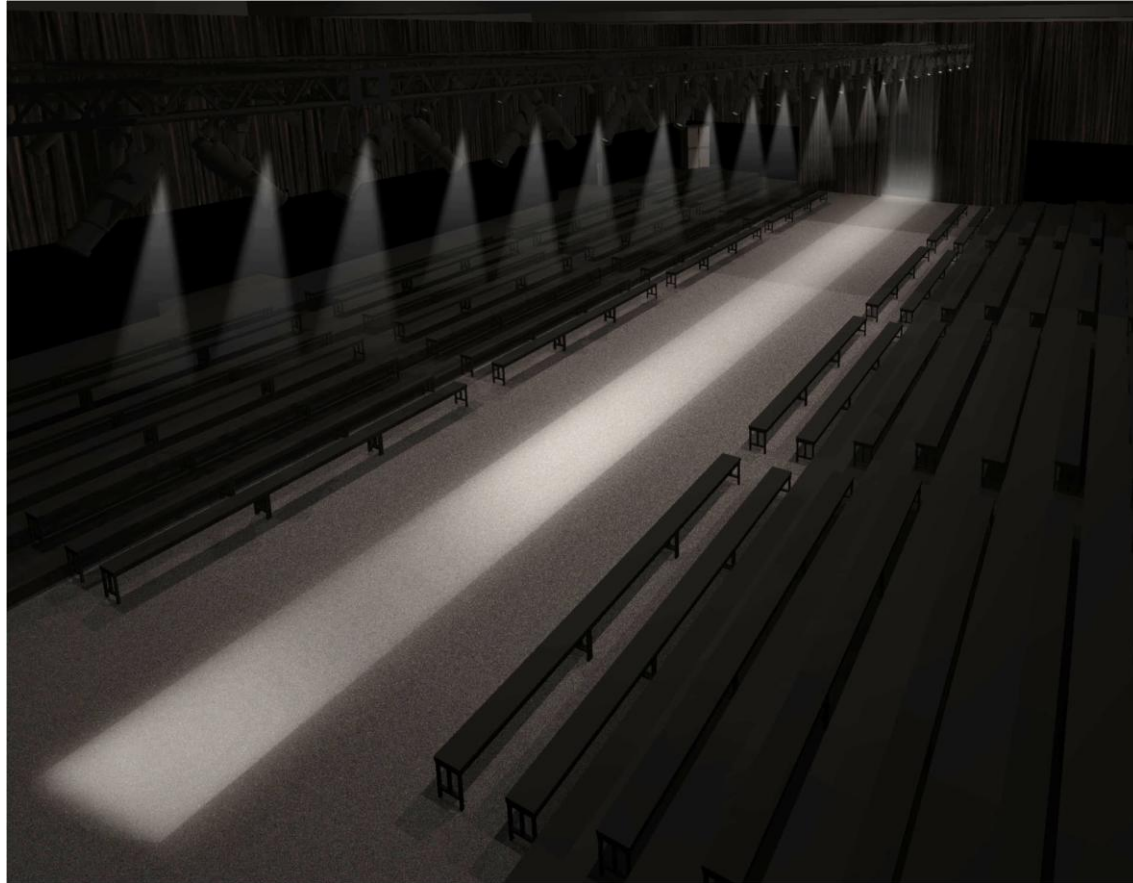
- Conference Table 8
- Chair 28
- Catering table 2
- Mirror for H&M (addition) 8
- Coin-locker(12 persons) 1

FACILITIES

- Lightning for H&M(excepted light for venue) 9
- Plug in for H&M(1.5kw / included Power) 15

ATTENTION! Maisons must prepare irons if you need. The Office does not prepare.

