

PR01.  
TRADE SHOW  
**TOKYO**  
FW17  
2017.3.22 - 24

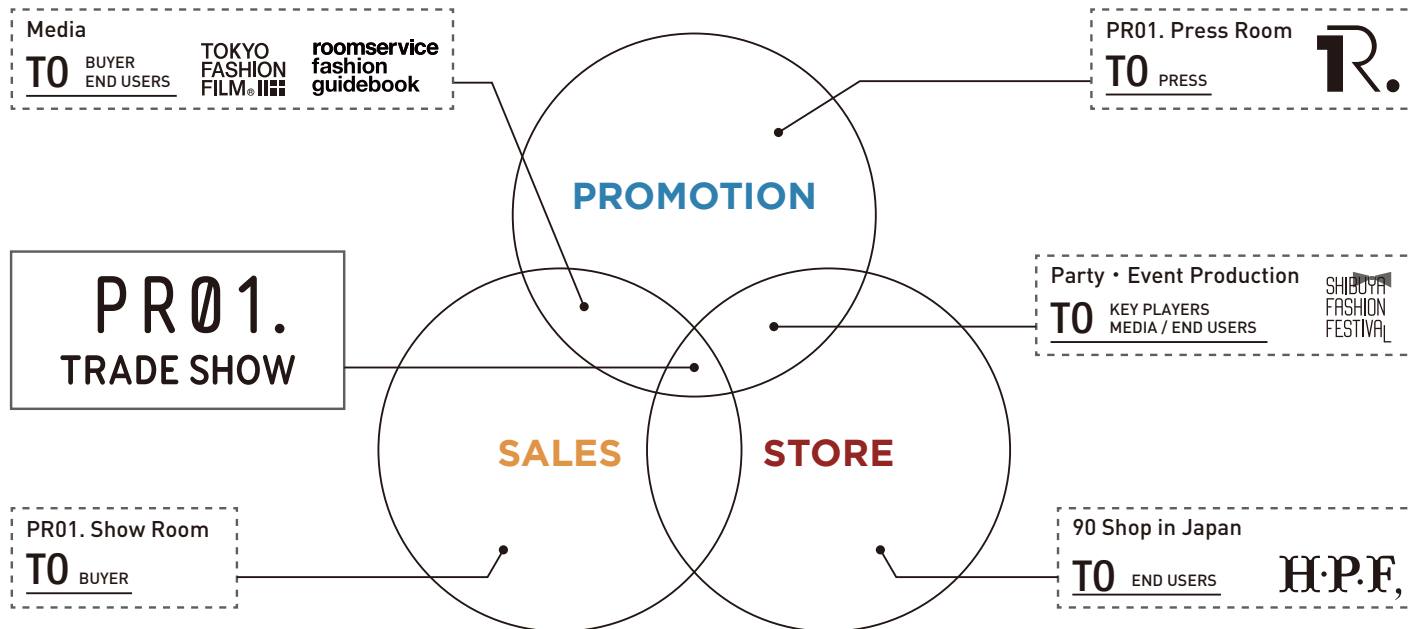


# ● ABOUT

## 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.

## Buyers

※SS17 October 2016 **58 %**

### 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 / CLOTH FAIR / CLUB 1981 / CLUB21 / 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 / Thimbloom / Trafic / 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 %**

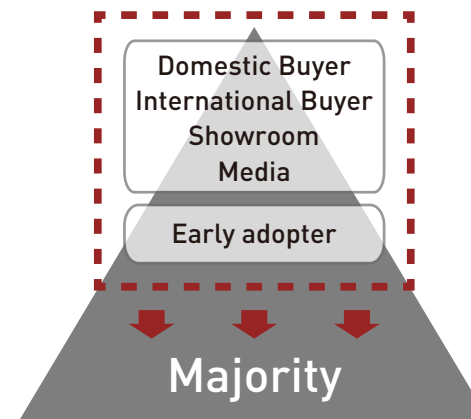
### DOMESTIC

ASAHI / BRUTUS / common&sense / ELLE girl / Fashion News / Fashionjp.net / Fashionsnap.com / FUDGE / gap 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



## 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 / MEDIUMISOLID /  
NOUDO / RPLC / Shinya yamagu-  
chi / 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 / fleamadon-  
na / GROWING PAINS / GUACAMO-  
LE / Joëlle Gagnard / durfé / Kriss  
Soonik



**PR01. SHOWROOM NY /  
PARIS EXHIBITORS AREA**

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

# 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 able 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 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.

# 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 / 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.

# ● SS17 ARCHIVE PHOTOS

