

PR01. TRADE SHOW

SS16 PROPOSAL

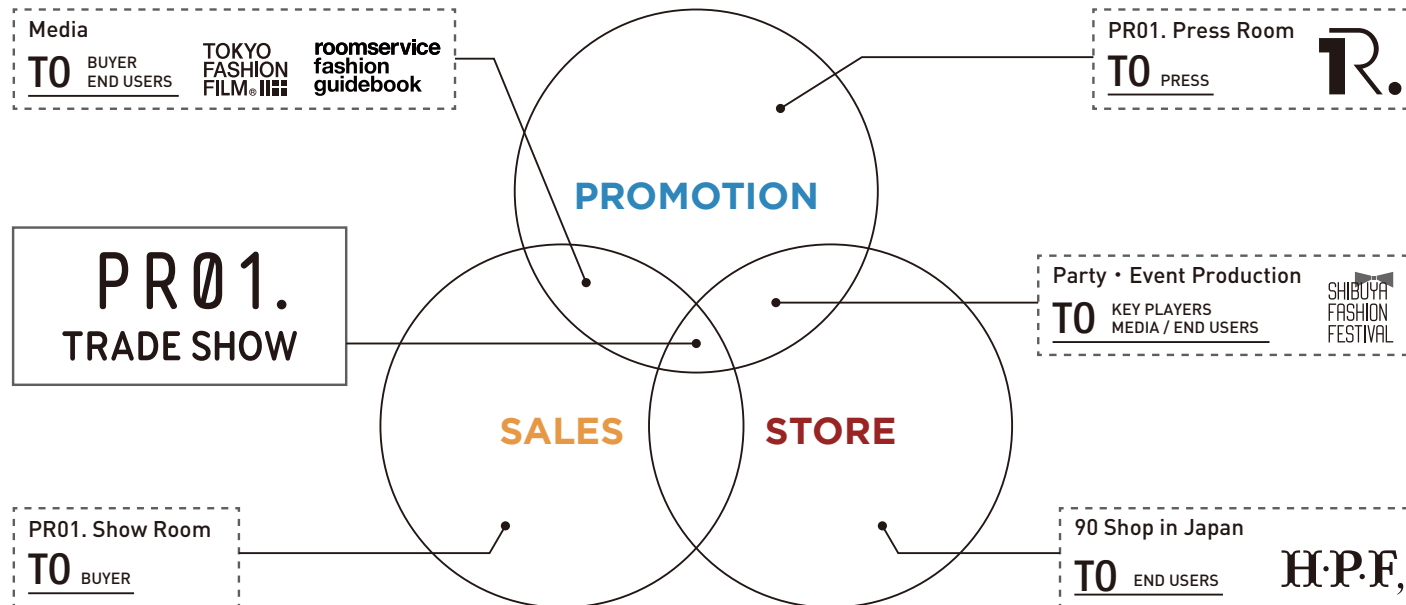
PR01.

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	2015.10.20 (Tue) - 22 (Thu) 10:00 - 19:00
Target	Buyers, Press, Other Businesses
Number of visitors	3,500 (As of March, 2015)
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.

VISITOR

total number of visitors 3,500 (As of March, 2015)

Buyers ————— 54 % of all visitors

- DOMESTIC** AMERICAN RAG CIE / BARNEYS JAPAN / BAYCREW'S / BEAMS / Code Three / ESTNATION / H.P.FRANCE / JUN / nano · universe / 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 / boutiqueye / Breeze Center / CHOCOLATE & PICKLES FASHION / CLUB FAIR / CLUB 100 / CLUB B21 / CLUB DESIGNERS / COCOMOJO / Cocktail / COLETTE / Concrete / coup de foudre / COUVERTURE / DAIL / EVEN / FOUND / Galeries LAFAYETTE / GAMMA PLAYER / Handsome Corp / Hanwha Galleria / H.Lorenzo / HOTEL V / I.T / Jeffery / JFT Holding Ltd / JIN shop / JOYCE / JUMELLE / KABIRI / Lane Crawford / Lazzari / Le Bon Marche / Level 6ix / Liberty / LORENZO / LUUKS / 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 / Thimblom / Traffic / TIAN TIAN / Dayin Takashimaya / Shin Kong Mitsukoshi / Elite Bookstore / Uni-President Hankyu Department etc...