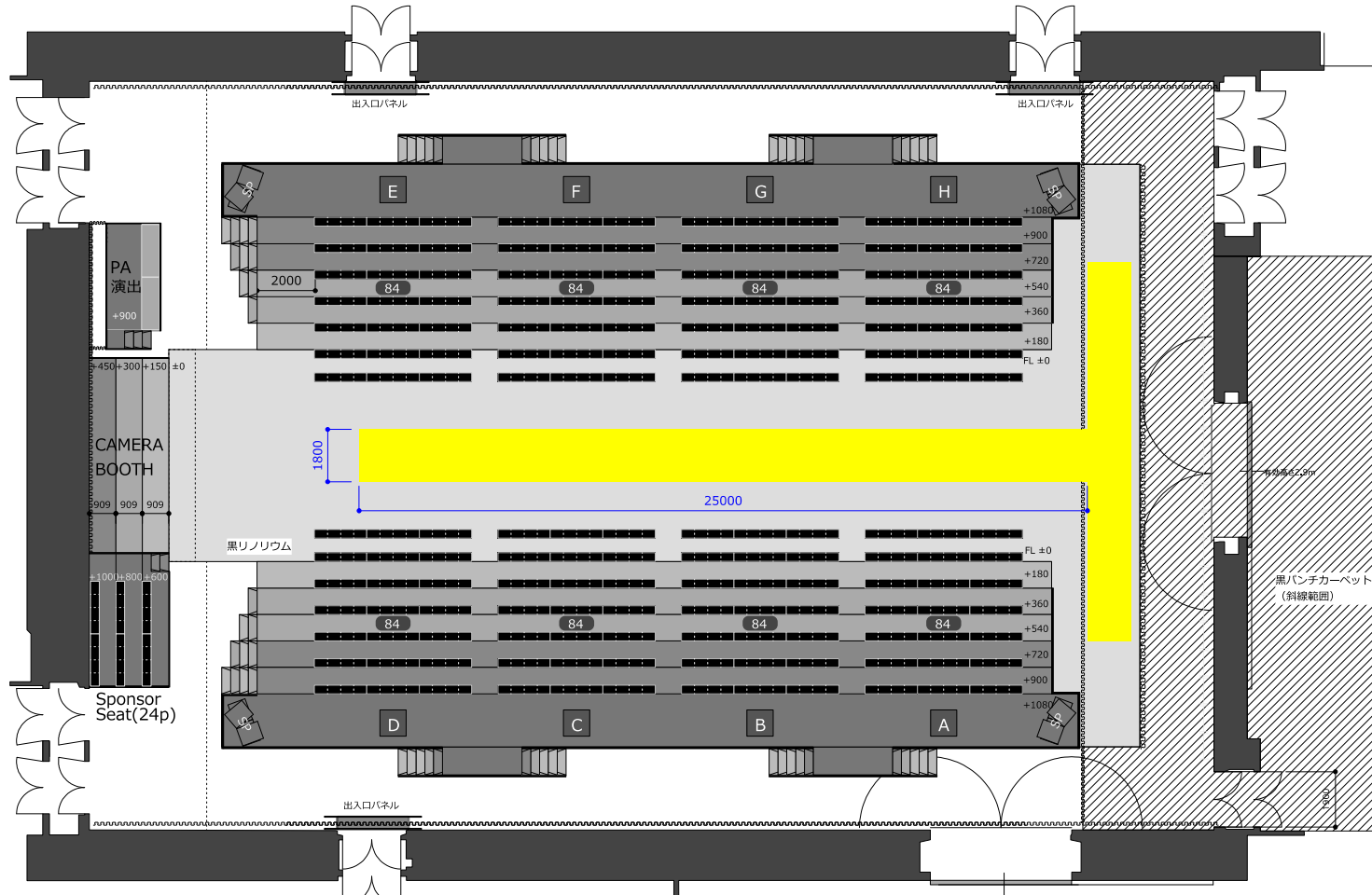
HALL-A / STYLE-A --- BASIC RUNWAY



<FRONT VIEW>

HALL-A / STYLE-A --- BASIC RUNWAY

<OVERHEAD VIEW>



RUNWAY SIZE

W=1.8m × L=25m

SEATING CAP

672p

STANDING CAP

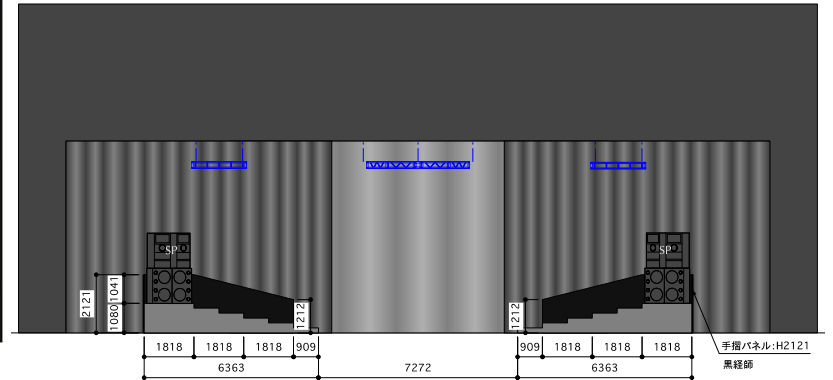
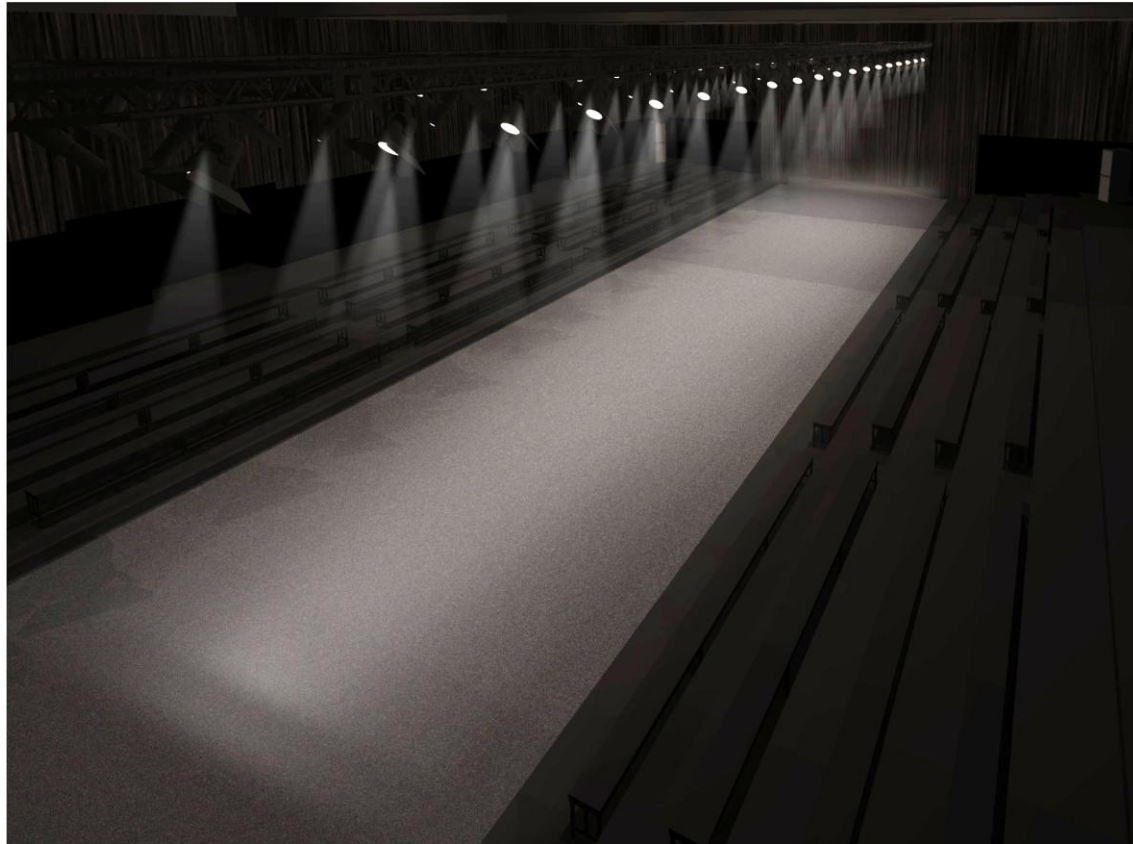
200p

