

TO ALL HONORABLE MEMBERS OF BGMEA**Subject: Participation in “Fashion World Tokyo” in Tokyo, Japan.**

Dear Sir,

We have the pleasure to inform you that the “Fashion World Tokyo” will be held from 15-17 October 2024, at Tokyo, Japan. Fashion World Tokyo is one of the largest exhibitions in Asia Pacific. Every year thousands of visitors from different countries visit the expo. Fashion World Tokyo consists of INT’L Fashion Brand Expo, Japan Fashion Expo, Textile Expo, Fashion Sourcing Expo, Sustainable Fashion Expo, Fashion Digital Transformation Expo and many more.

Fashion World Tokyo is the business platform for companies from all over the world to showcase the latest sustainable products/materials like apparel, bags, shoes, accessories, fabrics/materials/textile accessories, and fashion digital technologies. The October show will gather autumn/ winter collections and welcome 23,000+ buyers from all over the world to source brands, the fabrics and materials, order fashion sourcing/OEM/ODM services and more.

Details of the Exhibition

Event Name	Fashion World Tokyo
Date & Venue	15-17 October, 2024. Tokyo Big Sight, Tokyo, Japan
Booth Size & Type	8.1 SQM , Shell Scheme
Booth Fee	JPY 836,000/- or BDT 620500/-
Last date of Application	25 th July, 2024
Website	www.fashion-tokyo.jp

Please note that, this is an information circular. If you feel interested in participating, you are requested to go through the brochure properly and make decision for participating. BGMEA shall not liable for the refunding of stall fees and visa related issues.

For any queries please contact:

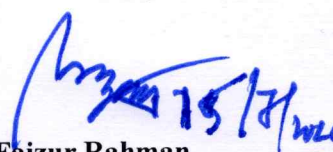
Md. Shaheenuzzaman, Joint Secretary, BGMEA, Mobile: +88 01913-529865

Sizan Mahmud Plabee, Executive, BGMEA, Mobile: +880727-656997

Attachment:

1. Brochure

Thank you,


Md. Faizur Rahman
Secretary General

CIRCULAR

FaW TOKYO

FASHION WORLD TOKYO

15 - 17 OCTOBER 2024
TOKYO BIG SIGHT

JAPAN'S LARGEST B2B FASHION SOURCING FAIR

Booth size - 8.1 sqm

Booth rent - JPY 836,000 (Japanese Yen)

Booth Type - Shell Scheme (Including wall, carpet, electricity, fascia name, 1 table, 4 chairs, 1 waste bin, 4 spot lights)

Up Charge for a corner booth - JPY 55,000



Last date to reserve a booth
25TH JULY, 2024



Contact us
+88-01711370691



FaW Tokyo Exhibition website
[HTTPS://WWW.FASHION-TOKYO.JP](https://www.fashion-tokyo.jp)

**RESERVE YOUR
BOOTH TODAY**



Japan's LARGEST*!

FaW TOKYO

FASHION WORLD TOKYO

OCTOBER October 15[Tue] - 17[Thu] 2024

Venue: Tokyo Big Sight, Japan

Organiser: RX Japan Ltd.



Japan's **LARGEST*** International Trade Show

*Largest" In reference to the exhibitor number and the net exhibit space of trade shows with the same concept.




WHY Join the Japanese Market?

1 Japan - World's 3rd Largest Fashion Market

Japan positions itself as the 3rd largest fashion market!

<Global Comparison of Revenue in fashion segment; 2020>

Top 5

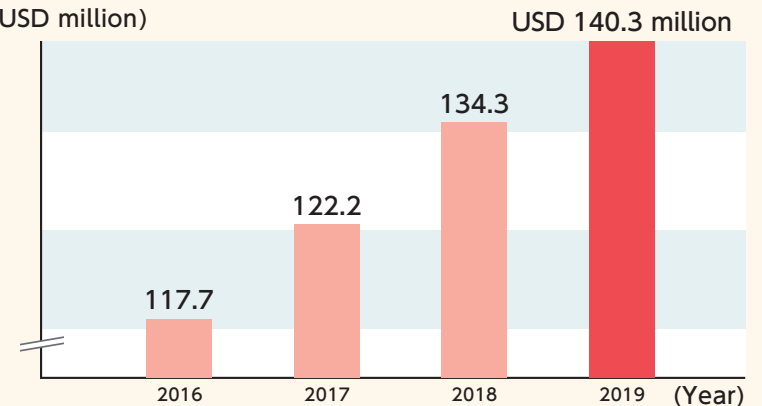
1.		China	USD 348,700million
2.		United States	USD 123,736million
3.		Japan	USD 38,296million
4.		United Kingdom	USD 25,217million
5.		Germany	USD 20,414million

(Source: Statista, January 2020)

2 Imported Fashion Market is Growing

Imported fashion is very popular in Japan, and the market is increasing yearly!

