

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

**【Participation Guide】**  
**【Application Form】**

**June 11th, 2009**



**Japan Fashion Week Organization**

# ■ Holding Outline of Event



## Summary of the 9th Japan Fashion Week in TOKYO

- **Name of Event** : The 9th Japan Fashion Week in TOKYO
- **Date** : Mon, October 19th – Sun, October 25th, 2009
- **Venues** : Tokyo Midtown
- **Organizer** : Japan Fashion Week Organization
- **Supporters** : Ministry of Economy, Trade and Industry / Organization for Small & Medium Enterprises and Regional Innovation, JAPAN / JAPAN EXTERNAL TRADE ORGANIZATION / Japan Fashion Association / Japan Apparel Industry Council / Institute for the Fashion Industries \*possible supporters
- **Special sponsors** : Tokyo Midtown / Mitsui Fudosan Co., Ltd.

## Contents

### 【Tokyo Collection Week】 <Invited guests ONLY>

- ☐ Date : Mon, October 19th – Sat, October 24th, 2009
- ☐ Venues : Tokyo Midtown Hall Hall A / Hall B/ Other venues

### 【JFW Designers' Exhibition】 < Invited guests ONLY >

- ☐ Date and Time : Tue, October 20 – Thu, October 22, 2009 10:00am–8:00pm \* Plan
- ☐ Venues : Bellsalle Roppongi
- \* “JFW Designers' Exhibition” will be held in “Luxe by PLUG IN” at the same time.
- \* Luxe by PLUG IN” is organized by SENKEN SHIMBUN, Daily News of The Fashion Business, and will run advance information AD to SENKEN SHIMBUN on the previous week of the exhibition.

### 【Special Event】

- ☐ Date : Sat, October 17 – Sun, October 25, 2009
- ☐ Venue : Tokyo Midtown etc.

### 【JFW Opening Reception】 <Invited guests ONLY>

- ☐ Date and Time : Mon, October 19, 2009 Open 6:00pm, Start 6:30pm Close 20:00 \*Plan
- ☐ Venue : Tokyo Midtown Hall Hall A

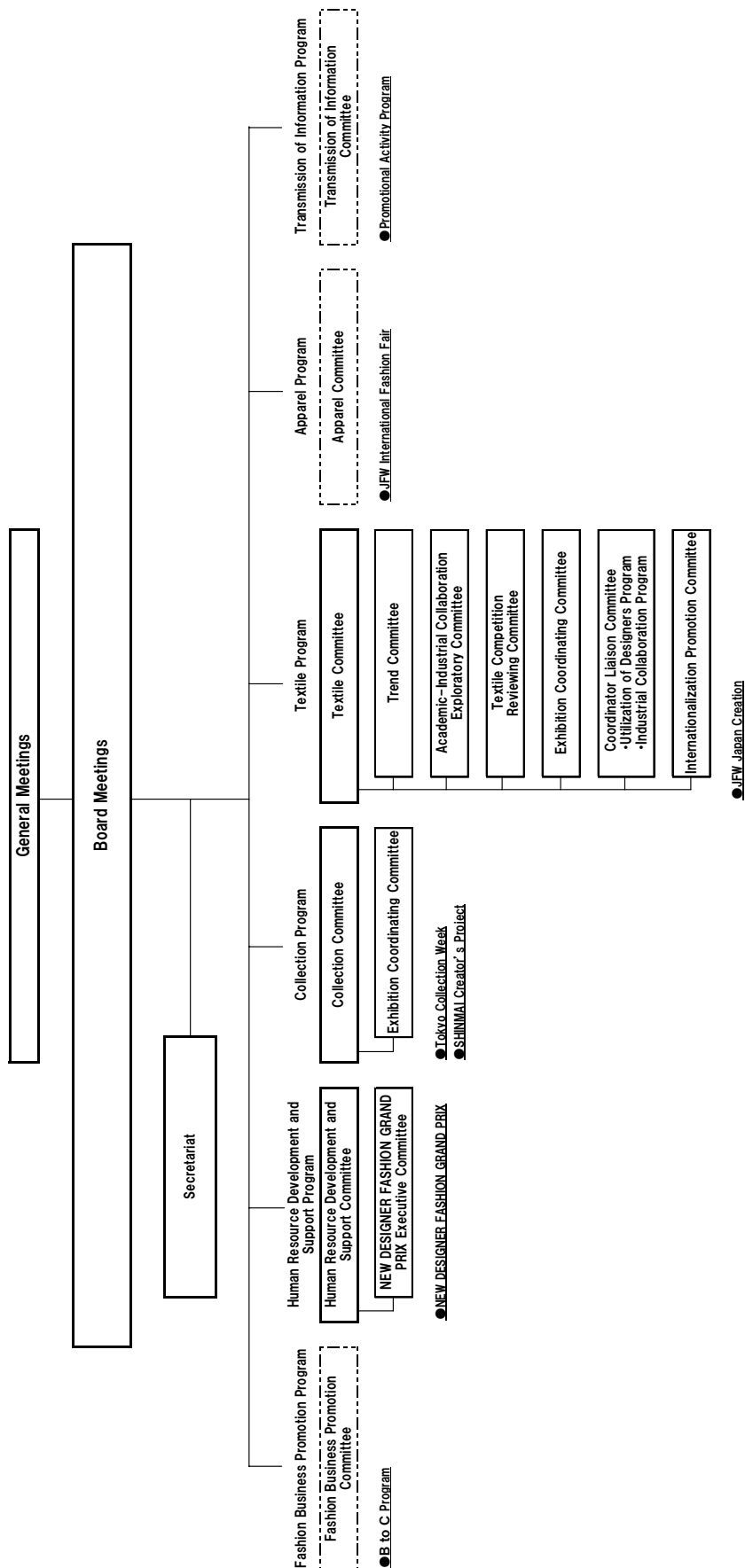
# ■ Holding Outline of Event

## Program Schedule Plan

Contents	Venues	Area	17 sat	18 sun	19 mon	20 tue	21 wed	22 thu	23 fri	24 sat	25 sun
Tokyo Collection Week	Tokyo Midtown Hall Hall A	770m <sup>2</sup>				10:30 15:30 20:30	10:30 15:30 20:30	10:30 15:30 20:30	10:30 15:30 20:30		
	Tokyo Midtown Hall Hall B (Designer Support Program Venue)	540m <sup>2</sup>			20:30	14:30 19:30	14:30 19:30	14:30 19:30	14:30 19:30		
	Other venues				Adjustment in progress	12:30 13:30 17:00 18:00	12:30 13:30 17:00 18:00	12:30 13:30 17:00 18:00	12:30 13:30 17:00 18:00	17:30 18:30 20:30	
JFW Designer's Exhibition	BELLESALLE ROPPONGI ※Held in "Luxe by PLUG-IN"					10:00-20:00	10:00-20:00	10:00-19:00			
Special Event	Tokyo Midtown Hall Hall A	770m <sup>2</sup>		SPECIAL EVENT	SPECIAL EVENT						SPECIAL EVENT
	Tokyo Midtown Hall Hall B	530m <sup>2</sup>		SPECIAL EVENT 控室							SPECIAL EVENT
JFW Opening Reception	Tokyo Midtown Hall Hall A	770m <sup>2</sup>			18:30-20:00						
New Designer Fashion Grand Prix	Tokyo Midtown Hall Hall A (Hall B waiting room)	770m <sup>2</sup> (540 m <sup>2</sup> )								New Designer Fashion Grand Prix	