0.25m² / person → 50p / line
2 lines / side

TOTAL CAP

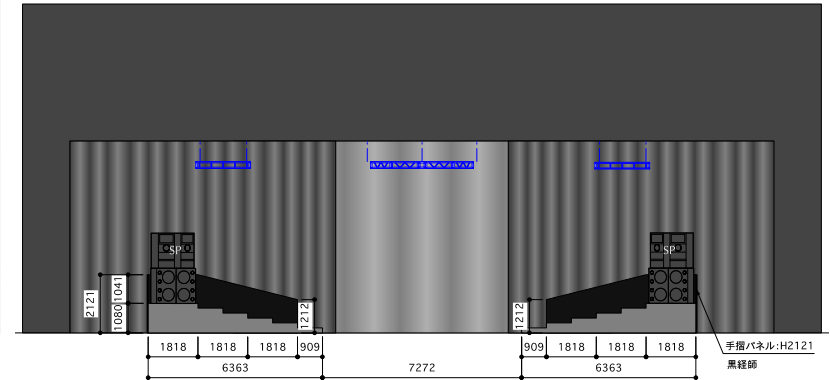
872p

HALL-A / STYLE-B --- WIDE RUNWAY



<FRONT VIEW>

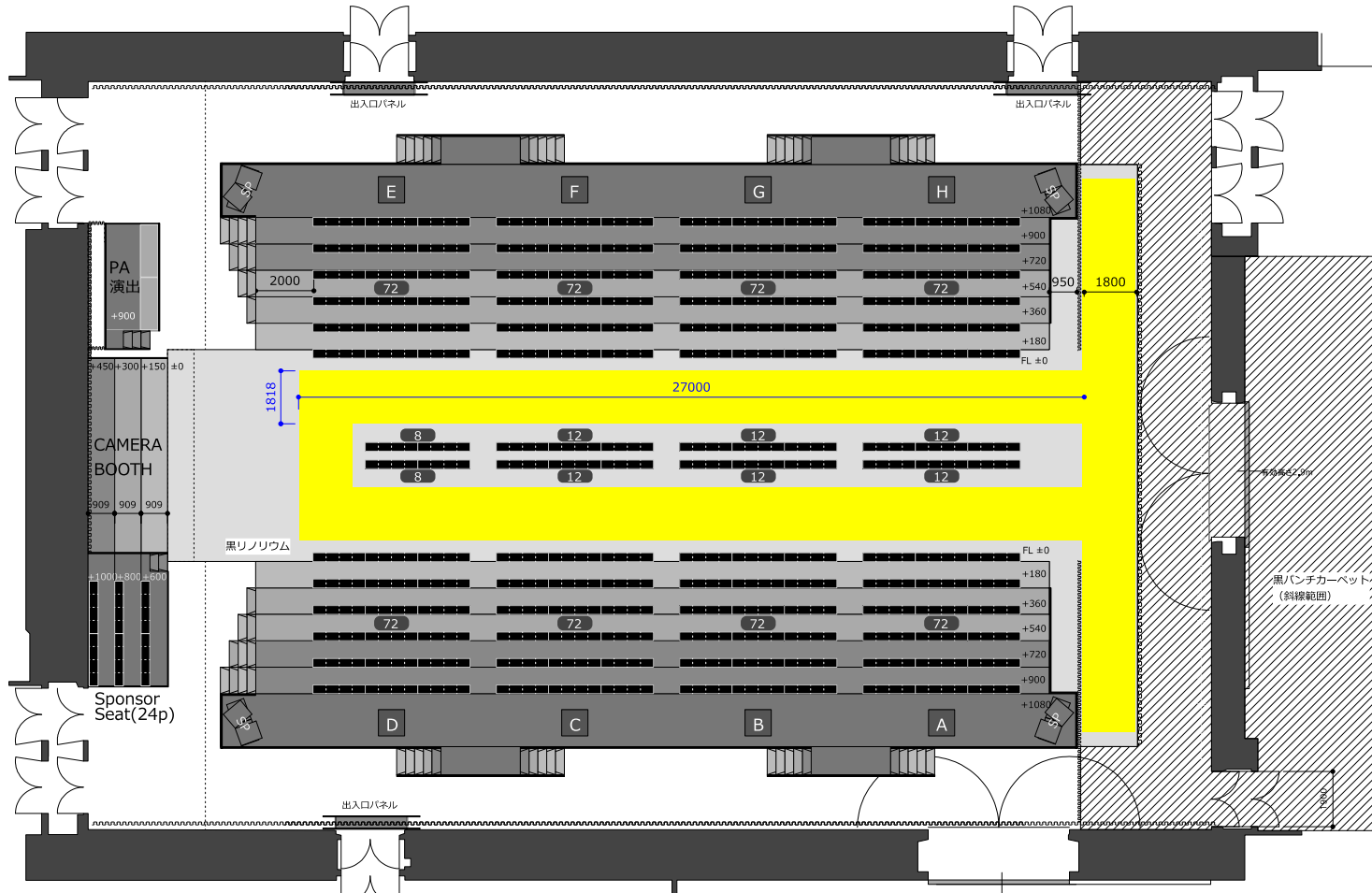
HALL-A / STYLE-C --- U-SHAPED RUNWAY-1



<FRONT VIEW>

HALL-A / STYLE-C --- U-SHAPED RUNWAY-1

<OVERHEAD VIEW>



RUNWAY SIZE

縦方向 W=1.2m × L=27m

横方向 W=1.2m × L=5.7m

SEATING CAP

752p

STANDING CAP

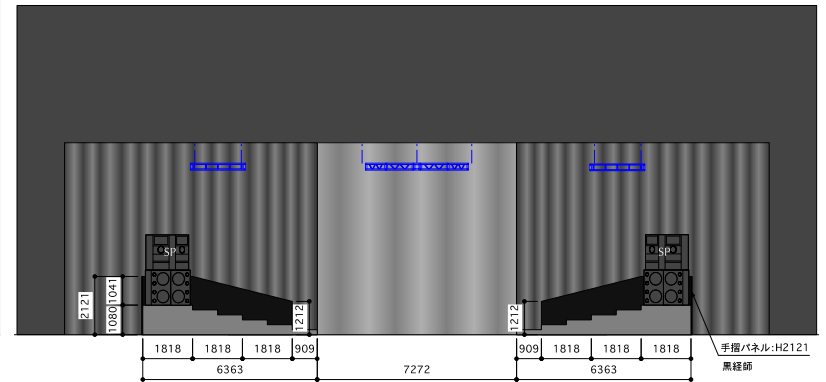
200p

0.25㎡ / person → 50p / line
2 lines / side

TOTAL CAP

952p

HALL-A / STYLE-D --- U-SHAPED RUNWAY-2



<FRONT VIEW>

HALL-A / STYLE-D --- U-SHAPED RUNWAY-2

<OVERHEAD VIEW>



RUNWAY SIZE

縦方向 W=1.2m × L=27m

横方向 W=1.2m × L=5.7m

SEATING CAP

480p

STANDING CAP

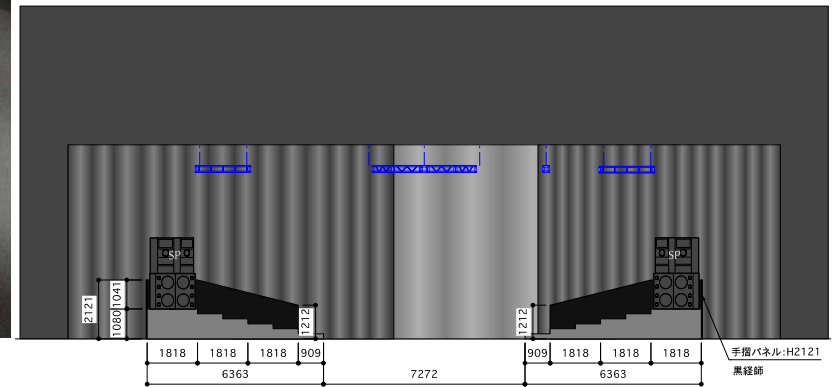
200p

0.25㎡ / person → 50p / line
2 lines / side

TOTAL CAP

680p

HALL-A / STYLE-E --- ONE-SIDE SEAT RUNWAY



<FRONT VIEW>

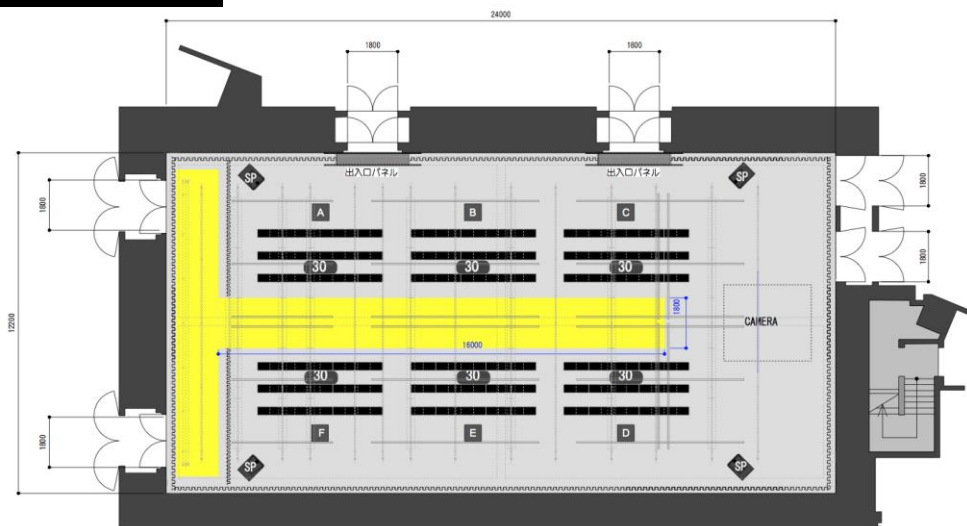
Hikarie Hall / HALL-B

- It is the flexible hall which can do not only runway show but an installation, the presentation movie, etc. and where flexibility is high.

