

Asia Fashion Fair

42th AFF • TOKYO 2024 AUTUMN



Date: November 27-29, 2024

Venue: East Hall 4-6, Big Sight, Tokyo

Organizer: AFF Co., Ltd.

Co-organizer: Japan-China Economic Relations and Trade Centre

www.asiafashionfair.jp

Estimated Scale

Total area

25,000 m²

Booths

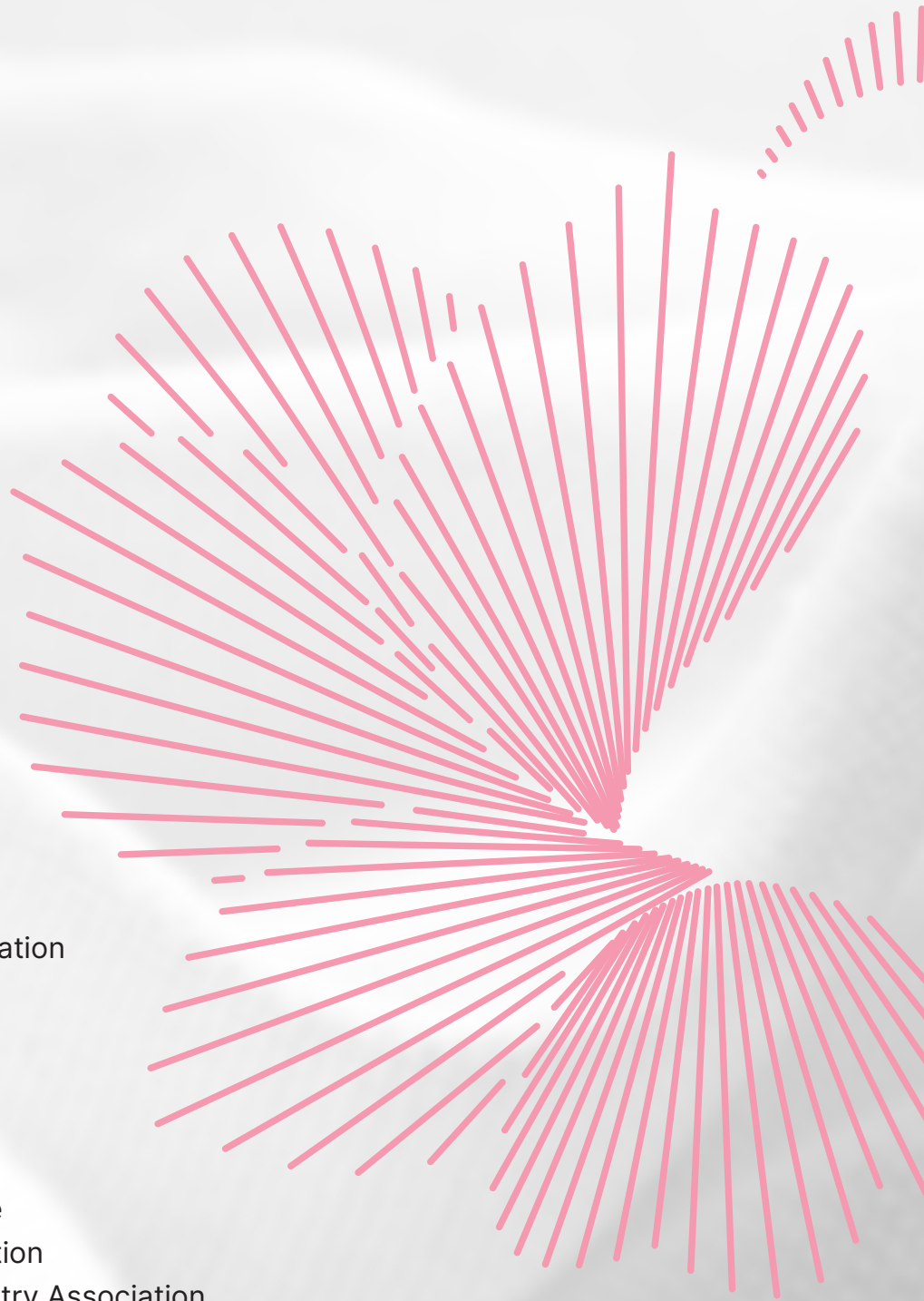
1,500

Visitors

15,000+

AFF's Supporters

- Japan Fashion Association
- Japan Fashion Week Organization
- Japan Socks Association
- Japan Jeans Council
- Japan Handbag Association
- Japan Formal Association
- Kansai Fashion Federation
- Japan Knit Central Wholesale
Business Association Federation
- Japan Apparel-Fashion Industry Association



Products Category

Textiles and Garments

Men's wear, women's wear, children's wear, underwear, fabrics, and home textiles

Special Pavilions

South-east Asian Pavilion, ODM, Boutique Gallery

Textiles & Garments Sourcing Pavilion

アパレル・テキスタイル館
SOURCING

Japan is the second largest importer of Chinese textiles and garments, as over 60% of textiles and garments in Japan come from China. Exports from companies participating in AFF to Japan take up 1/5 of the total exports of Chinese textiles and garments to Japan. Since 2022, Japan's textiles and garments import has been growing at a two-digit rate each year, while China's market share is absolutely advantaged. The entry into effect of the RCEP Agreement will further solidify China's market share in Japan.

Over the past two decades, AFF has been playing an important role in China-Japan trade as an efficient platform for textiles and garments industry exchanges and trade engagement. For Japanese professional buyers. AFF is not only their indispensably critical sourcing hub, but more importantly a high-end platform for looking into the market trends, exchanging product innovation information and deepening industry cooperation between China and Japan.