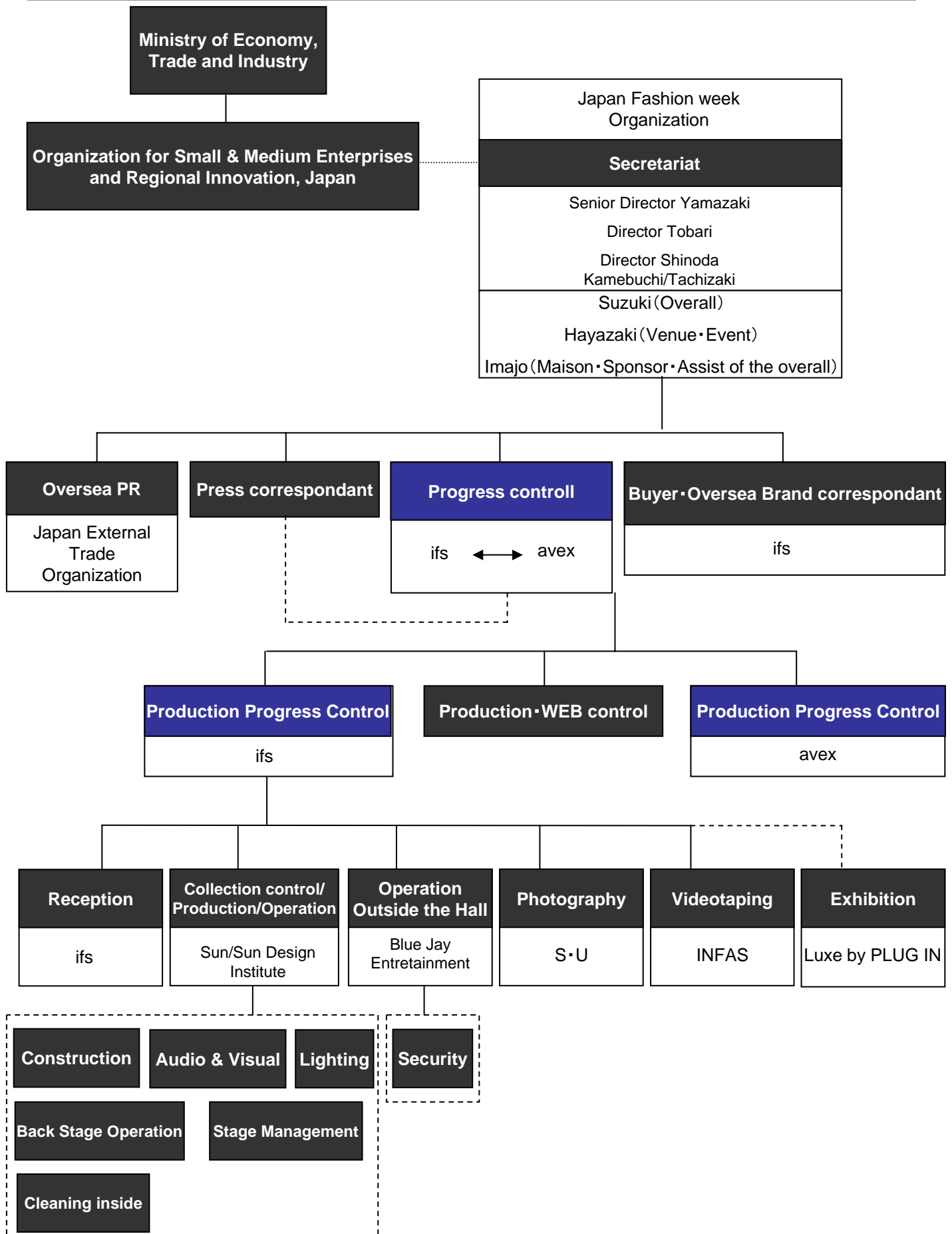
# ■ Holding Outline of Event

## Organizational Chart of the Japan Fashion Week Organization (As of June 1st, 2009)



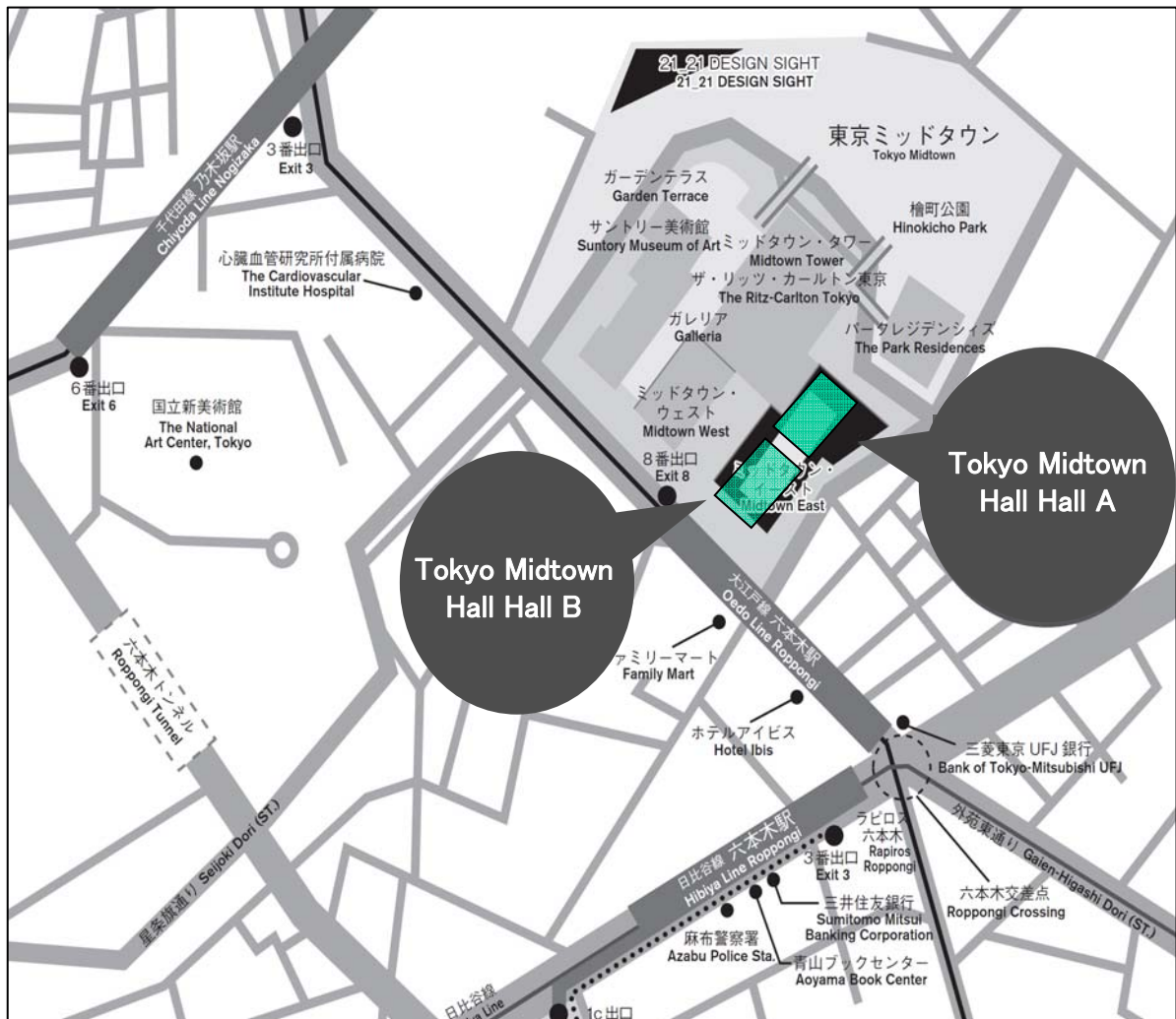
# ■ Holding Outline of Event

## JFW Collection program operation structure



## Official Venues

### 【Tokyo Midtown Hall】



Address : 9-7-2 Akasaka, Minato-Ku, Tokyo

#### Access by subway

- Roppongi station on the Toei-Oedo Line (Tokyo Midtown is directly connected to Exit 8 of the station)
- Roppongi station on the Tokyo Metro Hibiya line (Tokyo Midtown is directly connected to Exit 8 of the station via underground passageway near Exit 4a)
- Nogizaka station on the Tokyo metro Chiyoda Line (3-minute walk from Exit3 of the station)
- Roppongi Itchome station on the Tokyo metro Namboku Line (10-minute walk from Exit1 of the station)

# Collection Schedule Plan

## Collection Schedule Plan (Mon. October 19 )

TIME	Tokyo Midtown Hall-A				TIME	Tokyo Modtown Hall-B (5.0h)		Maison/H&M Room	TIME	Other
6:00					6:00	Designer Supoport Program Venue			6:00	Adjustment in progress
6:30					6:30				6:30	
7:00					7:00				7:00	
7:30					7:30				7:30	
8:00					8:00				8:00	
8:30					8:30				8:30	
9:00					9:00				9:00	
9:30					9:30				9:30	
10:00					10:00				10:00	
10:30					10:30				10:30	
11:00					11:00				11:00	
11:30					11:30				11:30	
12:00					12:00				12:00	
12:30					12:30				12:30	
13:00					13:00				13:00	
13:30					13:30				13:30	
14:00					14:00				14:00	
14:30					14:30				14:30	
15:00					15:00				15:00	
15:30					15:30				15:30	
16:00					16:00				16:00	
16:30					16:30				16:30	
17:00					17:00				17:00	
17:30					17:30				17:30	
18:00					18:00				18:00	
18:30					18:30				18:30	
19:00					19:00				19:00	
19:30					19:30				19:30	
20:00					20:00				20:00	
20:30					20:30				20:30	
21:00					21:00				21:00	
21:30					21:30				21:30	
22:00					22:00				22:00	
22:30					22:30				22:30	
23:00					23:00				23:00	
23:30					23:30				23:30	
24:00					24:00				24:00	

## Collection Schedule Plan (Mon. October 20 – Fri, October 23)

TIME	Tokyo Midtown Hall-A				TIME	Tokyo Modtown Hall-B (5.0h)		Maison/H&M Room	TIME	Other
6:00					6:00	Designer Supoport Program Venue			6:00	Adjustment in progress
6:30					6:30				6:30	
