

The 9th Japan Fashion Week in TOKYO
JAPAN FASHION WEEK in TOKYO 2009

【About PR activities】

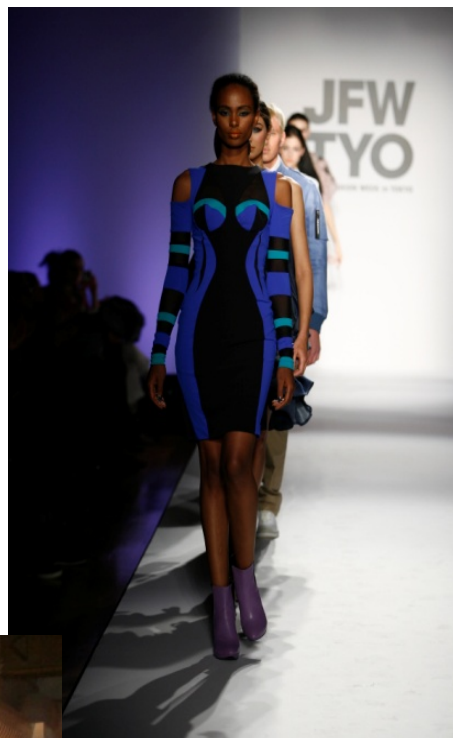
June 11th, 2009



Japan Fashion Week Organization

Overseas PR Activity Plans for the 9th JFW

- Publication on overseas fashion related magazines beforehand.
 - * Planning to have a publication on WWD (USA).
- Inviting overseas journalists and individuals.
 - * Planning to invite journalists and individuals from influential fashion related magazines (including websites) in the US and Europe.
 - * Arranging interviews and providing information for influential media from overseas.
- Holding out events that link to recognition of the JFW.
 - * Planning to hold a PR event in New York.



■ About PR activities

Domestic PR activity vision for the 9th JFW

Acting by 3 aspects to approach fashion magazines that reach to the visitors and the consumers.

- PR activity about the Collection Program itself by the JFW
- PR activity about activating “Fashion” by sending out highlights of the season and new brands.
- PR activity about sending out special events and connecting events that relates with JFW.

Advertisements for the 9th JFW



Publication of Mainichi Newspaper

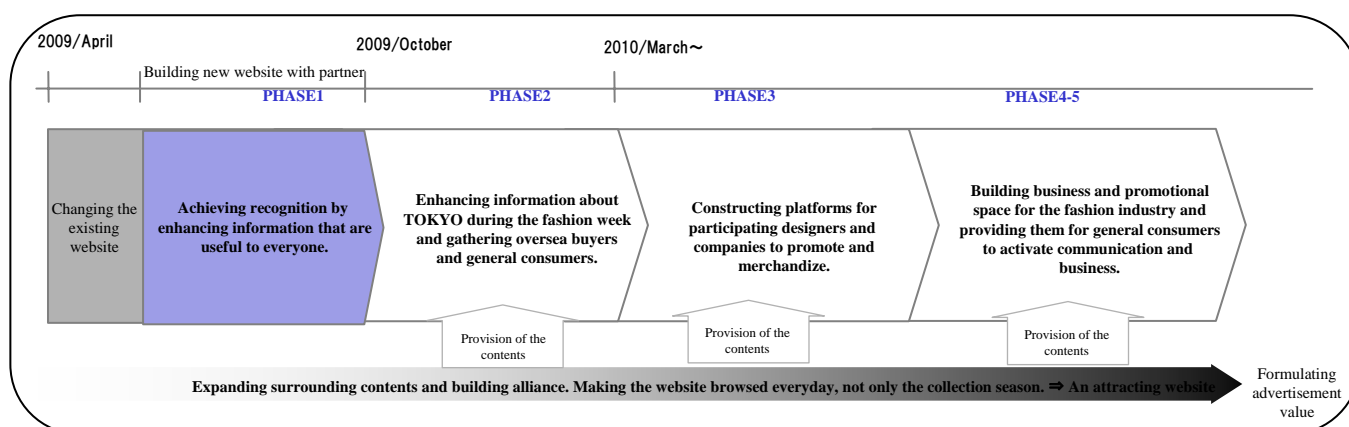
Operating advertisement plans in and out of Japan that links with PR activities.

※Approaching fashion magazines and TVs.

Advertisements for the 9th JFW

■ Web

Cooperating with attractive and recognized websites and expanding the contents that links to interests and merchandizing of the maisons and collections.



■ Guide book

- Reexamining by making the book simple and useful considering cooperating with the website.
- Tie-up with domestic and overseas fashion guide books.