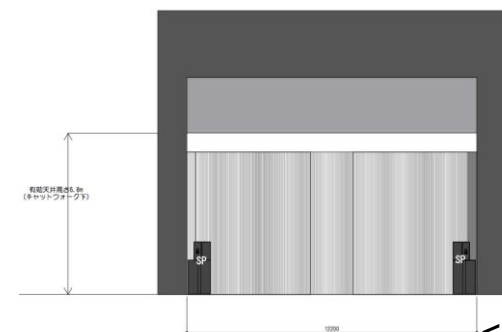
FASHION SHOW	STYLE-A	STRAIGHT RUNWAY	Seating Cap 180p
	STYLE-B	U-SHAPED RUNWAY	Seating Cap 208p
	STYLE-C	SQUARE RUNWAY	Seating Cap 152p
OTHERS	STYLE-D	INSTARATION	Seating Cap TBC
	STYLE-E	PROJECTION	Seating Cap TBC

公式会場 / Hikarie Hall / HALL-B 基本仕様 ※仕様は変更する場合がございます。

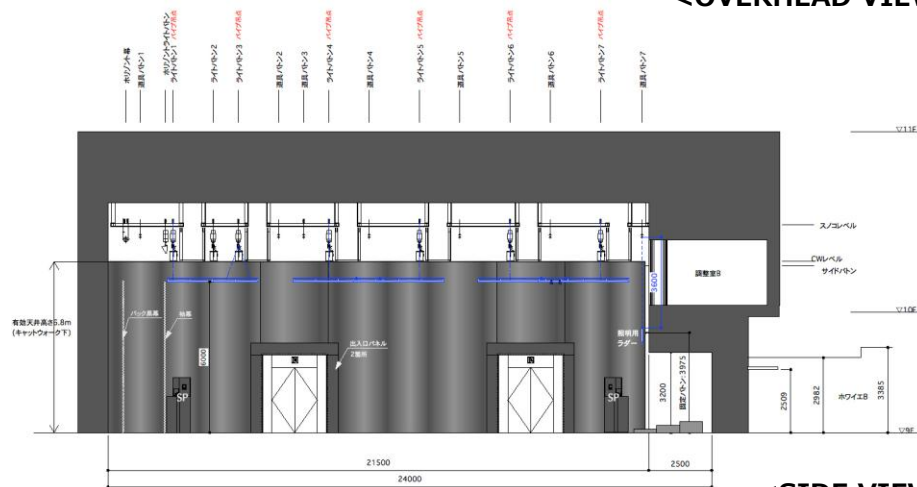
Almost:240p



<OVERHEAD VIEW>



<FRONT VIEW>

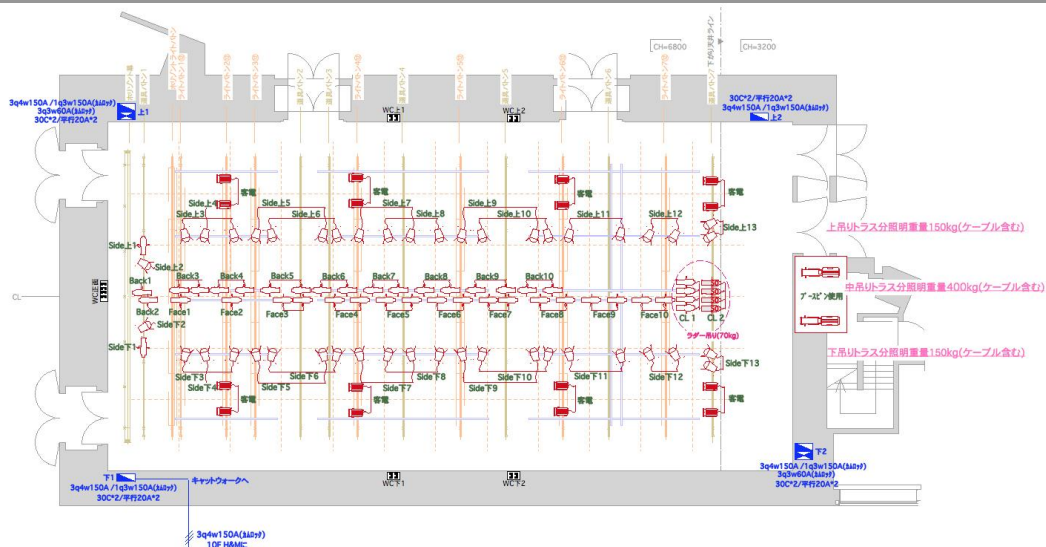


<SIDE VIEW>

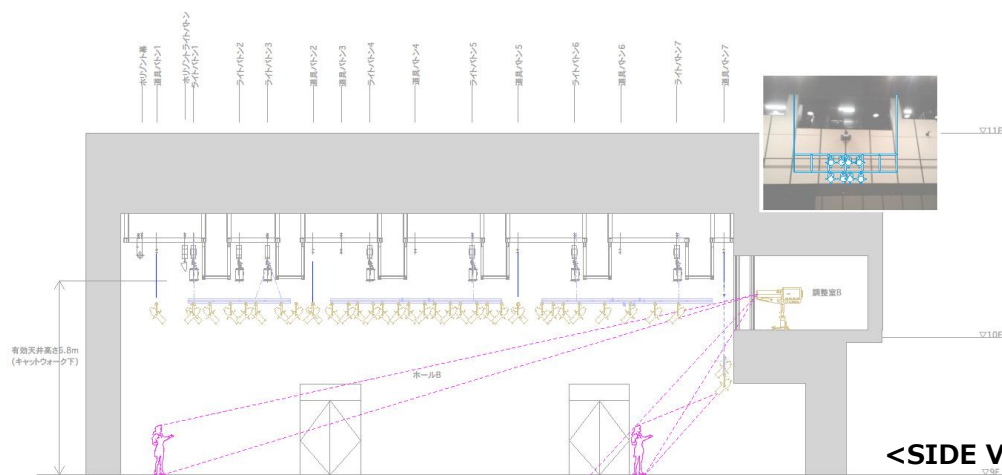
Shibuya Hikarie Hall B (HALL-B) FACILITIES

- AREA : HALL/300m² (24.0m×12.0m) / FOYER/270m²
- ROOF HIGHT : 6.8m
- SEATS : almost 240p (depends on maisons' plans)
- BASIC DECORATION :
 - Large black curtains for walls / Large black curtains for both sides of the stage and cyclorama
 - Base floor of the runway : none
 - ※ The finish-up of the decorations of the runway will be handled by each maison
 - Technical booth (basically in the lights room on 10F)
 - Tiered audience seats: : none
 - Audience seats: black benches(seats of 4×48 = 192people +seats of 2×18=36people)
 - ※ Chairs prepared with the venue may also be used
 - Camera booth: When a camera booth is required, the hall unit stage can be used.
- Misc. :
 - AIR CONDITIONER : fully-equipped
 - CLEANING : maisons must make preparation