7:00					7:00				7:00	
7:30					7:30				7:30	
8:00					8:00				8:00	
8:30					8:30				8:30	
9:00					9:00				9:00	
9:30					9:30				9:30	
10:00					10:00				10:00	
10:30					10:30				10:30	
11:00					11:00				11:00	
11:30					11:30				11:30	
12:00					12:00				12:00	
12:30					12:30				12:30	
13:00					13:00				13:00	
13:30					13:30				13:30	
14:00					14:00				14:00	
14:30					14:30				14:30	
15:00					15:00				15:00	
15:30					15:30				15:30	
16:00					16:00				16:00	
16:30					16:30				16:30	
17:00					17:00				17:00	
17:30					17:30				17:30	
18:00					18:00				18:00	
18:30					18:30				18:30	
19:00					19:00				19:00	
19:30					19:30				19:30	
20:00					20:00				20:00	
20:30					20:30				20:30	
21:00					21:00				21:00	
21:30					21:30				21:30	
22:00					22:00				22:00	
22:30					22:30				22:30	
23:00					23:00				23:00	
23:30					23:30				23:30	
24:00					24:00				24:00	

# Collection Schedule Plan

## Collection Schedule Plan (Sat. October 24)

TIME	Tokyo Midtown Hall-A	TIME	Tokyo Modtown Hall-B (5.0h)	Maison/H&M Room	TIME	Other
6:00		6:00			6:00	
:30		:30			:30	
7:00		7:00			7:00	
:30		:30			:30	
8:00		8:00			8:00	
:30		:30			:30	
9:00		9:00			9:00	
:30		:30			:30	
10:00		10:00			10:00	
:30		:30			:30	
11:00		11:00			11:00	
:30		:30			:30	
12:00		12:00			12:00	
:30		:30			:30	
13:00		13:00			13:00	
:30		:30			:30	
14:00		14:00			14:00	
:30		:30			:30	
15:00		15:00			15:00	
:30		:30			:30	
16:00		16:00			16:00	
:30		:30			:30	
17:00		17:00			17:00	
:30		:30			17:30	17:30~
18:00		18:00			18:00	
:30		:30			18:30	18:30~
19:00		19:00			19:00	
:30		:30			19:30	19:30~
20:00		20:00			20:00	
:30		:30			20:30	20:30~
21:00		21:00			21:00	
:30		:30			:30	
22:00		22:00			22:00	
:30		:30			:30	
23:00		23:00			23:00	
:30		:30			:30	
24:00		24:00			24:00	

New Designer Fashion Grand Prix  
2009

EVENT

(Time to be determined )

New Designer Fashion Grand Prix  
2009

EVENT  
waiting room

(Time to be determined )



# Tokyo Midtown Hall Hall A

## Details of Tokyo Midtown Hall Hall A

Basic seating capacity: 534

■Area: [External size] about 770m<sup>2</sup> / about 200tsubo (18.3m × 40.8m)

■Ceiling : Eave height 7.0m

■Curtain・Floor: Curtain=Black / Floor=Black punch carpet

■Basic seating capacity: 534

※Stacking chairs (black) will be used.

