

PROJECT

TOKYO

2023 March

3.15 (Wed) – 16 (Thu) 10:00–19:00

Tokyo International Forum (Hall E1 & Lobby Gallery)

EXHIBITTING INFORMATION



CONNECTING FASHION + CULTURE

SHOW NAME

PROJECT TOKYO 2023 March

DATE

3.15(Wed) – 16(Thu) 10:00-19:00

VENUE

TOKYO INTERNATIONAL FORUM (Hall E1 & Lobby Gallery)

ACCESS

3 Chome-5-1 Marunouchi, Chiyoda City, Tokyo

By Train

JR Line

1 min walk from Yurakucho Station
5 mins walk from Tokyo Station (the concourse on the first basement floor connects with Tokyo Station on the Keiyo Line)

Subway

Yurakucho Line : 1 min walk from Yurakucho Station (connects to the concourse on the first basement floor)
Chiyoda Line : 5 mins walk from Nijubashimae Station/ 7 mins walk from Hibiya Station
Marunouchi Line : 5 mins walk from Ginza Station

By Airplane

From Narita Airport

80-90 mins to Tokyo Station by Airport Limousine bus
53 mins to Tokyo Station by Narita Express

From Haneda Airport

23 mins by Tokyo Monorail to Hamamatsucho Station
4 mins from JR Hamamatsucho Station to Yurakucho Station

JAPANESE RETAILERS

Below are few of the visiting retailers from our past shows:

Mitsukoshi Isetan
Takashimaya
Sogo & Seibu
Hankyu Hanshin Department Store
Daimaru Matsuzakaya Department Store
Keio Department Store
Odakyu Department Store
Tokyu Department Store
Matsuya Ginza
Marui
Lumine
Parco
Loft
Tokyu Hands
Laforet Harajuku
Shibuya 109
Ginza Six
Shibuya Scramble Square
Barneys New York
Estnation
Beams
United Arrows
Tomorrowland
Ships
Journal Standard
Freak's Store
Edifice

H.P.France
Seilin & Co.
Royal Flash
L.H.P.
Loveless
Kawano
Rose Bud
Nolly's
Abahouse
Midwest
St Company
Parigot
Guji
Toraya Chain
Baybrook
Ginza Maggy
Diana
Ca4la
Murasaki Sports
Oshman's
Asplund
Orné de Feuilles
LightUp Shopping Club
Birthday Bar
Living House
Watashi No Heya
Francfranc

Delfonics
Itoya
Mark's
Yurindo
Dinos
Ginza Wako
Garakuta Boeki
ABC-Mart
Plaza
Jupiter Shop Channel
QVC
Adastria
Baycrew's
TSI Holdings
Jun
PAL
Mash Style Lab
Goldwin
Asics
World
Onward Kashiyama
Sanyo Shokai
Itokin
Look
Leilian
Tokyo Derica

OVERSEAS RETAILERS

Below are few of the visiting retailers from our past show:

BERGDORF GOODMAN [USA]
ANTHROPOLOGIE [USA]
H. LORENZO [USA]
bodega [USA]
MACHUS [USA]
LIBERTY LONDON [UK]
browns [UK]
End Clothing [UK]
ASOS [UK]
ALEX EAGLE [UK]
The Store [GERMANY]
Andreas Murkudis [GERMANY]
Merci [FRANCE]
PRINTEMPS [FRANCE]

Antonioli [ITALY]
SPRMRKT [SPAIN]
MARGREETH OLSTHOORN [NETHERLAND]
BAUHAUS [HONG KONG]
D-MOP [HONG KONG]
JOYCE [HONG KONG]
Shine [HONG KONG]
I.T. / Dover Street Market [CHINA]
INXX [CHINA]
KIKS [CHINA]
Juice [CHINA]
the 36 [CHINA]
element [CHINA]
iyouth studio [CHINA]

DOE [CHINA]
WHYHOW [CHINA]
HONOR23 [CHINA]
MTPT [CHINA]
艮上 (genshang) [CHINA]
the balancing [CHINA]
WONDERPLACE [KOREA]
RAUM [KOREA]
KUHO [KOREA]
10 CORSO COMO [KOREA]
EVERYDAY OBJECT [TAIWAN]
ONEFIFTEEN [TAIWAN]
WASHIDA [TAIWAN]

EXTRA SUPPORT

Please access the URL or scan the QR code for further information.