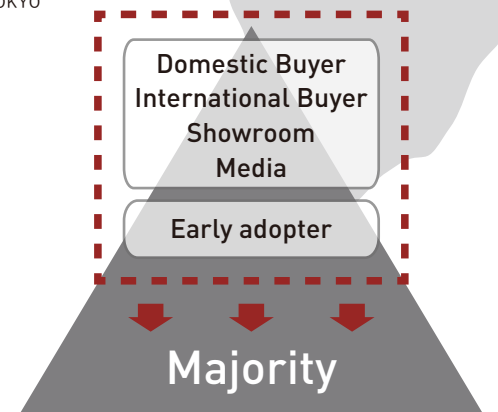


Industry Insiders ————— 20 % of all visitors

- 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 ————— 26 % of all visitors

- DOMESTIC** ASAHI / BRUTUS / common&sense / ELLE girl / Fashion News / Fashion.jp.net / Fashionsnap.com / FUDGE / gap press / GINZA / GISELE / GLAMOROUS / GLITTER / GRIND / high fashion / Japan Times / MAINICHI / men's FUDGE / MEN'S NON-NO / MODE PRESS / NHK WORLD / NHK WORLD / NIKKEI / Numero TOKYO / NYLON JAPAN / POPEYE / SANKEI EXPRESS / SENKEN / SO-EN / SPUR / SPURJP / 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...



By inviting opinion leaders and influencers, the show provides a high quality, top-down sales and promotional approach.

SHOWROOMS

Showrooms Around The World Brings Visitors The Latest Fashion Trends.

In PR01. TRADE SHOW AW15 more than 80 brands exhibited their collections. The exhibition space is divided into 4 areas such as, Regular area , 2 showrooms and Taipei area. Also, by dividing the venue by showroom, visitors understand the brand concept more clearly, and can buy more efficiently. We Create a comfortable meeting space for buyers.



! (Bang)

MENS BRAND DIRECTOR : **KOUKI OZAKI**

BED J.W. FORD /
DRESSEDUNDRESSED /
INARI / JieDa / KIDILL /
KIDS LOVE GAITE /
meanwhile / Name. /
REVERBERATE / SUB-AGE



Hoop

DIRECTOR : **Toshiyuki Kimura**

abcense / antonio marras / bul /
ERIMAKI SOX /
Mannequins JAPON /
NOHANT / Peir Wu /
WHOLE9YARDS /
YASUTOSHI EZUMI



! (Bang)

LADIES BRAND DIRECTOR : **RYUICHI SATO**

CHERIE / Daydream Nation /
fleamadonna /
GUACAMOLE /
Kriss Soonik /
MAISON EUREKA /
TELLSIT / Verybrain



**Taipei IN Style
in tokyo**

(A)crypsis / AUSTIN.W /
Envol Avec Ning / fu yue
HOMME VAN LAB /
if&n / Just In Case
S,CABONATE /
wisdom / YUI ATELIER

AREAS

REGULAR AREA



Standard Exhibit Area: Selection Of 40 Brands

1537 / AKIKO AOKI / ALICE BLACK / ATSUSHI NAKASHIMA / BANSAN /
Catchball&Sons / Charon / Coatl / DARIO / GNU / IHNN /
IN-PROCESS BY HALL OHARA / Jenny Fax / JUN OKAMOTO / ko haction
KOTONA / L/RIN / LEQUIO / Library Brass / MIKIO SAKABE / my panda / nil admirari
NON TOKYO / NORIKONAKAZATO / POMTATA / POT Showroom / prasthan
rewords / reworddesign / RYOTA MURAKAMI / saat / Shinya yamaguchi
SHIROMA / SYNDRO / T.MICHIKO / Terrem / tomoki yurita
washiwo / stopover / written by / ちゃけちょけ

