

PR01.
TRADE SHOW

TOKYO

SS19

2018.10.16-18

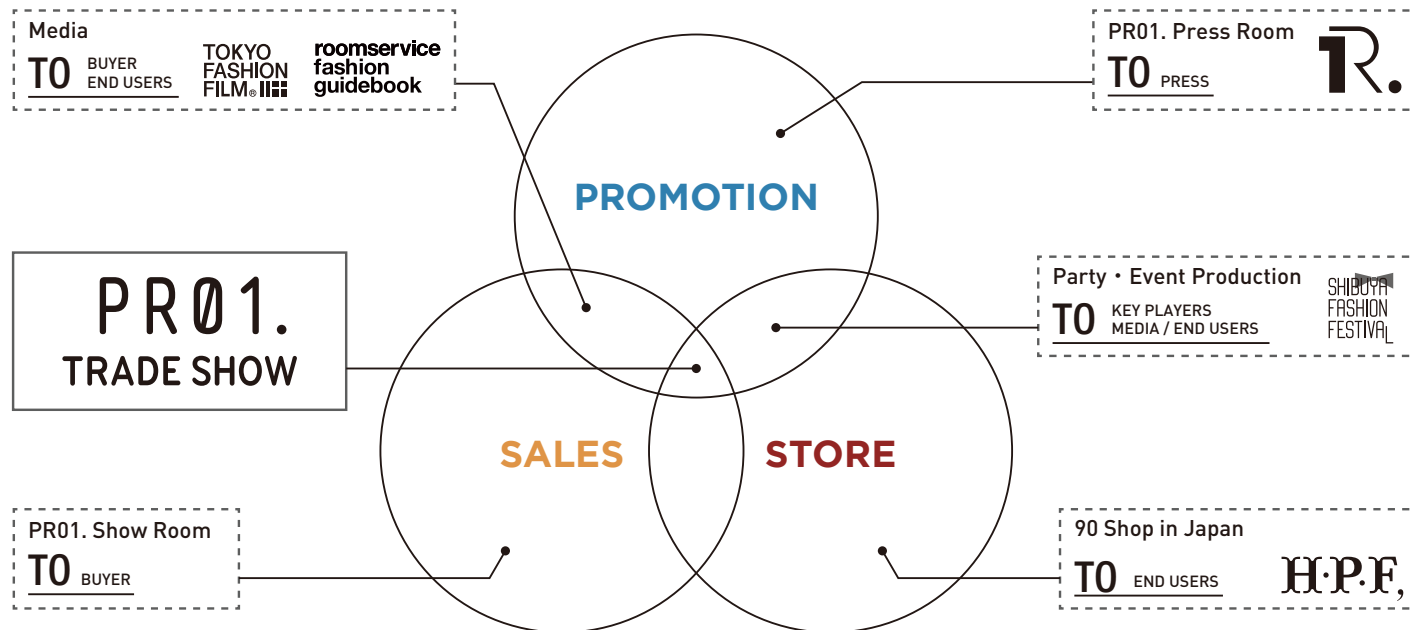
P R O P O S A L

ABOUT

PR01. TRADE SHOW Bringing Asia Together

PR01. TRADE SHOW is an exclusive platform that brings Asia's fashion together under 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 and increasing business matching opportunities. The show is expanding globally, with each event carefully localized to fit the specific market.

Venue	EBiS303
Date	Oct. 16 (Tue) – 18 (Thu), 2018 10:00 – 19:00 ※ The last day close at 18:00
Target	Buyers, Press, Other Businesses
Visitors	2,500 (As of March, 2018)
Organizer	One O Ltd.
Planning	PR01.

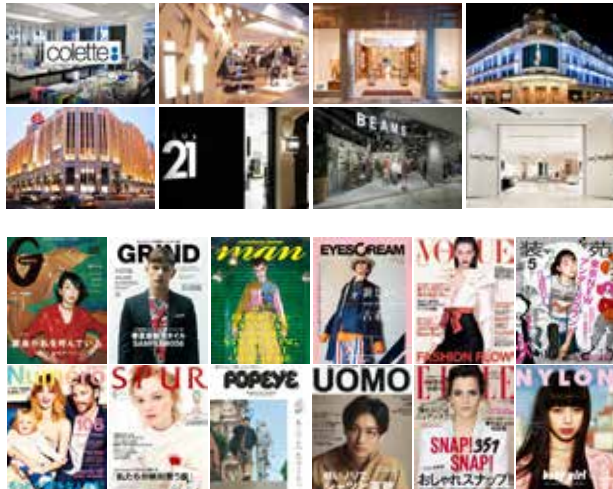
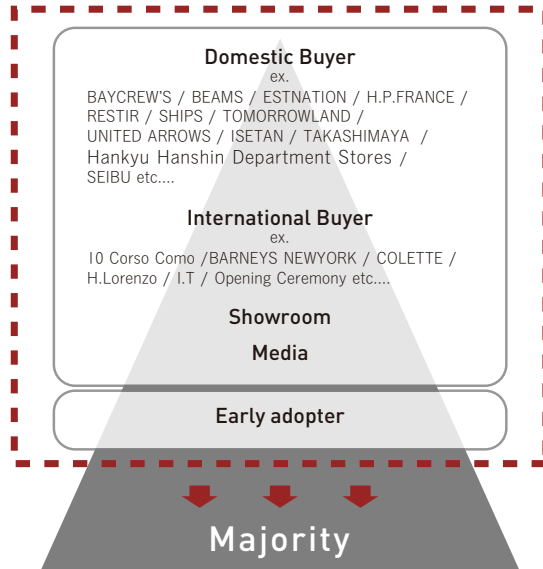


PR01. possesses several functions including press office, showroom, event production, web media, and retail store, offering a one stop fashion solution for our clients.