LANGUAGE SUPPORT

① Translation of Brand Information

It is essential to have your brand information written in Japanese for the Matchmaking/directory listing on WOBE. We will help you translate from English to Japanese before the show.

Maximum 200 Words **PRICE** ¥10,000 Maximum 400 Words **PRICE** ¥20,000

NOTE Official form will be provided to enter your information for translation.

② Post Show Communication

If you are worried about meeting potential Japanese buyers and not being able to follow up in Japanese after the show, we are here for you. Our bilingual staff will support e-mail communications in English and Japanese to the retailers you have met during the show.

PRICE ¥30,000 / Month **AMOUNT** Unlimited e-mail translation for 1 month

NOTE Number of retailers and e-mails we translate is unlimited, as long as they are the buyers you have met at our show.

BOOTH MERCHANDIZING

Visual Designing of your booth

Professional visual merchandiser will help you successfully display your items and prepare your booth.

PRICE ¥10,000 **DEADLINE** February 15th (Wed)

NOTE It will take place on Move-in day; must have your booth set up before 18:00 on March 14th.
Price is per booth. If applying for 12m², price will be doubled.

OFFICIAL DIRECTORY ADVERTISEMENT

Advertisement on the Official Directory

Have your brand information included in Official Directory which will be distributed at the registration counter to all visitors and a soft copy version sent via e-mail blast to 70,000 visitors before the show.

PRICE ¥150,000 **DEADLINE** February 15th (Wed)

NOTE -Advertising size per brand will be 6cm x 6cm
-You may include: 1 photo, company/brand name, booth number, contact and explanation (100 letters in Japanese)
-Design fee and translation included

*There is a limit to the number of companies we can support. We will offer this service on a first come first serve basis.

*All prices are before tax. 10% consumption tax will be added by law.

OTHER BRAND PROMOTION SERVICES

BLOG ADVERTISEMENT

① Blog Advertisement in Japanese on PROJECT TOKYO website

We will interview your brand in English and write a blog in Japanese which will be introduced on our official website.

② E-mail blast to our Japanese visitors

Include your blog in our e-mail blast to our 70,000 visitors before the show.

PRICE ①+② ¥200,000

EXCLUSIVE E-MAIL BLAST

Exclusive Email blast to our Japanese visitors database

We will send your exclusive email with multiple photos to our database of 70,000 visitors.

PRICE ¥300,000

NOTE HTML or Text form (production fee included). Must provide us with your information in Japanese.
*Maximum 9 photos

*There is a limit to the number of companies we can accept. It will be provided on a first come first serve basis.

BROCHURE DISTRIBUTION

① Distributing your brand brochure to visitors

We will hand out your brochure to all visitors during the show.

PRICE ¥200,000 **DEADLINE** February 24th (Fri)

NOTE Maximum Size is A4 (two facing pages). Provide us with 4,000 copies and must have them delivered to the venue.

② Printing and Distributing your brand brochure to visitors

We will print, deliver and hand out your brochure to all visitors during the show.

PRICE ¥250,000 **DEADLINE** February 17th (Fri)

NOTE Maximum Size is A4 (two facing pages). Provide us with an AI data of your brochure to be printed.

SCHEDULE

January 13th (Fri)	Booth Application Deadline
Mid of February	Announcement of Floor Plan
March 14th (Tue)	Move-In (2:00pm - 8:00pm)
March 15th (Wed)	10:00am - 7:00pm (Show Opens)
March 16th (Thu)	10:00am - 7:00pm (7:00pm Move-Out)

BOOTH MERCHANDIZING

Booth merchandizing will be decided by the Organizer after careful consideration of the product category, style and price point.

HOW TO APPLY

Send the Screening Application/Contract to info@project-tokyo.com with the documents below.

*Please make sure to write down your Instagram if you have an account.

NECESSARY DOCUMENTS

- ① Line sheet with wholesale prices
- ② 3 or more high resolution photos of the Brand Items & Lookbook (if any)

*The organizer may use the photos provided on our Instagram, Facebook and various other promotional channels.