※This seating spec and capacity is a plan at this stage so it is subject to change in the future.

■Basic stage

・Panel/3 panels in white cloth(h5,400mm), Stage curtain(h5,400mm)

※When the stage is converted, the size of the stage is 900mm and it is resizable.

・Runway/Flat(w4.5m × d27.1m) excluding audience seats

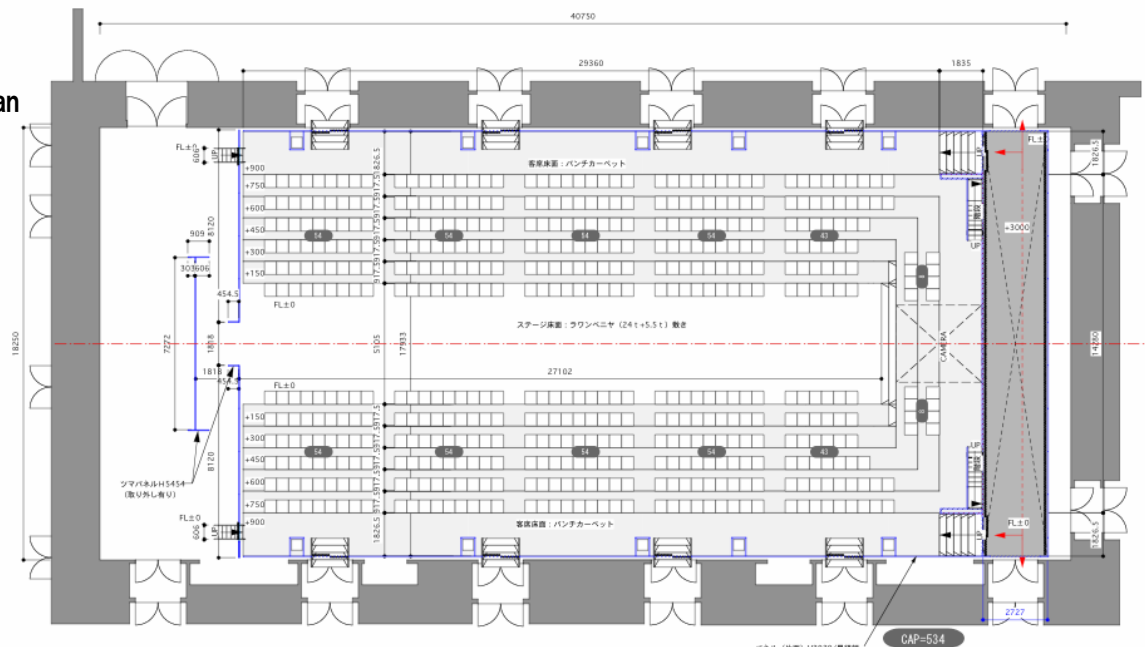
※It is negotiable, if you would like to use the stage.

・Runway (Black & white punch carpet)

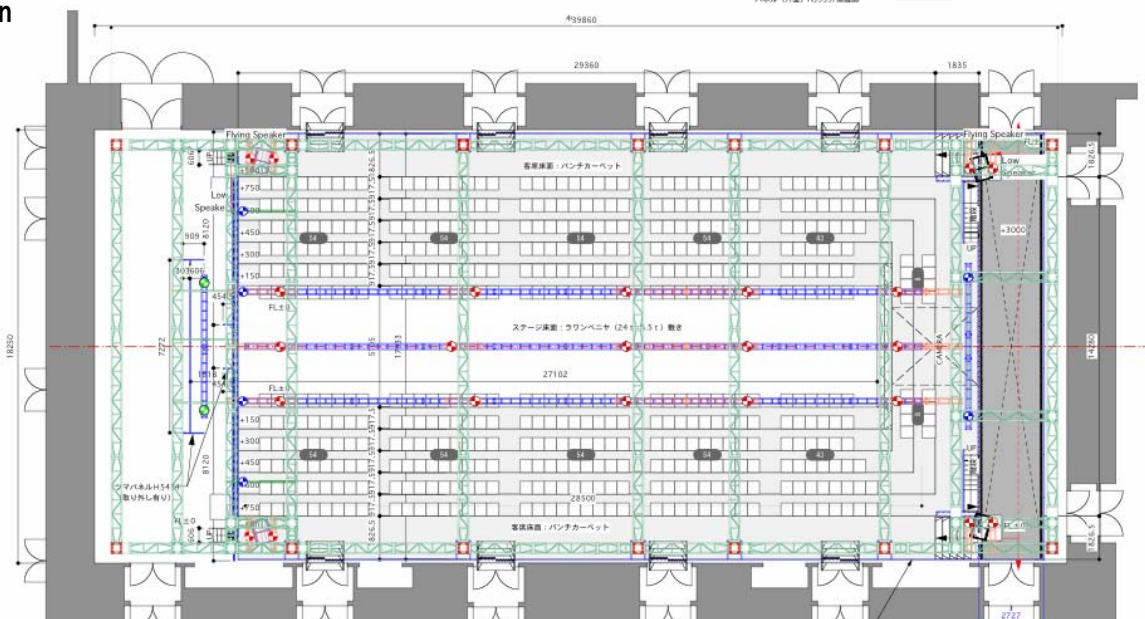
※When the runway is converted, the carpet will be re-covered.

If you use "non-basic spec stage", you need to bear the balance amount. (Actual cost - basic cost = balance amount)

Venue plan



Truss plan



※This seating spec and capacity is a plan at this stage so it is subject to change in the future.

## Incidental Facilities of Hall (Tokyo Midtown Hall Hall A)

### 【Incidental Facilities of Hall】

①Reception area / table (W1,500mm × D700mm × H950mm) × 3

②Stage direction and technical control booth

③Brand name sign (entrance self-sign)

④Suspension trusses for light and audio

※The trusses above the audience seats have been cut from the 8<sup>th</sup> JFW. Light for the audience seats will be taken from the mother truss from both sides.

⑤Basic lights (console control unit, spot lights, runway, audience seats, backyard, entrance)

※Pin spots that were included in the basic spec in the 8<sup>th</sup> JFW will be an option extra this time.

⑥Lighting operator

※Number of the operators have changed from 1chief operator + 6 sub operators to 1chief operator + 3 sub operators compared to the 8<sup>th</sup> JFW.

