

敬邀參加 **2017 日本 PR01. TRADE SHOW TOKYO**
(展期：2017 年 3 月 22 日(三)~ 24 日(五))

紡拓會為協助台灣設計師品牌拓展日本市場，2017 年將再度與日本時尚展會【PR01. TRADE SHOW TOKYO】合作，協助台灣設計師品牌發表新品。原名 roomsLINK 展的【PR01. TRADE SHOW】，自 2014 年 10 月轉換新形態，以打造亞洲時尚平台為目標，自全球精選獨具原創性設計師品牌，從東京出發、延伸至亞洲，向國際市場傳遞新設計價值。【PR01. TRADE SHOW】，活用母公司 H.P.FRANCE 旗下通路經驗，整合 PR01.於「SALES」、「STORE」、「PROMOTION」複合機能，重新定義新時尚展會概念。展示區以 SHOWROOM 分區規劃，每區派駐專業銷售人員，邀請業界時尚領袖，強化商機促成與宣傳功能。同時，起用藝術總監統籌展場設計、空間規劃，從買主的需求營造最佳洽談空間。

日本除東京擁有上千家複合式精品店之外，關東、關西、其他城市皆各自形成獨立市場，需求多元服飾風格，深具市場開拓機會。紡拓會自 2012 年開始帶領台灣設計師赴東京參展，經過長年耕耘台灣設計創意獲得日本買主、媒體肯定，欲拓展日本市場的品牌，千萬不可錯過參展機會！

- 展出時間：2017 年 3 月 22 日(三)~ 24 日(五)。
- 展出地點：EBIS303，東京都澀谷區惠比壽 1-20-8。
- 展出季節：2017-18 AW
- 報名日期：報名至 **2017 年 1 月 30 日**截止，即日起由 PR01. TRADE SHOW TOKYO 主辦單位審核參展資格，額滿為止。參展名額**僅限 10 名，額滿為止**。
- 適展廠商：台灣設計師品牌(男裝、女裝、飾品、袋包、鞋子等)。
- 活動方式：聯合靜態展示。
- 參展費用：**NTD 70,000 元(含稅)/家**，實際空間依主辦單位配置為主。
本項費用包括：5m² 場租及基本配備。
- 承辦人：紡拓會 時尚行銷處 王朝正 電話：(02) 2341-7251#2544、E-mail: andrew@textiles.org.tw

*意者請回傳參展意願表，備妥品牌相關資料(含近二季型錄、實體商品、上一季 Linesheet/ ordersheet)，本會將個別聯絡。
*請注意：回傳本表僅代表 貴公司有意願報名，並不表示已完成報名手續或是已經保有攤位。

■參展意願表

公司名：_____ 品牌名：_____
電子信箱：_____ 產品類別：_____
聯絡人：_____
電話：_____ (分機：_____) 手機：_____

※為鼓勵品牌以國際開發季節推廣商品，提供 Taipei IN Style 2017 年 11 月展(展出季節 18 SS)展出機會：
(主辦單位保留調控權利)

※本表填妥後，請掃描 mail: andrew@textiles.org.tw，本會將儘速與您聯繫，謝謝!※

PR01.
TRADE SHOW
TOKYO
FW17
2017.3.22 - 24

17/18 AW 紡拓會參展方案

PR01. TRADE SHOW TOKYO 17/18AW

- 展期：2017年3月22日(三)~24日(五)
- 時間：10:00~19:00
- 地點：EBiS303
- 展示季節：2017-18AW
- 開放對象：買主、媒體、時尚相關業者
- 參展品牌需經過主辦單位審核。



*圖為PR01. TRADE SHOW TOKYO(2016)會場一隅

Taipei IN Style in TOKYO

▶適展廠商：台灣設計師品牌(男裝、女裝、飾品、袋包、鞋子等)，僅限10名。

▶參展費用：NTD 70,000元(含稅)，包含：

1.1攤位場租/約5m²

2.基本配備(EX: 吊桿、衣架)

*配備表依最終參展品項將另於參展會議中詳細說明

3.品牌文宣品

▶展示季節：2017-18 AW



*圖為2016年3月Taipei IN Style in TOKYO參展照片。

紡拓會參展優勢

PR01.
TRADE SHOW

■經費補助

→政府補助參展費用，減輕廠商負擔。

■紡拓會聯合參展

→聯合推廣方式展出，向主辦單位取得較佳展示區域。

→專業展務人員協助廠商與日本主辦單位、媒體、買主溝通需求。

→以台灣品牌聯合參展設定主題，吸引買主、媒體前來參觀。

■展前展後協助

→提供參展經驗交流、廠商參展準備諮詢(含文件製作、條件擬定等)服務。

■本案承辦人

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PR01. TRADE SHOW TOKYO

FW17
2017.3.22 - 24



PR01.