TARGET

PR01. TRADE SHOW GLOBAL EXHIBITION PROJECT

By inviting the top influencers and opinion leaders, we are able to achieve quality sales and promotional goals.



※Number of visitor 2500 people (As of March, 2018)

Buyers

*Percentage out of total visitors for previous session **52 %**

DOMESTIC

AMERICAN RAG CIE / BARNEYS JAPAN / Code Three / JUN / nano · universe / Ron Herman / SANEI INTERNATIONAL / STUDIOUS / UENO SHOKAI / URBAN RESEARCH / Via Bus Stop / WORLD / ZOZO TOWN / Tokyu Department Store / Printemps Ginza / Matsuzakaya / Matsuya / Mitsukoshi etc...

INTERNATIONAL

AMORPH / ARTIFACTS / ASOS.COM.LTD / AWA / BAUHAUS / BERG PTY LTD / bisou bisou / boutiqueye / Breeze center / CHOCOLATE & PICKLES FASHION / CLOTH FAIR / CLUB 1981 / CLUB21 / CLUB DESIGNERS / COCOMOJO / Cocktail / Concrete / coup de foudre / COUVERTURE / DAIL / EVEN / FOUND / Galeries LAFAYETTE / GAMMA PLAYER / Handsome Corp / Hanwha Galleria / HOTEL V / Jeffery / JFT Holding Ltd / JIN shop / JOYCE / JUMELLE / KABIRI / Lane Crawford / Lazzari / Le Bon Marche / Level 6ix / Liberty / LORENZO / LUUKS / MARAIS / Maria Luiza / 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

*Percentage out of total visitors for previous session **38 %**

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

*Percentage out of total visitors for previous session **10 %**

DOMESTIC

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

Structure exhibition around the most contemporary showrooms from around the world

PR01. TRADE SHOW FW18 had a total of 61 exhibiting brands. The venue was divided into some showrooms, giving buyers a better understanding of the exhibiting brands and increasing business matching opportunities.

WOMEN'S



a-jolie / Cavaliere / CHERIE / Clean2 / DOLLYANDMOLLY / e.m.a. JAPAN / FREIKNOCK / furugi ni
lace / furuta / FUSION / GROWING PAINS / HENZA LOS ANGELES / KÄÄPIÖ / Marilyn Tan Jewellery
| MTJ / rikolect / SOVETSKY1917 / SOWHAT? / SSANAYA TRYAPKA / SVARKA / T3CM / tomoki
yurita / WONDEROUND / YAH!

Taipei IN Style in Tokyo



: EMPHASIZE / CHENG PAI CHENG / DYCTEAM / M.D.LIN / shen
yao / SOPHIA WU / TAGather Goods / TSUNG YU CHAN / unius /
WEAVISM

(As of March, 2018)

SHOWROOMS

MEN's



Alfredo Gonzales / amok / Awesome Boy / BLACK TRIANGLE DESIGN / Blanc YM / BLINDBARBER /
el conductorH / Faccies / IKUMI / LEGALIZE TOKYO / lunatic / STline / SUB-AGE. /
The Adams & River / UMTC STUDIOS

PANORAMA SHOWROOM



21% / DESIREEKREIN / ERIKOOGATA / Jman / KAMILAVKA /
KOPKA / Make What You Will / Malcolm Guerre / nancystellasoto /
ondev / RIDDLEMMA / Sackville / SMILE TOTE by YUKI

MATCHING PROJECT

PR01. TRADE SHOW is currently held in Tokyo and Taiwan. Additionally, to accommodate with the buying calendar, we have been presenting brands through our showrooms, and PR01. SHOWROOM has expanded globally as well.

TRADE SHOW

TOKYO



TAIPEI



SHANGHAI



SHOWROOM

TOKYO



PARIS



NEW YORK



PROMOTION for BUYER

PR01. TRADE SHOW's sales producer oversees buyer approach before the show, and during, assists in bringing together buyers and brands, as well as offer after show services. Between show, we visits stores across the country to research the market and build relationships with buyers to better support our brands with business matching.

PROMOTION for MEDIA

The PR01. press team constantly works to strengthen PR towards fashion insiders.



PR01.Pressroom

With offices in Harajuku, PR01. assists in PR for over 70 domestic and international brands and companies.

Individual reach out to media

By garnering coverage in the industry publications, we reach out to buyers and the media from around the world. Additionally, we contact the top media individually.



Fashionsnap.com / FASHION MAG / MODEM ONLINE / STYLE.COM / WWD / The Senken Shimbun etc...

Social Media and Newsletters

We send out information to our list of over 30,000 professionals.



Blogger Reach Out

International Blogger

Working with JETRO, we invite top bloggers from around the world to help spread information of the show as well as individual brands.

Domestic Blogger

We have the country's most influential bloggers post event reports, reaching out to consumers and promoting our exhibitors.

FW18 ARCHIVE PHOTOS



SERVICE / LOUNGE



We also provided the available lounge as negotiation space.



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



PAST EXHIBITION BRAND

PR01. TRADE SHOW will be holding its 9th session.

※ Examples of past exhibitors from PR01. TRADE SHOW

ANREALAGE T-shirts Line **AZ**
ATSUSHI NAKASHIMA
BED J.W. FORD
DRESSEDUNDRESSED
doublet
fleamadonna
KIDILL
MAISON EUREKA
meanwhile

MIKIO SAKABE
Name
NON TOKYO
PLASTIC TOKYO
SISE
TAAK
written by
YASUTOSHI EZUMI
77circa



ANREALAGE T-shirts Line
AZ



BED J.W. FORD



DRESSEDUNDRESSED



fleamadonna



meanwhile



NON TOKYO