公式会場 / Hikarie Hall / HALL-B / 10F H&M ROOM・MAISON ROOM 基本仕様



<OVERHEAD VIEW>



<SIDE VIEW>

LIGHTING

HALL : 750W Source-Four × 44
 1000W 8" Frenel 7.5kg × 44
 1000W 8" PC 8kg × 16
 1K X'nom PIN × 2

H&M ROOM : 150W CDM × 6

SOUND

MAIN : Attached Speaker × 4

SUB : JBL SRX728S × 4

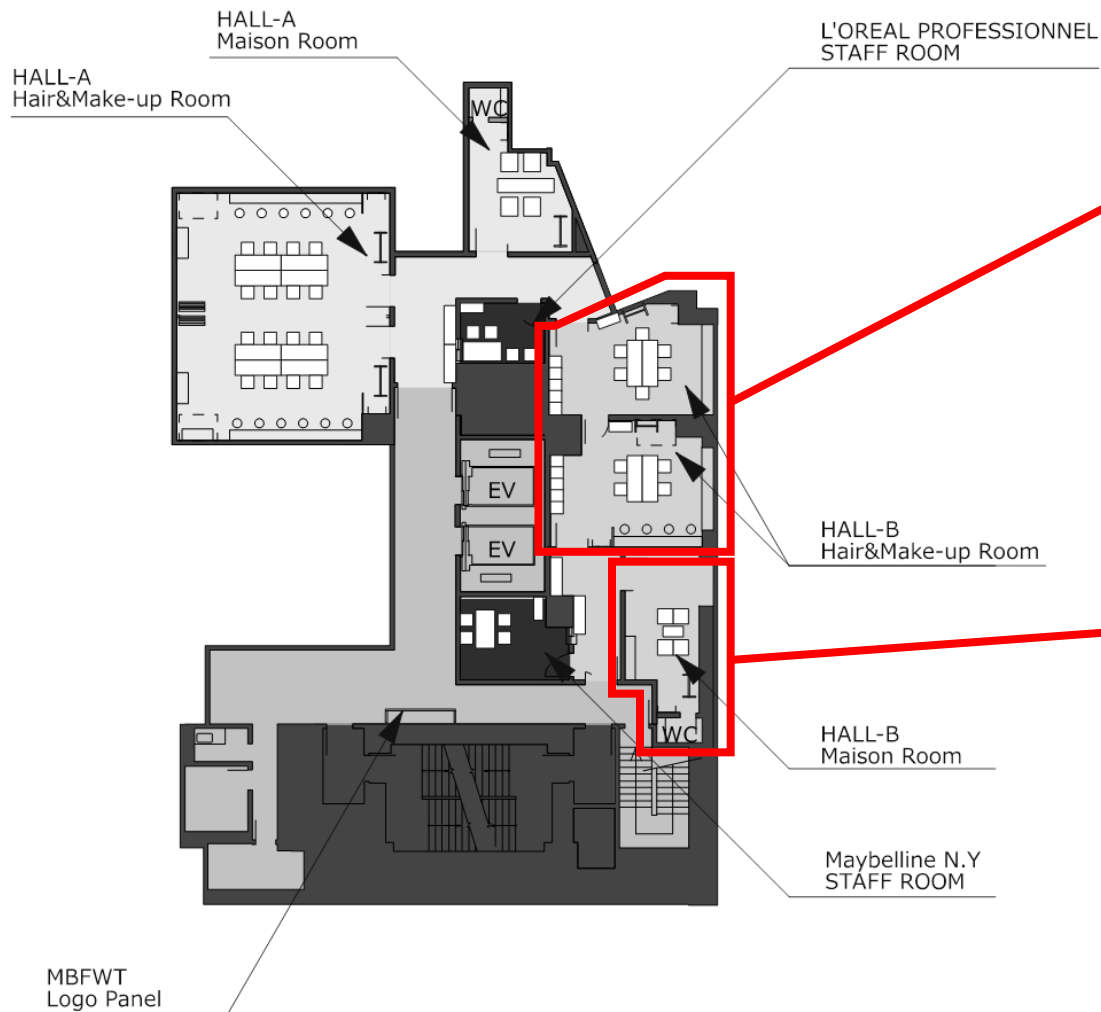
TECHNICAL STAFF

STAGE : CHIEF × 2

LIGHTING : CHIEF STAFF × 1
 STAFF × 1

SOUND : CHIEF STAFF × 1

公式会場 / Hikarie Hall / HALL-B / 10F H&M ROOM・MAISON ROOM 基本仕様



H&M ROOM

FURNITURE

- Conference Tabele 7
- Chair 19
- Mirror for H&M (addition) 6
- Coin-Locker(for 6 persons) 2

FACIITIES

- Lightnig for H&M(except attached) 6
- Plug in for H6M (1.5kw / included power) 10

Green Room for Maison

FURNITURE

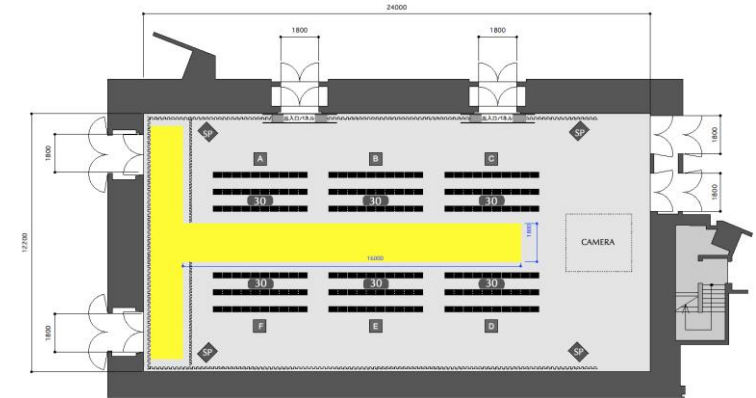
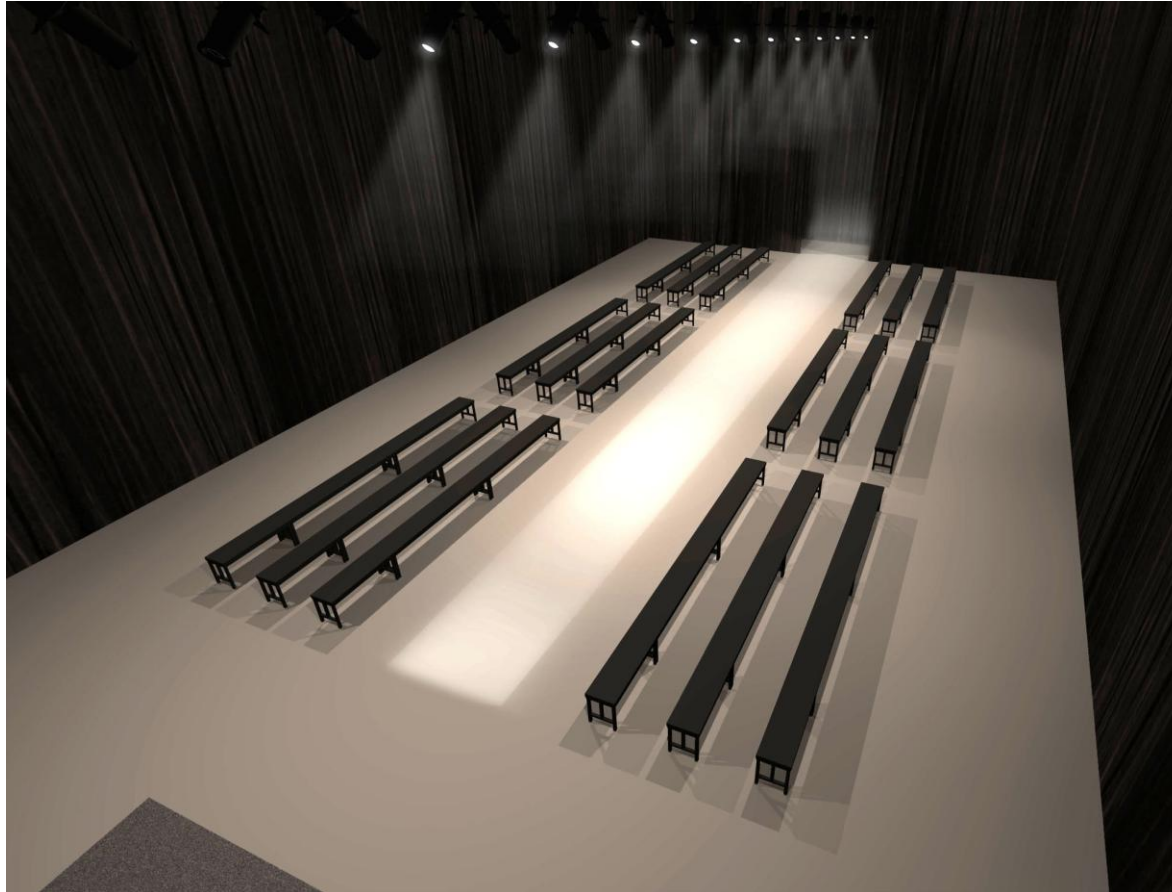
- Conference Tabele 1
- Chair 4