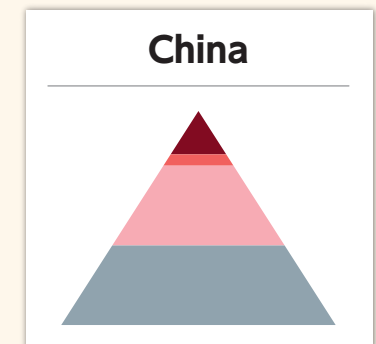
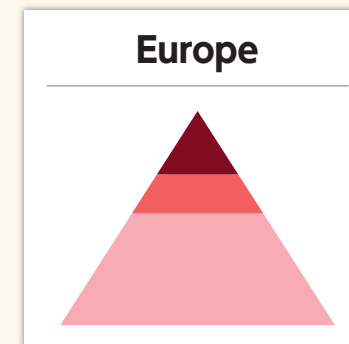
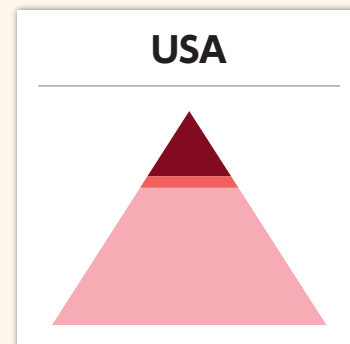
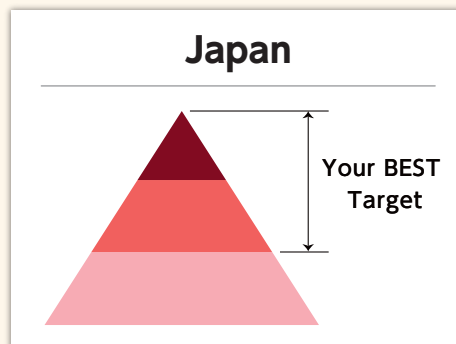
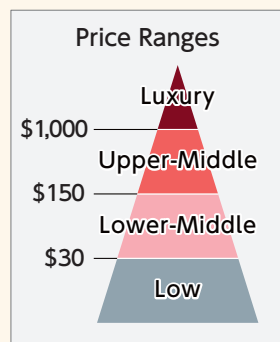
(USD million)



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

3 Japan is No.1 in Upper-Middle Price Range Market

Japan has a large proportion for upper-middle price range compared to other countries - the BEST target for international brands!