※If you wish to change the lighting plan widely or plan to take time in conversion, a contact to the secretariat is necessary.

⑦Basic audio (console control unit, speakers, microphones)

⑧Sound operator ※1 chief operator + 1 sub operator

⑨Stage curtain (back, horizont, wings)

⑩Air-conditioning

⑪4 projection systems projecting such as sponsor logos in the collection hall are being considered. Usage of the maisons are also being considered.

### 【Basic Facilities of Backstage】

#### ◇Backstage

①[Basic fixtures] hangar rack w900mm × 24 / full-length mirror × 10 / ironing board × 2 / table w1,800mm × 3

②[Electric power supply] for iron 1.5kw × 2, for general use 1.5kw × 4

#### ◇Anteroom for hair & make-up staff and models

③[Basic fixtures for hair & make-up] hair & make-up table w1,800mm × 8 / chair × 16 / make-up mirror × 30

④[Basic fixtures for models] table w1,800mm × 8 / chair × 24 / catering table w1,800mm × 2 /

coin locker × 30 (capacity is for 30 persons)

⑤[Electric power supply for hair & make-up]

for hair & make-up 1.5kw × 10 / hair & make-up light 1.5kw × 4 / for general use 1.5kw × 2

#### ◇Anteroom for maisons

⑥[Basic fixtures] table w1,800mm × 8 / chair × 24 / coin locker × 20 (capacity is for about 20 persons)

⑦[Electric power supply] for general use 1.5kw × 2

※All rooms have an air-conditioning.

#### Note

Please bring your own iron. We do not have it.

### 【Usage fee for venue】

Basic fee : ¥500,000-~¥1,500,000- (consumption tax not included) /  
5 hours (including set up, rehearsal, show and carrying out garments and goods)

Usage fee for Tokyo Midtown Hall Hall A differs according to date and time. For details on usage fee, please see page 18.

※In terms of the above fee, in principle, it is applied in a case that when you use the venue with “basic spec”.

(including basic conversion such as re-covered of stage) You need to bear all additional fees.

※If you wish to use extra time, inquiry to the secretariat is necessary.

【Additional usage fee ¥200,000-/hour (consumption tax not included)】

【In some cases, an additional labor charge is required for overtime technical services.】

※In principle, used time of the backyard and the anterooms for hair & make-up staff /models is considered as the same hours of used time of the venue.

# Tokyo Midtown Hall Hall B

## Details of Tokyo Midtown Hall Hall B

**Basic seating capacity: 180**

■Area: [External size] about 540m<sup>2</sup> / about 140tsubo (19.2m × 27.1m)

■Ceiling : Eave height 7.0m

■Curtain・Floor: Curtain=Black / Floor=Black punch carpet

■Basic seating capacity: 180

※Stacking chairs (black) will be used.

※This seating spec and capacity is a plan at this stage so it is subject to change in the future.

■Basic stage

・Panel/ black stage curtain (h5,400mm)

※When the stage is converted, the size of the stage is 900mm and it is resizable.

・Runway/Flat(w4.5m × d27.1m) excluding audience seats

※It is negotiable, if you would like to use the stage.

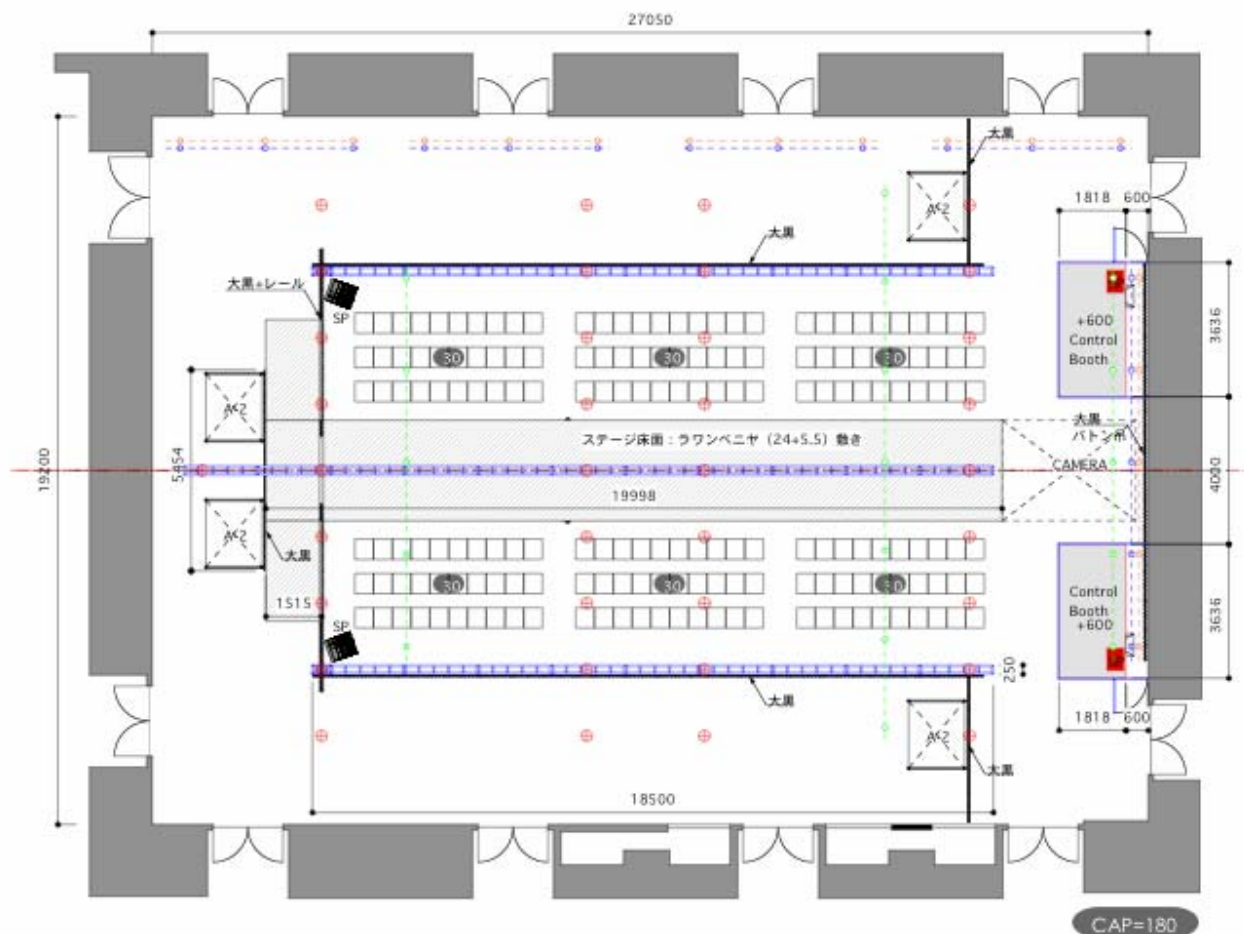
・Runway (Black & white punch carpet)

※When the runway is converted, the carpet will be re-covered.