Estimated booths: 800



Accessories & Footwear Pavilion

アクセサリ・シューズ・バッグ館
ACCESSORIES & FOOTWEAR

The Japanese market sees a strong bounce-back in consumer needs after the pandemic, as the import value of bag and luggage products grew 32.8% and that of footwear products 37.5% in 2022, opening up unprecedented opportunities for Chinese companies.

The Accessories and Footwear Pavilion is committed to gathering high-quality OEM manufacturers from China in hopes of fully addressing and satisfying the urgent needs of Japanese brands for high-quality manufacturing services, and further solidifying the deep cooperation and win-win development of Japan and China on accessories, footwear and luggage industries.

Estimated booths: 200

Products Category

Footwear

Slippers, leather shoes, sneakers, leisure shoes, etc.

Bags and Luggage

Backpacks, hand bags, laptop bags, canvas bags, card bags, change purses, toiletry bags, makeup bags and shopping bags, etc.

Accessories and Jewellery

Hats and caps, scarves, gloves, ties, socks, sunglasses, sweater chains, hair accessories, jewels, etc.

Products Category

Home Furnishing

Cups, stuffed toys, storage containers, slings, mobile phone accessories, hangers, umbrellas, etc.

Gifts and Consumer Goods

Key rings, pendants, badges, small ornaments, gift bags, aromas, small fans, greeting cards, paper fans, picture frames, and packaging papers, etc.

Baby Products

Toys, nursery, care supplies, cleaning supplies, and safety protections, etc.

Pet Supplies

Cathouses and doghouses, cat climbers, leashes, pet clothes, and pet dishware, etc.

Homelife Style Pavilion

ライフスタイル館
HOMELIFE STYLE

AFF-Homelife Style Pavilion is established to actively respond to Japanese buyers' needs, deeply tap market demands and bring more high-quality Chinese home supplies and gifts into the Japanese market by inviting agents, distributors, wholesalers, gift companies and department stores primarily based in Tokyo and reaching out to the rest of Japan, through precise matchmaking and professional display.

Estimated booths: 300





Moda International Pavilion

インターナショナルブランド館
MODA INTERNATIONAL

Tokyo, as one of the top 5 fashion capitals in the world, not only gathers top-class designs and brands but also has a developed fashion industry chain. Private labels not only have distinctive characteristics but also highlight the "low price, high quality" advantages in competition due to absence of numerous intermediaries, therefore companies with brands and design capabilities tend to have more opportunities in past sessions of AFF.

Estimated booths: 200

Products Category

Japanese Brands

It exhibits the latest products and technologies offered by best-run Japanese textiles and garments companies, reflecting the unique style of Japanese design aesthetics.

European Brands

It gathers fashion brands and designers from European countries, representing the life attitude of pursuing high quality of life.

Chinese Brands

It demonstrates the powerful strength of China's textile and garment industries and achievements in industry transformation and upgrade, covering a complete range of product lines from traditional manufacturing to high-tech research and development.

Designers Gallery

A creative arena built for independent designers and emerging brands, aiming at exploiting and promoting original design strengths worldwide.

Price

Charge item	Charge standard	Content and description
Booth Fee	¥ 800,000JPY/booth extra ¥ 80,000JPY for corner booth	A fully-equipped booth (3m×3m) contains wall panels , fascia board, carpet, 3 spotlights, 1 table, 3 chairs, hanging rails/shelves/umeshes, dustbin,etc.
Registration Fee	¥ 20,000JPY / company	Including 2 invitations letters per booth, domestic and overseas communication and liaison, postage and other expenses.
Catalog Entry Fee	¥ 20,000JPY / company	Including fair catalog entry and website entering.

Why choose AFF?

Profound History

Founded in 2003, with 41 sessions held so far.

Large Scale

The largest textiles and garments ODM/OEM fair in Japan.

High Quality

Most buyers are medium and high-level decision makers, with strong purchasing power and clear purchasing needs.

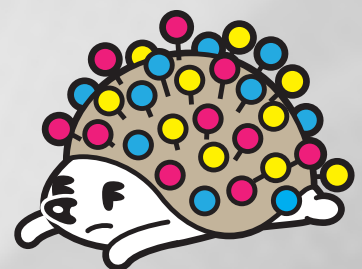
Good Effects

Ratios of both expected deals and intended deals of exhibitors during the fair reach 90%, and each exhibitor gets acquainted with over 50 valid customers on average, including up to 60% of newly aquatinted customers.



Contacts

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42th AFF · TOKYO 2024 AUTUMN Application Form



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Company Name				
Company Address				
Post Code		Website		
Contact		Tel.		Fax
Mobile Phone		E-mail		
Number of booths				
Selection of thematic pavilion (single choice)	<input type="radio"/> Textiles & Garments Sourcing Pavilion <input type="radio"/> Homelife Style Pavilion		<input type="radio"/> Accessories & Footwear Pavilion <input type="radio"/> Moda International Pavilion	
Annual Sales Volume	_____ USD			
Delivery Time	_____ days (calculated from sample determination to arrival of goods in Japan)			
Type of Business	<input type="radio"/> Private Label <input type="radio"/> ODM <input type="radio"/> OEM			
Products corresponding to	<input type="radio"/> Small order <input type="radio"/> Budget price <input type="radio"/> Quick delivery <input type="radio"/> ODM <input type="radio"/> Self-owned factory <input type="radio"/> Environment-friendly materials <input type="radio"/> New technology/new materials			
Type of prospective buyer	<input type="radio"/> Trading company <input type="radio"/> Wholesaler <input type="radio"/> Retailer <input type="radio"/> Manufacturer			
List of previously cooperative buyers	①	②	③	
List of prospective buyers	①	②	③	
List of similar suppliers	①	②	③	

Corporate Stamp:

Representative's Signature:

Date: