

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

【Designer Support Program】

June 11th, 2009



Japan Fashion Week Organization

■ Outline of Designer Support Program

■ About Designer Support Program

The Japan Fashion Week in TOKYO (hereinafter referred to as the JFW) aims to promote visits from buyers and press, to increase the power of information transmission to the world, and to create business opportunities by shortening the length of the programs and also by setting the main venue. Moreover, creating a gateway into the fashion industry for world's young designers is one of our aims. In order to achieve this goal, the JFW has been supporting mainly up-and-coming designers to show their collections at the Tokyo Collection Week since the 3rd JFW.

■ Outline of Designer Support Program of the 9th JFW

At the 9th JFW, the Exhibition Coordinating Committee will select designers among from applicants who wish to participate in the Tokyo Collection Week and also wish to have support from an organizer. The JFW will offer the Designer Support Program for the selected designers and will provide Tokyo Midtown Hall Hall B free of charge as a collection venue.

■ Qualification requirements ■

Applicants for the Designer Support Program must meet the following qualifications.

1. Your company must be less than 5 years old from the date of company establishment (brand launch or start selling products) or from the start date of your collection.
2. Nationality is no object however, you must meet any of the following conditions.
 - ① You must have your business base in Japan.
 - ② You must create your collection/products in Japan.

■ Criteria of selecting ■

Selecting of the Designer Support Program will be conducted based on the following criteria.

1. You must meet the exhibition criteria of the Tokyo Collection Week.

As for the exhibition criteria, please see “Exhibition Screening for the Tokyo Collection Week”.
2. Your brand must have the potential to grow as a business.
3. A necessity of financial support must be accepted.
4. The number of times of the support is limited to four times. After the second support, we will examine designers by considering their actual achievements.

■ Process of selecting ■

Selecting of the Designer Support Program will be conducted by the Exhibition Coordinating Committee based on the following process.

1. Screening of the application documents.
2. Interview for designers who have passed the application screening.

■ Others ■

We are planning to display the sponsor's logos in the Tokyo Midtown Hall Hall B, the venue of the Designer Support Program.