If you use “non-basic spec stage”, you need to bear the balance amount. (Actual cost – basic cost = balance amount)

※Due to the hall circumstance, using Hall B comes with volume level regulations.  
Collections may be asked to stop if the regulations are not followed.

**AM~19:00 : 80db / 19:00~ : 95db**



※This seating spec and capacity is a plan at this stage so it is subject to change in the future.

## Incidental Facilities of Hall (Tokyo Midtown Hall Hall B)

### 【Incidental Facilities of Hall】

- ① Reception area / table (W1,500mm × D700mm × H950mm) × 3
- ② Stage direction and technical control booth
- ③ Brand name sign (entrance self-sign)
- ④ Suspension trusses for light and audio
- ⑤ Basic lights (console control unit, spot lights, runway, audience seats, backyard, entrance)
- ※ Pin spots are an option extra.
- ⑥ Lighting operator ※ 1 chief operator + 3 sub operators.
- ⑦ Basic audio (console control unit, speakers, microphones)
- ⑧ Sound operator ※ 1 chief operator + 1 sub operator
- ⑨ Stage curtain (back, horizont, wings)
- ⑩ Air-conditioning

### 【Basic Facilities of Backstage】

#### ◇ Backstage

- ① [Basic fixtures] hangar rack w900mm × 20 / full-length mirror × 6 / ironing board × 2 / table w1,800mm × 2
- ② [Electric power supply] for iron 1.5kw × 2, for general use 1.5kw × 4

#### ◇ Anteroom for hair & make-up staff and models

- ③ [Basic fixtures for hair & make-up] hair & make-up table w1,800mm × 8 / chair × 16 / make-up mirror × 16
- ④ [Basic fixtures for models] table w1,800mm × 5 / chair × 15 / catering table w1,800mm × 2 / coin locker × 20 (capacity is for 20 persons)
- ⑤ [Electric power supply for hair & make-up]  
for hair & make-up 1.5kw × 10 / hair & make-up light 1.5kw × 4 / for general use 1.5kw × 2

#### ◇ Anteroom for maisons

- ⑥ [Basic fixtures] table w1,800mm × 6 / chair × 15 / coin locker × 10 (capacity is for about 10 persons)
- ⑦ [Electric power supply] for general use 1.5kw × 2

※ All rooms have an air-conditioning.

### Note

Please bring your own iron. We do not have it.

### 【Usage fee for venue】

Basic fee: Free of charge (Designer Support Program venue) /  
5 hours (including set up, rehearsal, show and carrying out garments and goods)

※ In terms of the above fee, in principle, it is applied in a case that when you use the hall with “basic spec”.  
(including basic conversion such as re-covered of stage) You need to bear all additional fees.

※ If you wish to use extra time, inquiry to the secretariat is necessary.

【Additional usage fee ¥60,000—/hour (consumption tax not included)】

【In some cases, an additional labor charge is required for overtime technical services.】

※ In principle, used time of the backyard and the anterooms for hair & make-up staff/models is considered as the same hours of used time of the venue.

### ■ Recording, videotaping and photography at venues

- We (the JFW) record all the collection's footage and provide them for a fee. For the details, please see information we will send you at a later date. We are not able to provide official recorded footage.
- Maisons take it upon themselves to record footage/pictures at venues. No recording in public space.

### ■ Show management, theft and insurance

- When maisons carry in and out their garments and other goods, and during show, we post guards to organize the venue and to keep watch over belongings. However, we are not responsible for any damage through fate, theft/loss/damage of garments, make-up goods and other belongings.
- We suggest that you take out an insurance to be prepared for unforeseeable circumstances during carrying in and out, and show.

### ■ Carrying in and out garments and other goods

- We will send "regulations for carrying in and out" to you at a later date separately.

### ■ Anteroom

- We will send "regulations for anteroom" to you at a later date separately.

### ■ Drinking and eating at venues

- Drinking (including welcome drink) and eating is prohibited at venues and around the venues.  
We are not responsible for any troubles. Please be forewarned.

### ■ Lunchbox

Please take your own food and take all garbage back home with you.

### ■ Disposal of garbage at venues

Please take all garbage back home with you.

If garments, make-up goods and garbage are left in the hall after the JFW-set time, we will get rid of them and will charge you disposal costs.

### ■ Decoration materials and festive flowers

Please take all decoration materials and festive flowers at the reception and in the hall away within the JFW-set time.

### ■ Smoking

No smoking in the hall. Smoking in designated area only.

### ■ Preliminary inspection of Tokyo Midtown Hall Hall A & B

• We are planning to hold a preliminary inspection on Tokyo Midtown Hall Hall A & B in September twice.  
The basic spec differ to the 8<sup>th</sup> JFW so please inform the production company and the stage director to attend the inspection. Further notice will be announced by the end of July.

• Please manage reception of collection show and guidance of visitors on maison's own responsibility. Each maison needs to organize their operation system and arrange staff to do those works. Please be advised that the JFW will not arrange guiding staff.

• If you would like to have a meeting with the JFW individually, please contact the secretariat.

### ■ Application for usage of fire and other hazardous materials

The secretariat will round up the application for using the smoke machine (or the diffusion machine).

A contact to the secretariat for using the smoke machine is necessary. Further notice will be informed later. Fire and other hazardous act is prohibited in the hall so do not carry on without notice.

Please ask the secretariat for more information.



# ■ JFW Designers' Exhibition-1

## Outline of JFW Designers' Exhibition

- Date Tue, October 20 – Thu, October 22, 2009 / 11:00AM–8:00PM \*Plan
- Venue BELLESALLE ROPPONGI
- Standard booth (1 booth) 9m<sup>2</sup>/ about 3m × 3m ※plan
- Exhibition fee (1 booth) ¥ 250,000– (consumption tax not included)
- Wall panel Height 2.1m Woodworking frame / flame-resistant polyester material (voile)  
※Color is not finalized yet.
- Booth sign Brand name is displayed.
- Light Halogen spot stand (halogen light / 85w with 2 light bulbs) ※plan

