



**Blooming**

**Taiwan**

**2024.03.14 ~ 03.16**

**SHIBUYA**

**Scramble Square 7F**

**TOKYO**

**CREATIVE  
SALON**

從2020年度開始，日本東京都正式啟動名為「TOKYO CREATIVE SALON」的大型時尚計畫，從日本橋、銀座、丸之內、有樂町、原宿、澀谷、羽田機場等，連同東京時裝周將時尚的氛圍擴散至整個都市中。從2024年開始更是加入赤坂見附、虎之門、六本木、代代木，帶動更多周邊地區的發展。今年紡拓會除了加入此計畫中，更是搶下位於東京時裝周主場區域、位於澀谷站的Scramble Square百貨，作為POP UP活動地點。位於東京時尚中心地帶的澀谷站，聚集大量年輕族群來此消費，此外，藉由東京時裝周主場的人潮吸引力，更可以收穫更多潛在商機與宣傳的效益。有興趣的品牌，歡迎報名！

時間：2024年3月14日 至 16日，共計3天 / 早上10點 至 晚上21點

地點：東京澀谷Scramble Square百貨，位於7F LX7樓面

地址：東京都澀谷區澀谷2-24-12號 (直通澀谷站，直通樓上)

活動內容：B2C Showroom展售

參加費用：NTD 70,000元(含稅) (開立發票)



SHIBUYA Scramble Square 7F

“L X 7” Event Space



展會網址：<https://tokyo-creativesalon.com/>

報名日期：即日起至 2/5 止 (報名需繳交品牌簡介資料)

適展廠商：臺灣原創設計品牌 (服裝/珠寶/飾品配件/時尚生活用品等)

承辦人：紡拓會 時尚行銷與技術處 陳鍵豪 Sean

TEL: (02) 2341-7251 #2543 / E-mail: [sean.chen@textiles.org.tw](mailto:sean.chen@textiles.org.tw)

\*意者請附上報名承諾表與品牌相關簡介資料，寄至指定E-mail



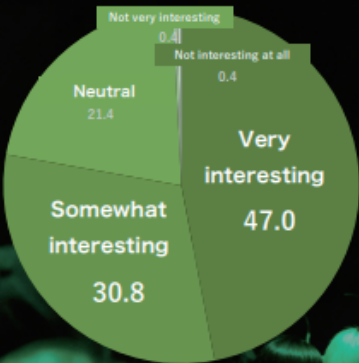
# audience & data

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Attendance approximately **820,000** people

Visitor Characteristics Satisfaction rate **77.8%** (TOP2)

The visitors experienced a shift in creative awareness and were able to rediscover Tokyo's creative charm



I found an artist/creator I like/want to support

I bought a new fashion item

I was more aware of the scenery, buildings, and artworks than before

I want to come again in 2024

**63%**

**68%**

**73%**

**86%**

\* TCS23 visitor survey

Economic indicators Sales at TCS participating stores increased by **124.3%**  
(compared to the previous week during the implementation period)  
Average amount spent by TCS visitors: **¥19,569**

## about TOKYO CREATIVE SALON (TCS)

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Starting year 2020–  
Festival period Mid to late March

TCS 2023	
Attendance	Approximately 820,000 visitors (see the figure on the right for the area-specific breakdown)
Hosting areas	Ginza, Marunouchi, Yurakucho, Nihonbashi, Shibuya, Harajuku, Haneda
Events	Over 80 events Fashion shows, design exhibitions, art performances, live music events, talk shows, markets, and more.
Media coverage	1042 publications
Advertising value	Approximately 285 million yen / 2 million USD