Please send us photos of the previous season if the new collection photos are not ready.

SCREENING APPLICATION/CONTRACT

Send us the Screening application/contract with valid signature/corporate stamp.



ABOUT SCREENING

The screening will be conducted by the PROJECT TOKYO organizer.



SCREENING RESULT

Your sales representative will contact you with the screening result.

·APPAREL

·SHOES

·BAG

·JEWELRY

·HAT

·FASHION TECH

·ACCESSORY
GLOVES/ SCARVES/
WALLETS etc.

·LIFESTYLE GOODS

PERFUME/FOOD/
INTERIOR GOODS

BOOTH PRICE

All booths include company name sign stand and booth walls

A Apparel Double Package ¥1,000,000

Space: Width 6m x Length 2m (12m²)

Other Content

- Hanger Rack (W1238) x4 (units)
- Torso with arm x2 (units)
- Table (D600 H700) x1 (unit)
- Chair x2 (units)
- Mirror x1 (unit)
- Spotlight x 4 (units)
- Power socket (100V) x1 (pc)
- Company Name Sign Stand x2 (units)

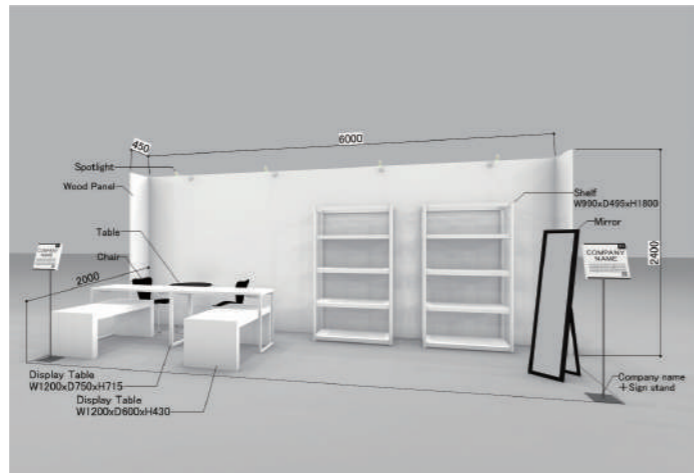


B Fashion Goods Double Package ¥1,000,000

Space: Width 6m x Length 2m (12m²)

Other Content

- Shelf (W990 D495 H1800) x2 (units)
- Display Table (W1200 D750 H715) x2 (units)
- Display Table (W1200 D600 H430) x2 (units)
- Table (D600 H700) x1 (unit)
- Chair x2 (units) •Mirror x1 (unit)
- Spotlight x4 (units) •Power socket (100V) x 1 (pc)
- Company Name Sign Stand x2 (units)



C Apparel Basic Package ¥500,000

Space: Width 3m x Length 2m (6m²)

Other Content

- Hanger Rack (W1238) x2 (units)
- Torso with arm x1 (unit)
- Table (D600 H700) x1 (unit)
- Chair x1 (unit)
- Spotlight x 2 (units)
- Power socket (100V) x1 (pc)
- Company Name Sign Stand x1 (unit)



D Fashion Goods Basic Package ¥500,000

Space: Width 3m x Length 2m (6m²)

Other Content

- Shelf (W990 D495 H1800) x1 (unit)
- Display Table (W1200 D750 H715) x1 (unit)
- Display Table (W1200 D600 H430) x1 (unit)
- Table (D600 H700) x1 (unit)
- Chair x1 (unit) •Spotlight x2 (units)
- Power socket (100V) x1 (pc)
- Company Name Sign Stand x1 (unit)