## Venue of JFW Designers' Exhibition



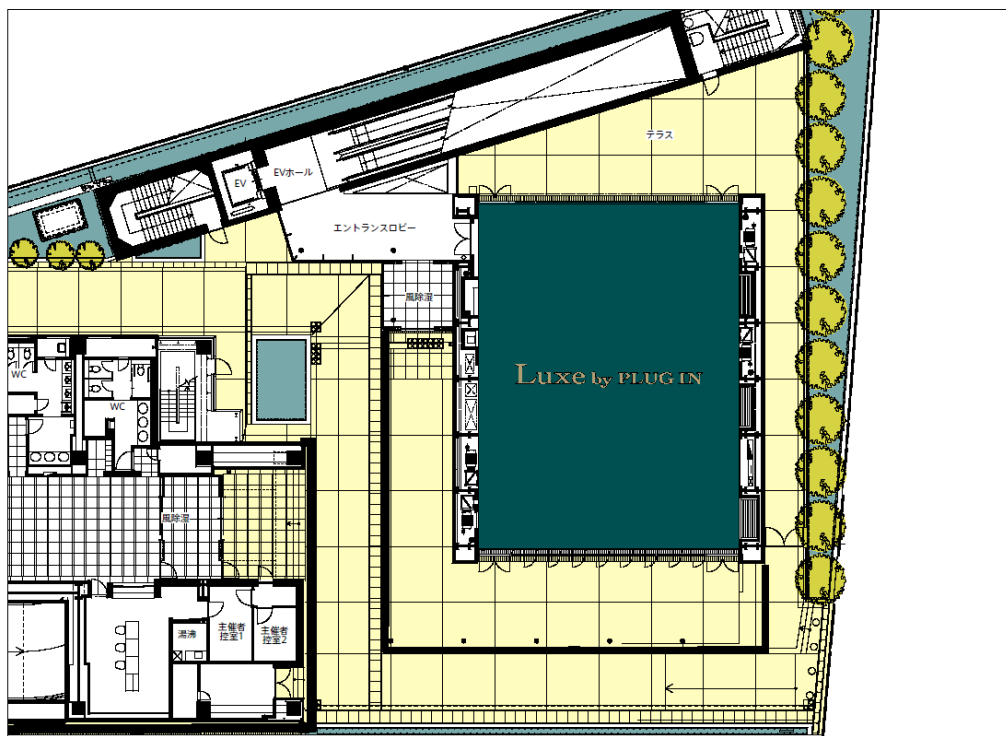
Access by subway

Address: 9-7-2, Akasaka, Minato-ku, Tokyo

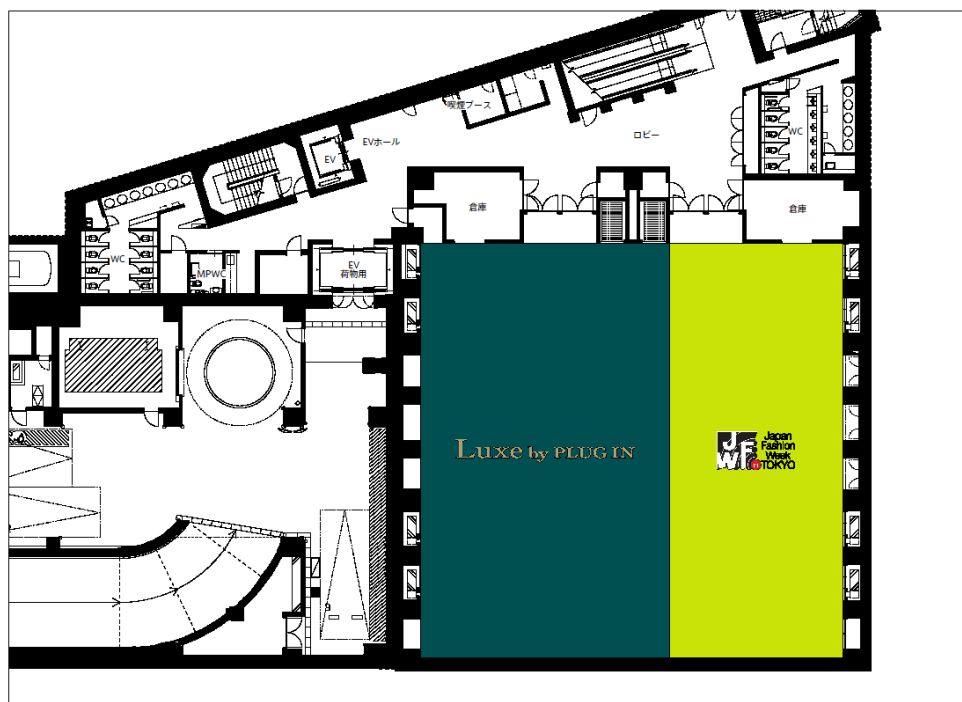
- Roppongi station on the Toei-Oedo Line (4-minute walk from Exit 4b of the station)
- Roppongi station on the Tokyo Metro Hibiya line (2-minute walk from Exit 2 of the station)
- Nogizaka station on the Tokyo metro Chiyoda Line (7-minute walk from Exit 5 of the station)

Floor Plan (It is not finalized yet.)

## BELLESALLE ROPPONGI 1F



## BELLESALLE ROPPONGI B1F



## Details of Exhibition Booth

■ Booth size: 9m<sup>2</sup>/ about 3m × 3m ※plan

◆ Wall and back side: Height 2.1m, Woodworking frame / flame-resistant polyester material (voile)

※Color is not finalized yet.

◆ Floor: Hall carpet

◆ Booth design: Woodworking frame / flame-resistant polyester material (voile) (height: 2.1m)

※Color is not finalized yet.

◆ Booth sign: Brand name (standardized font)

◆ Light: Halogen spot stand (halogen light /85w with 2 light bulbs) ※plan

## Booth Image (It is not finalized yet.)



※Image picture



## Interior and Equipments of Exhibition Booth

### ■ Interior of exhibition booth

- You can decorate the exhibition booth within the regulations.
- If you use an outside contractor to arrange your original decoration, please let the designated contractor know it. Please note that you have to work under the instructions of the designated contractor even though you have an outside contractor.

### ■ Equipments

- All equipments need to be provided by maisons except the equipments that an organizer provide in the booths. If you would like to lease fixtures, we will provide them but you need to bear the costs.

### ■ Decorative materials

- You can use only hazard-resistant materials for decoration because of the Fire Laws. Please note that the Fire Department may make an inspection of booths.
- All equipments for decoration need to be provided by maisons.

### ■ Electricity

- If you would like to use additional electricity, we will accept it but you need to bear the costs.

**(For the details, we will inform you at a briefing session of the JFW Designers' Exhibition held in the beginning of September. )**

## Note

- For carrying in and out of garments and goods, we will send an instruction manual to you separately.
- Parking space (pay parking lot) is limited. Please be forewarned.
- Basically, maisons should only showcase their new collections and get an order in the exhibition booth. However, it is possible to hand information materials to visitors and to show footage in order to explain further details of collections. Please lower the volume of DVD/video so it doesn't bother other people.
- At least one person must be in the booth during the exhibition period.
- Please take all garbage back home with you. If garbage is left in the booth, we will get rid of it but the secretariat will charge you disposal costs.
- No smoking in the hall. Smoking in designated area only.

**(For the details, we will inform you at a briefing session of the JFW Designers' Exhibition held in the beginning of September. )**

## Note

### ■ Exhibition screening for the Tokyo Collection Week

Screening will be conducted by the Exhibition Coordinating Committee based on the following criteria.