ABOUT

PR01. TRADE SHOW Bringing Asia Together

PR01. TRADE SHOW is an exclusive platform, which brings Asia together in one roof, presenting a highly-edited group of collections from Tokyo and around the world. The venue is divided by showroom, giving buyers a better understanding of the exhibiting brands, as well as creating more business opportunities. The show is expanding globally, with each event carefully localized to fit the specific market.

Venue	EBIS303
Date	2017.3.22 (Wed) - 24 (Fri) 10:00 - 19:00
Target	Buyers, Press, Other Businesses
Number of visitors	3,300 (As of October, 2016)
Organized by	H.P.FRANCE S.A.
Produced by	PR01.



PR01. has a wide range of functions from press room, showroom, event production, to web media. Furthermore, with H.P. France owning nearly 90 retail stores throughout the country, PR01. is able to utilize these resources and provide total fashion solutions.

PR01. TRADE SHOW GLOBAL EXHIBITION PROJECT

Buyers

※SS17 October 2016 **58 %**

DOMESTIC

AMERICAN RAG CIE / BARNEYS JAPAN / BAYCREW'S / BEAMS / Code Three / ESTNATION / H.P.FRANCE / JUN / nano - universa / RESTIR / Ron Herman / SHIPS / STUDIOUS / TOMORROWLAND / UENO SHOKAI / UNITED ARROWS / URBAN RESEARCH / Via Bus Stop / WORLD / ZOZO TOWN / Isetan / Seibu Department Stores / Daimaru / Takashimaya / Tokyu Department Store / Hankyu Hanshin Department Stores / Printemps Ginza / Matsuzakaya / Matsuya / Mitsukoshi etc...

INTERNATIONAL

10 Corso Como / AMORPH / ARTIFACTS / ASOS.COM.LTD / AWA / BAUHAUS / BARNEYS NEWYORK / BERG PTY LTD / bisou bisou / boutiquey / Breeze center / CHOCOLATE & PICKLES FASHION / CLOTH FAIR / CLUB 1981 / CLUB21 / CLUB DESIGNERS / COCOMOIO / Cocktail / COLETTE / Concrete / coup de foudre / COUVERTURE / DAIL / EVEN / FOUND / Galeries LAFAYETTE / GAMMA PLAYER / Handsome Corp / Hanwha Galleria / H.Lorenzo / HOTEL V / LT / Jeffery / JFT Holding Ltd / JIN shop / JOYCE / JUMELLE / KABIRI / Lane Crawford / Lazzari / Le Bon Marche / Level Six / Liberty / LORENZO / LIUKS / MARAIS / Maria Luiza / Opening Ceremony / PEDE & STOFFER / Satine / SAUCE / SENSE / SERIE A / SEVEN DAYS / SHINE / SIDEFAME LTD FENIX GROUP / SPACE / SPACE MUE / SPR+ / STYLETRIEB.COM / TAIWAN GIVEN / The boon shop / Thimbloom / Traffic / TUAN TUAN / Dayeh Takashimaya / Shin Kong Mitsukoshi / EsLite Bookstore / Uni-President Hankyu Department etc...

Industry Insiders

※SS17 October 2016 **22 %**

BREEZE BREEZE / ITOKIN TAIWAN / JAPAN COUNCIL OF SHOPPING CENTERS / JAPAN DEPARTMENT STORES ASSOCIATION / JAPAN SPECIALTY / Laforet HARAJUKU / LUMINE / MARUNOUCHI BLDG. / MINISTRY OF ECONOMY TRADE AND INDUSTRY / NAMBA PARKS / OMOTESANDO HILLS / PARCO / ROPPONGI HILLS / STORES ASSOCIATION / TAMAGAWA TAKASHIMAYA S.C. / TOKYO MIDTOWN / VENUS FORT etc...



Media

※SS17 October 2016 **20 %**

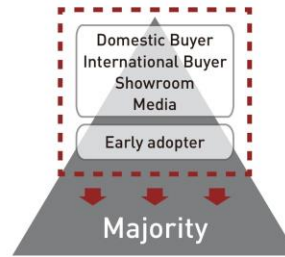
DOMESTIC

ASAHI / BRUTUS / commonSense / ELLE girl / Fashion News / Fashionip.net / Fashionnap.com / FUDGE / gsp.press / GINZA / GISELe / GLAMOROUS / GLITTER / GRIND / Japan Times / MAINICHI / men's FUDGE / MEN'S NON-NO / MODE PRESS / NHK WORLD / NIKKEI / Numero TOKYO / NYLON JAPAN / POPEYE / SENKEN / SO-EN / SPUR / SPUR.JP / STUDIO VOICE / Style.com / Taiwan News / TBS / THE SEN-I NEWS / UOMO / VOGUEgirl / WGSN / WWD JAPAN / WWD JAPAN.COM / YOMIURI etc...

INTERNATIONAL

Ami / Bangbella / Business Weekly / CHOC / Class / COOL / daily news / Fashion Collection / FMH / GQ digital / Interior / i-style / La Vie / LDOPE / Migros Magazin / MilkX / mina / MOT-TIMES / mypaper / M-MUG / NET Wave / News Fashion Daily / Prestige / Ray / Stylesight / Taiwan Shin Sheng / TVB / TVBS / VIVI / VOGUE / We Ar global magazine / with / Next Magazine (Pinyin) / Liberty Times / Power Full Cable Television etc...

※Including the past visitors experience



PR01. TRADE SHOW GLOBAL EXHIBITION PROJECT

SHOWROOMS

Showrooms Around The World Brings Visitors The Latest Fashion Trends.

In PR01. TRADE SHOW SS17, 69 brands exhibited their collections. The exhibition space is divided into 4 areas such as, Regular area , 4 showrooms . Also, by dividing the venue by showroom, visitors understand the brand concept more clearly, and can buy more efficiently. We Created a comfortable meeting space for buyers.



! (Bang)

MENS BRAND DIRECTOR : **KOUKI OZAKI**
Azuma. / bp* / comme je suis / JERRY PINK / John's By JOHNNY / KIDS LOVE GAITE / LASTLIBERTY / LITTLEBIG / LUCIOLE_JEAN PIERRE / meanwhile / MEDIUMSOLID / NOUDO / RPLC / Shinya yamaguchi / SHOKIJOETAKI / SKIN / SUB-AGE. / TTT / Vutant / WEYEP



Hoop

DIRECTOR : Toshiyuki Kimura
FLAT APARTMENT / KAMILAVKA / nancystellasoto / SAY MY NAME / THE KEIJI / 21%



! (Bang)

LADIES BRAND DIRECTOR : **RYUICHI SATO**
bpb / CaNARi / CHERIE / Double Lovers / ENZO BLUES / fleamadonna / GROWING PAINS / GUACAMOLE / Joëlle Gagnard / durfé / Kriss Soonik



PR01. SHOWROOM NY / PARIS EXHIBITORS AREA

Catchball&Sons / clean2 / IN-PROCESS / KATIM / LEQUIO / SHIGA / YUICHI TOYAMA / YUICHI TOYAMA [S]

PR01. TRADE SHOW GLOBAL EXHIBITION PROJECT

AREAS

REGULAR AREA



Standard Exhibit Area: Selection Of 30 Brands

AKIKOAOKI / Boo Pala / CaNARI / CHERIE / Dirty Baby / Drowes and yet... / ELZA WINKLER / Fillyjonk / Furugi ni lace / Kapuwa / KEEN / KEISUKEYOSHIDA / LACOSTE / LAND by LAND / Marilyn Tan / MEILY / MINO MAESTRELLI / OTIUM / RYOTA MURAKAMI / TAU ai DEAL / tomoki yurita / Urven / Vert Berry / WEAR THE PHILOSOPHY / YOSHIYUKI / 9BijouxCloud / 21% / -niitu-

SERVICE



We offer a variety of services for exhibitors and visitors within the venue .

LOUNGE



We also provided the available lounge as negotiation space.

PR01. TRADE SHOW GLOBAL EXHIBITION PROJECT

PROMOTION for BUYER

Put H.P.France S.A.'s buyer list of nearly 17,000 to maximum use, which is gathered from the company's extensive business sectors including wholesale, trade show operation, retail, PR, as well from our overseas partners.



Sales Producer

Hoop director Toshiyuki Kimura will act as PR01. TRADE SHOW's sales producer. Will approach buyers and media through our extensive experience in PR and wholesale, as well as visit stores around Japan directly, researching and communicating with buyers, which will help with matching brands with buyers.

PR01. TRADE SHOW GLOBAL EXHIBITION PROJECT

PROMOTION for MEDIA

Strong PR support through the PR01. press team



PR01.Pressroom

With press offices in Harajuku in Aoyama, PR01. handles 70 domestic and international brands. With nearly 380 appointments/months, PR01. constantly communicates with the most influential members of the fashion community including editors, and stylists.

Individual reach out to industry media

By putting out announcements in industry media, we reach out to both domestic and international buyers and press.



Fashionsnap.com / FASHION MAG / MODERN ONLINE / STYLE.COM / WWD / The Sanken Shimbun etc...

Social Media and Newsletters

Reach out to nearly 30,000 people in the fashion industry.



Approach influential bloggers

International Blogger

Invite famous bloggers from overseas and have them write about the show and exhibiting brands. Work with JETRO in inviting the most influential bloggers.

Domestic Blogger

Invite influential domestic bloggers and have them post show reports, thus bringing together brands and consumers.

PR01. TRADE SHOW GLOBAL EXHIBITION PROJECT

SS17 ARCHIVE PHOTOS



PR01. TRADE SHOW GLOBAL EXHIBITION PROJECT