FACILITIES

- Power(1.5kw) 2

ATTENTION! Must prepare irons if you need. The Office does not prepare.

HALL-B / STYLE-A --- SQUARE RUNWAY



RUNWAY SIZE

W=1.8m × L=16m

SEATING CAP

180p

STANDING CAP

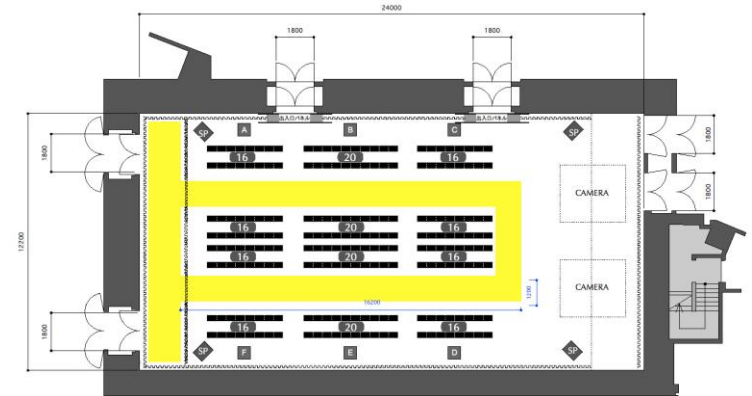
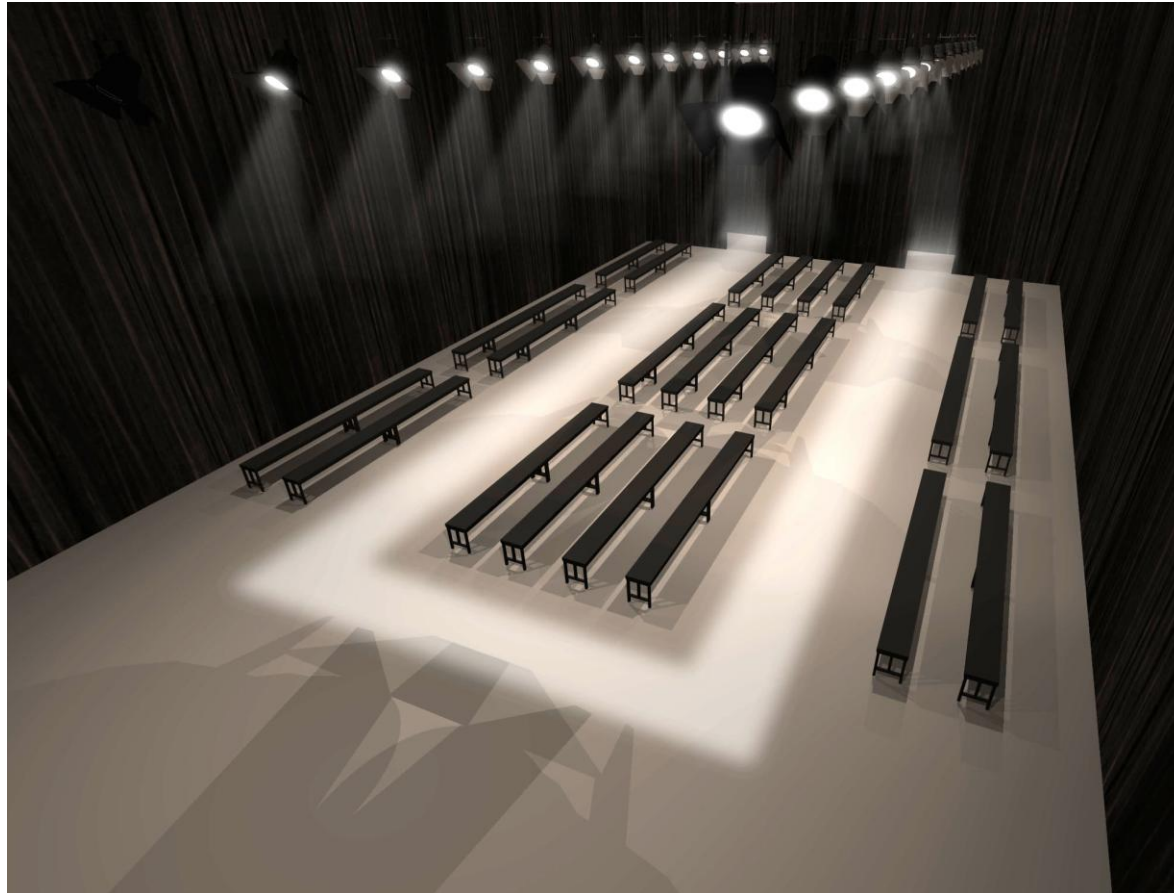
120p

0.25m² / person → 30p / line, 2 lines / side

TOTAL CAP

436p

HALL-B / STYLE-C --- U-SHAPED RUNWAY-1



RUNWAY SIZE

縦方向 $W=1.2\text{m} \times L=16.2\text{m}$

横方向 $W=1.2\text{m} \times L=5.7\text{m}$

SEATING CAP

208p

STANDING CAP

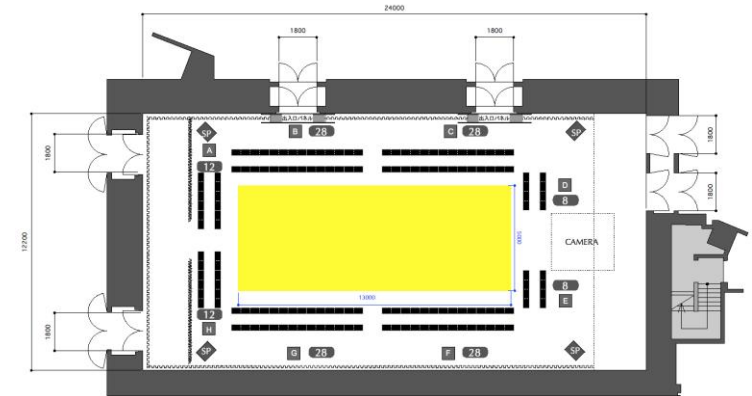
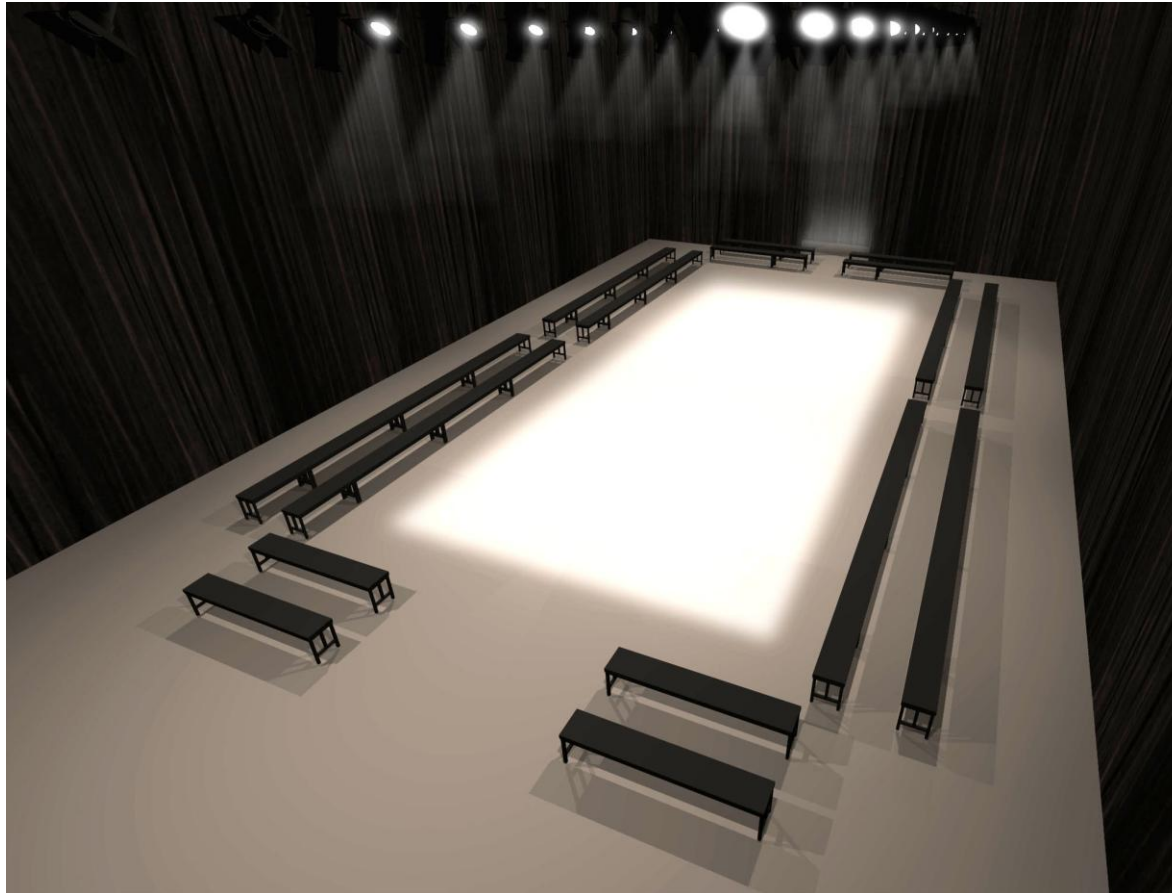
120p

$0.25\text{m}^2 / \text{person} \rightarrow 30\text{p} / \text{line}, 2 \text{ lines} / \text{side}$

TOTAL CAP

328p

HALL-B / STYLE-C --- U-SHAPED RUNWAY



RUNWAY SIZE

W=5.0m × L=13m

SEATING CAP

152p

STANDING CAP

120p

0.25m² / person → 30p / line, 2 lines / side

TOTAL CAP

272p

HALL-B / STYLE-D --- INSTARATION



HALL-B / STYLE-E --- PROJECTION



You can use the attached screen and present your collection by video. *You must pay for labor cost.



■ Recording at venue

***The Secretariat will only record video of the collection show at the official venue, to be provided at a price. Be aware that video recording will not take place at other venues. Those interested in hiring the services of a video crew may contact the Secretariat, who will introduce the interested parties to said crews.**

Guidance materials will be sent out at a later date; please refer to these for details. Please be advised that we will not be providing officially recorded video for use.

•Please have the Maison oversee any recording performed at the venue. We ask that participants not record portions of the event performed in common spaces.

■ Management, theft, and insurance

•The Secretariat will have security staff on hand during installation, removal, and the show itself to handle security for the venue and items within the venue. However, we will not claim responsibility for losses due to acts of nature or theft, loss, or damage of items relating to the show such as wardrobes or makeup.

•In order to ensure that damages due to unforeseen accidents are not incurred during installation, removal, the show itself or any time in between, we recommend that participants have the relevant items **insured as needed.**

•Coin-operated lockers are available in the model dressing rooms of the Hikarie Hall A / Hall B (12 total), and these may be used to store items safely.

■ Installation and removal

We will send out guidance materials regarding installation and removal regulations at a later date.

■ Backstage waiting rooms

We will send out guidance materials regarding backstage waiting room usage regulations at a later date.

■ Food and beverage consumption within the venue

Although consumption of food and beverages within the venue or its surrounding areas are not explicitly forbidden, **please be aware that the Secretariat is absolved of all responsibility for any problems arising from these actions.**

■ Lunchboxes

We ask that **participants prepare their own lunchboxes at each Maison. Also, please carry out any garbage created due to consumption of these lunchboxes.**

Notes on the main venue (Shibuya Hikarie)

- **Disposing of trash created at venues** * Please follow the rules and fulfill your social responsibility!

Please carry out any trash created at venues from each Maison.

***A maison disposed of their waste along the way, which led to an illegal disposal dispute.**

Items such as wardrobes, makeup tools, and all other trash left over in venues beyond the period stipulated by the Secretariat will be disposed of at its discretion. The costs incurred for said disposal will be charged to each Maison.

- **Decorations and congratulatory bouquets**

Unless explicitly stated otherwise, **congratulatory bouquets and all other flowers are prohibited within the Hikarie Hall. We ask for the understanding and participation of all parties wishing to send such bouquets in advance.**

- **Smoking**

Smoking is prohibited within the venue. Please smoke only in the designated areas.