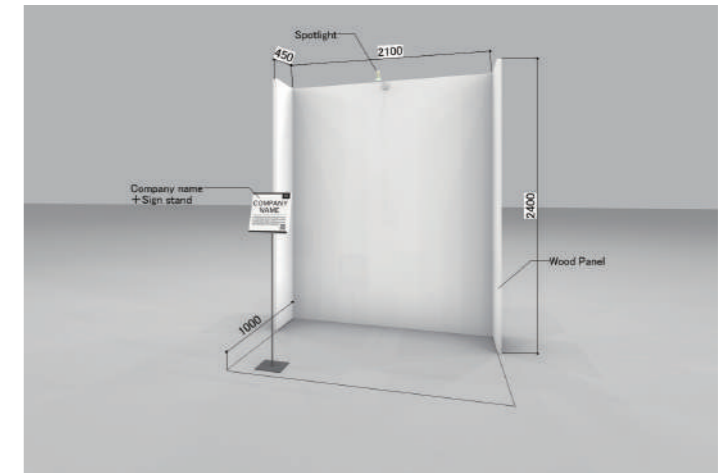


E Mini Booth Package ¥225,000

Space: Width 2.1m x Length 1m (2.1m²)

Other Content

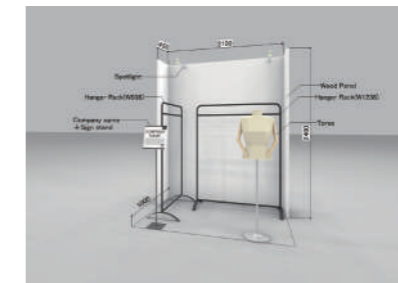
- Spotlight x1 (unit)
- Power socket (100v) x1 (pc)
- Company Name Sign Stand x1 (unit)



BOOTH LAYOUT IMAGE

MINI BOOTH IMAGE with furniture

*Furniture rental available with charge.



- Hanger Rack (W938) x1 (unit)
- Hanger Rack (W1238) x1 (unit)
- Torso with arm x1 (unit)
- Spotlight x2 (unit)



- Shelf (W990 D495 H1800) x1 (unit)
- Table (D600 H700) x1 (unit)
- Spotlight x2 (unit)

*All prices are before tax. 10% consumption tax will be added by law.

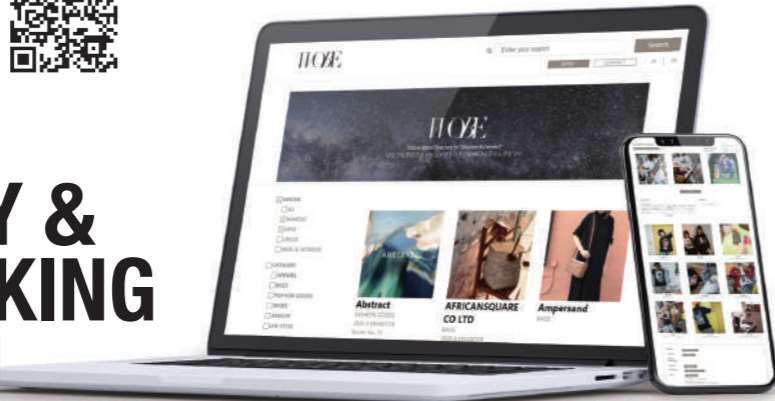


Snaps from
March 2022 Show





ONLINE DIRECTORY & MATCHMAKING PLATFORM



ABOUT WOBE

The online fashion brand search directory that provides new connections between brands and retailers. It allows brands to showcase collections digitally and receive contacts from buyers. PROJECT TOKYO exhibitors will receive free access to WOBE from booking to 4 months after the show dates.

Features

- 1 Each brand will have its own page to post brand images and information to show to buyers.
- 2 Brands can receive messages from buyers and communicate with them on WOBE.
- 3 We regularly send registered brand information to over 70,000 email addresses of fashion related professionals.
- 4 Registered information of brand on WOBE can be updated anytime.

Plans & Prices

PROJECT TOKYO exhibitor can enjoy the Basic Plan for free until 4 months after the show. The contract & online content will be automatically changed to Free plan after 6 months if no notice is given to extend the basic plan from the exhibitor.
*Inquire us about the Free Plan if interested.

Basic Plan	Price	¥40,000 → FREE	Period	6 months
	Display Content	<ul style="list-style-type: none"> ●3 main images ●Highlights ●Basic brand information ●Contact button ●9 sub images ●Other brand information (Sustainability/ Stockist/ Business style/ etc) ●Owned media icon 		

*All prices are before tax. 10% consumption tax will be added by law.

CONTACT

PROJECT TOKYO

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Tokyo International Forum (Hall E1 & Lobby Gallery)

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