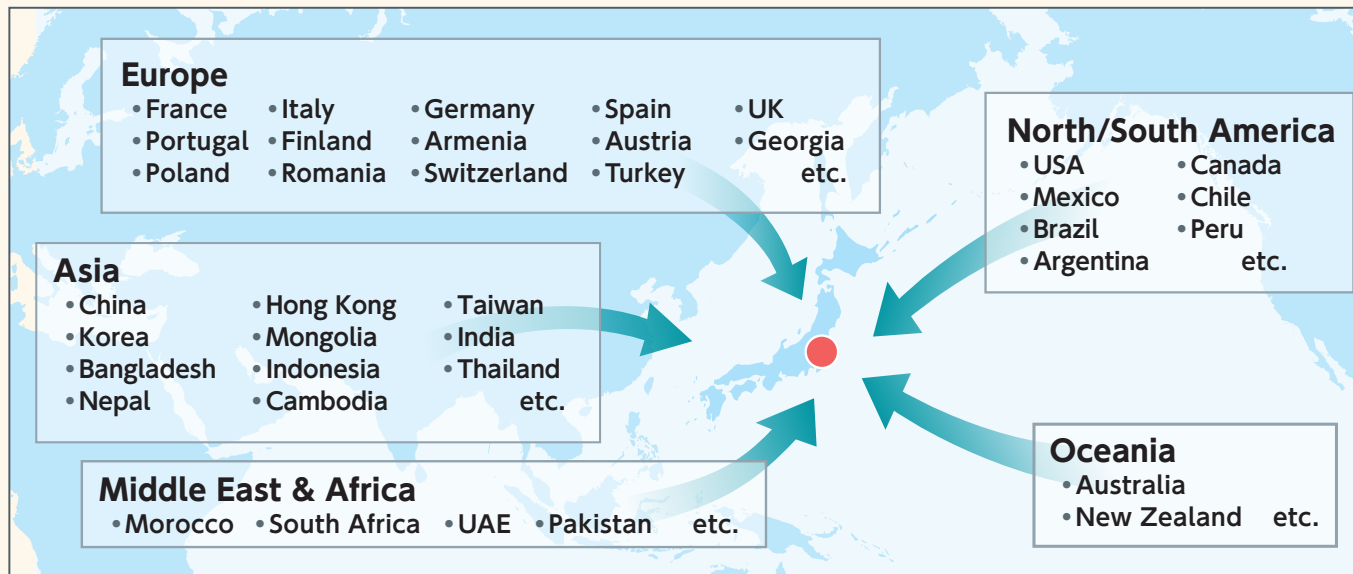


(Source: Ministry of Economy, Trade and Industry)

What is INT'L FASHION BRAND EXPO?

With increasing demand from the buyers, INT'L FASHION BRAND EXPO is designed to add strong focus on INTERNATIONAL (non-Japanese) exhibitors. By exhibiting here, you can meet importers and buyers who are looking for International brands.

■ Exhibitors from all over the World! (expected)

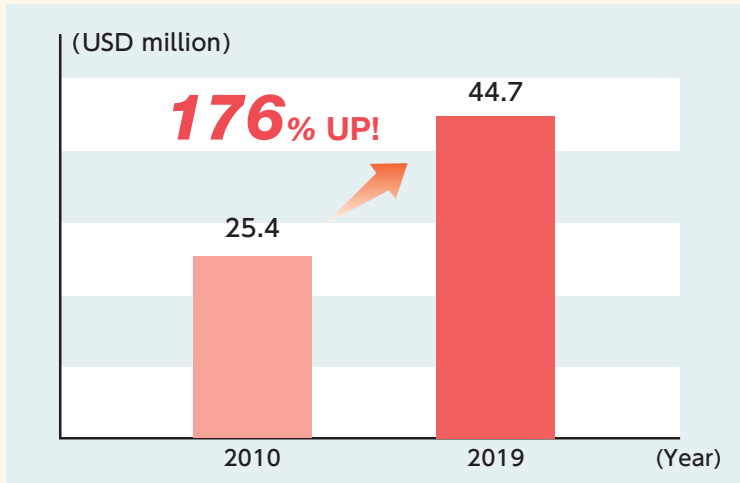


■ Many International Pavilions (expected)



Apparel Market < INT'L FASHION BRAND EXPO >

■ The market of imported clothing is increasing!



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

■ You can meet your target customers as below:

Importers/Trading Agents

- MITSUI
- MARUBENI
- UENI TRADING
- MITSUBISHI
- ONWARD
- YAGI TSUSHO
- ITOCHU
- TOYOTA TSUSHO
- SANYEI
- SUMITOMO
- SOJITZ
- etc.

Department Stores

- ISETAN MITSUKOSHI
- HANKYU HANSHIN
- LUMINE
- TAKASHIMAYA
- SOGO & SEIBU
- ODAKYU
- DAIMARU
- PARCO
- TOKYU
- KEIO
- MARUI
- TOBU
- etc.

Boutiques

- BEAMS
- SHIPS
- UNITED ARROWS
- NANO UNIVERSE
- URBAN RESEARCH
- ISSEY MIYAKE
- SAZABY LEAGUE
- BAYCREW'S
- etc.

■ Visitor's Comment

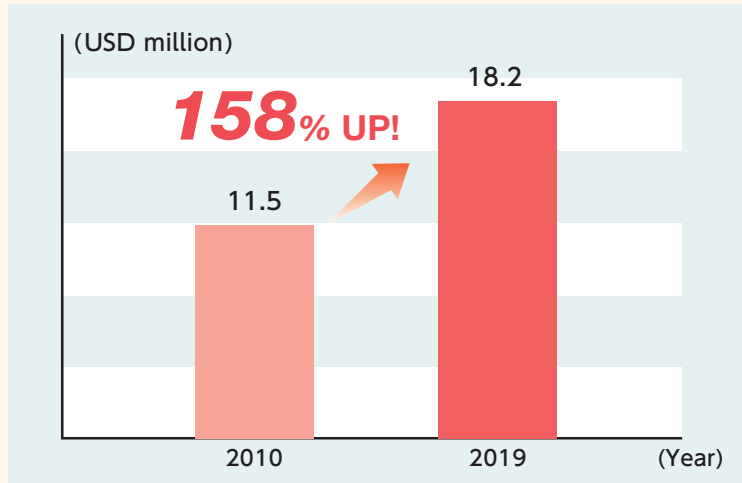
nano universe (TSI HOLDINGS CO., LTD.) (Japan) Boutique

It is important for us to source products that meet the huge variety of consumer demands. And FaW TOKYO offers us opportunities to achieve solutions for such consumer demands in many ways.



Shoes Market < INT'L FASHION BRAND EXPO >

■ The market of imported shoes are increasing by 158%! ■ You can meet your target customers as below:



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

Shoes Stores

- ABC-MART
- LIFE GEAR
- STEP
- G-FOOT
- DIANA
- SHOEMART
- LIFE GEAR
- MARUBENI FOOTWEAR
- ROYAL
- CHIYODA
- TSURUYA
- REGAL
- WA
- MODACLEA
- HIRAKI
- TOHO LAMAC
- etc.

Importers/Trading Agents

- MITSUI
- MITSUBISHI
- ITOCHU
- SUMITOMO
- ONWARD
- TOYOTA TSUSHO
- etc.

Department Stores

- ISETAN MITSUKOSHI
- TAKASHIMAYA
- DAIMARU
- HANKYU HANSHIN
- SOGO & SEIBU
- TOBU
- etc.

Boutiques/Specialty Stores

- BEAMS
- UNITED ARROWS
- URBAN RESEARCH
- SHIPS
- NANO UNIVERSE
- BAYCREW'S
- etc.

■ Visitor's Comment

Hyundai Department Store (Korea) Department Store

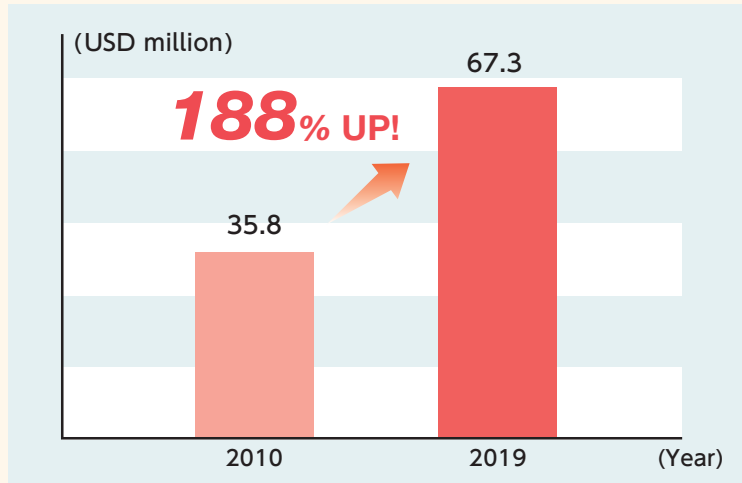
We came to see various items and we had interest in shoes especially as there is high demand. So we came to source shoes, sneakers and sportswear. We were surprised by the scale and number of international exhibitors. We are definitely visiting the show again!



Bags / Accessories Market < INT'L FASHION BRAND EXPO >

■ The market of imported bags and leather items is increasing!

■ You can meet your target customers as below:



Source: Yano Research Institute Ltd. (USD 1=JPY 104.07)

Bag Stores

- SAC'S BAR HOLDINGS
- MORITA
- KANDAYAKABAN SEISAKUSHO
- HAPINESS & D
- KYOWA BAG
- CATTLEYASACS
- FIT HOUSE
- BLBG
- KUGIMACHI
- SANPO CREATE
- MOTHERHOUSE
- NOEL YAMAMOTO
- GALLERIA-NISM
- TATSUYA
- etc.

Importers/Trading Agents

- MITSUI
- MITSUBISHI
- ITOCHU
- MARUBENI
- SUMITOMO
- ONWARD
- TOYOTA TSUSHO
- etc.

Department Stores

- ISETAN MITSUKOSHI
- TAKASHIMAYA
- DAIMARU
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- SOGO & SEIBU
- TOBU
- etc.

Boutiques/Specialty Stores

- BEAMS
- NANO UNIVERSE
- UNITED ARROWS
- BAYCREW'S
- URBAN RESEARCH
- SAZABY LEAGUE
- SHIPS
- etc.

■ Visitor's Comment

BEAMS (Japan) Boutique

We can see not only different types of fashion styles from street, mode, classic, to casual, but also fashion accessories all at once at this venue. FaW TOKYO provides the best gateway to find new business opportunities.