- **Contact will be made regarding the preliminary inspection of the Shibuya Hikarie Hikarie Hall following the exhibit decision.**

- **Reception, guidance, and cleanup**

Conducting show reception, guidance of visitors, and venue cleanup is the responsibility of each brand.

- **Applications regarding fire prevention measures**

Applications regarding the absolving of restricted activities, specifically for the use of smoke machines (diffusion), will be collectively performed by the Secretariat.

Maisons planning to use smoke machines as part of their show performance must apply to the Secretariat in advance (details will be relayed at a later date).

Performances which involve hazards such as use of exposed flame are prohibited unless explicitly stated otherwise. Do not use these in your performance without express consent.

Please direct all inquiries regarding this or other matters to the Secretariat.

- **Evacuation lights**

When temporarily turning lights off, it is an obligation of each brand to convey this message to visitors upon entering the venue, and making notifications by signs. JFWO will have the signs prepared, so please make contact regarding usage.

Advantages

- Show makeup support by MAYBELLINE NEW YORK professional makeup artists.
*Support may be unavailable depending on the show schedule.
- Show hair support by LOREAL PROFESSIONNEL.
*Support may be unavailable depending on the show schedule.
- You can transmit information widely toward domestic / foreign media and buyers by the network that JFWO has created for many years.
- We hand out the list of domestic/foreign press and buyers have updated every seasons.
- A list will be provided with domestic and international press and buyer invitations for each season.
- You have support the fee of the venue from JFW if you use official support venue.
*More detail→p.6
- We can provide a show DVD if you use Official Support Venue.
If using the official venue, a DVD of the show is offered at a reasonable price.
* There will be no movies recorded in other venues.

Registration Fee

You must pay for the registration fee if you want to go in for the Mercedes-Benz Fashion Week TOKYO 2014 S/S.

Registration Fee

150,000 yen (excepted tax)

■ Charge to Use the Venues

Venue	Date	Show Time	Operating Time	Charge (excepted tax)
Shibuya Hikarie Hall A	March 17(Mon) March 22(Sat)	11:00	7:30 – 12:30(5h)	500,000 yen
		16:00	12:30 – 17:30(5h)	1,000,000 yen
		21:00	17:30~22:30(5H)	2,000,000 yen
Shibuya Hikarie Hall B	March 17(Mon) March 22(Sat)	10:30	7:15~12:00(4.75H)	Support Venue
		15:30	12:00 – 17:00(5h)	450,000 yen
		20:30	17:00 – 22:00(4.5h)	700,000 yen

*You might pay presence fee for special direction.

●Please pay your registration and venue fee by wire transfer by Friday, December 13.

*The amount will be returned if you do not pass the committee screening.

*Schedule will be prioritized for those whose venue fee is received.

*Please contact us if you need an invoice or receipt.

[Deposit account]

Bank Name: MIZUHO BANK, Ltd.

Branch Name: KOBUNACHO

Address: 8-1, Nihonbashi-Kobunacho, Chuo-ku, Tokyo, JAPAN

Swift Code: MHBKJPJT

Account #: Saving Account 105-1127087

Beneficiary: Japan Fashion Week Organization

今後のスケジュール予定

		全体スケジュール	備考
11月	11/13(wed)	Begin to accept applications for Mercedes-Benz Fashion Week TOKYO 2014-15 A/W	
12月	12/13(fri)	Deadline for participation application	No application will be accepted after the deadline
		The due date of fee for participation and venue	Please pay into the bank account which we indicated
	12/23-	Brands which will participate 2014-15 A/W is selected.	We shall contact your representative
		Sending of exhibitor agreement	We shall contact your representative
	12/28(sat)-1/5(sun)	Winter Holiday of JFWO	
1月	Beginning of January	Announced exhibitor brands of 2014-15 A/W	
	1/24(fri)	Deadline for submitting exhibitor agreement	Please submit the agreement
2月	2/14(fri)	Detailed schedule of 2014-15 A/W is determined	
	2/20 (thu)	Announced collection schedule of 2014-15 A/W	
	End of February	Deadline for submitting collection tickets	Please submit the document
3月	Beginning of March	Press/Buyer list sent	We shall send your representative
	Beginning of March	Deadline for submitting maison ID (only for Official Support Venue), and collection tickets	Please submit the document
	Beginning of March	Sending of manual.*Shibuya Hikarie Hall only.	We shall send your representative
	3/16-3/22	Mercedes-Benz Fashion Week TOKYO 2014-15 A/W	

■ Note

Please pay your exhibition fee (venue, registration, and other fees) for Mercedes-Benz Fashion Week TOKYO 2014-15 A/W by Friday, Dec 13. Please contact us if you need an invoice or receipt.

If we couldn't check each, you might be not able to make your presentation.

■■Inquiries for Exhibition■■

Mr.Kitamura
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

Have participated the JFW or Mercedes-Benz Fashion Week TOKYO

Exhibitor Application Documents	Remarks column
※1 Participation Application	※1 • Please download the form from the official website and fill out all necessary items.
※2 Brand Image Visuals Adobe Photoshop EPS format (compatible with up to CS2)	• For those applying for support, please fill out all items. Please note that you may be disqualified from the selection if there is any item missing.
※3 Brand Logo single-species (Adobe Illustrator ai format)	※2 • To be used for the official website of JFWO and other official media H110mm × W95mm, 350dpi resolution, CMYK mode • Please request, in advance, for approval of the publicity of models to their agencies from each maison.
※4 Designer Portrait (Adobe Photoshop EPS format)	※Please put the data of 1~4 into CD-ROM, and hand it in.
※5 Brand reference materials	※5 • 3 outfits with the newest items (actual samples). They will be returned at December 25. • An output of 10-20 outfits for both the S/S and A/W seasons in a photobook or scrapbook included with the brand concept and product photos.

Exhibitor Application Documents	remarks column
※1 Participation Application	※1 • Please download the form from the official website and fill out all necessary items.
※2 Brand Image Visuals Adobe Photoshop EPS format (compatible with up to CS2)	• For those applying for support, please fill out all items. Please note that you may be disqualified from the selection if there is any item missing.
※3 2014 S/S seasons In a photobook	※2 • To be used for the official website of JFWO and other official media H110mm × W95mm, 350dpi resolution, CMYK mode • Please request, in advance, for approval of the publicity of models to their agencies from each maison.

※ Please put the data of ①~② on a CD-ROM. Please submit the actual object for ③.

※ Please put the data of ①~④ on a CD-ROM

The application must arrive at the following address by December 13 (Fri)

- The application must arrive at the following address by 18:00 on December 13 (Fri)
- Applications will not be accepted after the deadline.
- Applications may not be submitted by e-mail or FAX.
- Please note that the submitted documents will not be returned.

■ ■ Location where applications should be submitted ■ ■

Mr. Kitamura
Japan Fashion Week Organization
8th Floor, No.5 Kanou Bldg., 3-26-16 Shibuya, Shibuya-ku, Tokyo 150-0002
Tel +81 (3) 3406-5261 [JFW Secretariat]
+81 (3) 6805-0791 [JFW Textile Business Secretariat]
Fax +81 (3) 6805-0793 [Shared]
Time in 10:00am - 6:00pm (weekday) No-business day
(Saturdays, Sundays and public holidays)