SERVICE



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

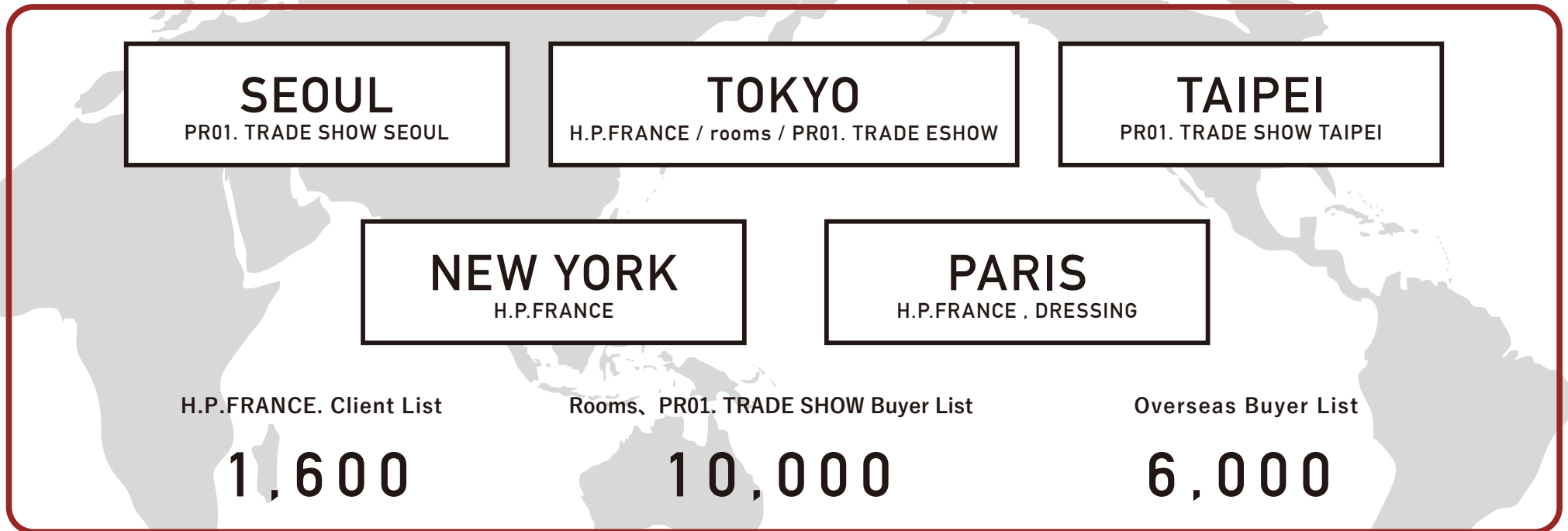
LOUNGE



We also provided the available lounge as negotiation space.

PROMOTION for BUYER

Put H.P.France S.A.' s buyer list of nearly 17,000 to maximum use, which is gathered from the companys 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, a well as visit stores around Japan directly, researching and communicating with buyers, which will help with matching brands with buyers.

PROMOTION for MEDIA

Strong PR support through the PR01. press team



PR01.Pressroom

With press offices in Harajuku in Jinnan, 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 / MODEM ONLINE / STYLE.COM / WWD /
The Senken 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.

SERVICE

Hold seminars for exhibitors, inviting buyers as guest speakers

Have buyers speak to our exhibitors on what buyers are looking for and advice on negotiation.

Seminar on overseas transactions

Seminar on overseas transactions, such as setting FOB, payment, trade procedures in general.



Gather comments from buyers, and press during event and report back to exhibitors.



Pre-Show

Mid-Show

Post-Show

Online services for exhibitors

Will be able to view each brand's terms and conditions, order sheets, line sheets, and look books. Aimed to increase buying interest.

Shipping Consultant

Consultant will be available for questions regarding shipping and exporting to overseas stores.