#### ① Creativity

- Your brand concept must be clear.
- Your business must be going concern. (not only one season)

#### ② Having a minimum level of business management systems

- Your trademark must be registered.
- You must have an operation system to meet an outline of the exhibition.
- You must have the capacity to pay exhibition fees.

#### ③ Business meeting during the JFW

- You must have a plan to hold exhibition/business meeting around the JFW's time frame.
- You must have a manufacturing system to deal with received order.

※If you have participated in a previous JFW and caused the following problems, they may affect the screening.

- You changed schedule without notice and created confusion for visitors and event operations.
- You did not hold exhibition/business meeting.
- You eroded people's trust in the JFW and your brand.

### ■ Exhibition screening for the JFW Designers' Exhibition

Screening will be conducted according to the criteria of the Tokyo Collection Week.

### ■ Notice of results of the Tokyo Collection Week and the JFW Designers' Exhibition

The Exhibition Coordinating Committee will examine all submitted documents and select the exhibitors and recipients of the Designer Support Program.

Designers who apply for the Designer Support Program need to have an interview after they have passed the application screening. As for an interview date, we will contact them separately.

In terms of the results of screening and the Designer Support Program, these will be forwarded to the listed contact person via e-mail by Fri, July 24, 2009.

Please be advised that we do not accept any inquiries regarding the screening results.

### ■ Liaison work between the organizer and the selected exhibitors

Communication between the organizer and the selected exhibitors for the Tokyo Collection Week and the JFW Designers' exhibition must be done in Japanese. As need arises, the exhibitors need to get an interpreter or a coordinator to create an environment in which you can communicate in Japanese.

Please be advised that the organizer does not take care of interpretation, translation, meeting or payment work that the designers should do.

### ■ Collection tickets

Exhibitors at the Tokyo Collection Week are requested to provide the organizer with collection tickets (invitations). We are planning to issue about 50 of those tickets for Tokyo Midtown Hall Hall A, about 30 for Hall B, and about 20 for other venues. We will offer them to the official sponsors and as web tickets present. As for the number of tickets going to the invited journalists from overseas, there will be forwarded to you separately.

### ■ Permission for recording, videotaping and photography

At both the Tokyo Collection Week and the JFW Designers' Exhibition, the organizer or the person authorized by the organizer shall record, videotape and photograph to create record, videotaped and photographed materials (hereinafter referred to as "recorded audio/visual materials").

Please be advised that the organizer reserves the right to offer and use the recorded audio/visual materials for publicity and/or advertising purpose. (including distribution via internet and hard copies.)

## ■ Outline of Exhibition

### Exhibition Fees (Tokyo Collection Week)

#### ■ Usage fees for venues

Venue	Time	Usage fees for venues
Tokyo Midtown Hall Hall A 10/19(mon)~10/23(fri)	10:30	¥500,000-(consumption tax not included)
	15:30	¥1,000,000-(consumption tax not included )
	20:30	¥1,500,000-(consumption tax not included )
		※Additional usage fee/hour:¥ 2000,000-(consumption tax not included) In some case, an additional labor charge will be requested for overtime technical service. ※If you wish to use extra time, inquiry to the secretariat is necessary. <b>※Time stated above may be different by an arrangement of the entire collection schedule.</b>
Tokyo Midtown Hall Hall B 10/19(mon)~10/23(fri)		Free of charge (Designer support program venue)
		※Additional usage fee/hour:¥ 60,000-(consumption tax not included) ※If you wish to use extra time, inquiry to the secretariat is necessary. In some case, an additional labor charge will be requested for overtime technical service.

#### ■ Registration fee

You are requested to pay a registration fee to participate in the Tokyo Collection Week,

Registration fee	¥100,000- (consumption tax not included)
------------------	--

※If you participate only in the JFW Designers' Exhibition, you are not requested to pay a registration fee.

### Exhibition Fee (JFW Designers' Exhibition)

Exhibition fee for the JFW Designers' Exhibition	¥ 250,000-(consumption tax not included)
---	--

#### ■ Note

After you are officially accepted as an exhibitor of the Tokyo Collection Week or the JFW Designers' Exhibition, an exhibition contract and an invoice for exhibition fees (usage fee for venue, registration fee) will be sent to you from the secretariat.

**Please send the completed exhibition contract back to the secretariat by Fri, August 21, 2009.**

The exhibition fees stated above **should be transferred to the designated bank account by Wed, September 30, 2009.**

**If you fail to meet the requirements, we may disqualify you from the collection show and exhibition.**

# ■ Outline of Exhibition

## Future Schedule

		General schedule		Maison schedule	
Jun	Thu, 11	Briefing session for designers			
Jul	Wed, 8	Submitting of applications and designer information data	←	Applications after submission deadline will not be accepted.	
	End	Deciding of maisons to attend the collection and exhibition	→	The results will be forwarded to the listed contact person.	
Aug	~Mid	Guidebook and web works	↔	Please confirm with press staff.	
	Fri, 21	Submission deadline of an exhibition contract	←	Please send us without delay.	
	End	Deciding of the collection schedule			
Sep	During	Preliminary inspection of the venue (planned twice)	→	Please join the inspection. (We will inform you beforehand.)	
	Beg	Sending of press and buyer list (1)	→	The list will be sent to the listed contact person.	
	End	Sending of press and buyer list (2) and the final information	→	The list and the final information will be sent to the listed contact person.	
	Wed,30	Due date of exhibition fee	←	Please transfer the exhibition fee to the designated bank account by the due date	
Oct	Beg	Submission deadline of collection tickets and maison's ID	←	Please send us without delay.	
	19-25	The 8th Japan Fashion Week in TOKYO			

\*If the schedule changes, we will inform you separately.

### ■■ Inquiries for Exhibition ■■

Japan Fashion Week Organization    Contact persons : Tachizaki / Imajo  
 3F, Terasaki 1st. Bldg., 1-10-5, Nihombashi-Muromachi, Chuo-Ku, Tokyo, 103-0022  
 TEL: 03-3242-8551    FAX: 03-3242-8552  
 Time in 10:00am - 6:00pm (weekday) No-business day (Saturdays, Sundays and public holidays)

## Application Process

### First time participating the Tokyo Collection Week

Document No.	Documents to be submitted	Remarks
No.1	Application form	Please make sure of filling every item
No.2	①Brand logo (Adobe Illustrator ai 形式) ②Designer portrait data (Adobe Photoshop EPS 形式)	<ul style="list-style-type: none"> <li>•Data ① and ② must be submitted on a CD-ROM.</li> <li>•Please submit only one type of logo.(Color logos are OK)</li> <li>•Submitted data will be put on the website, guidebooks and possibly some more.</li> </ul>
No.3	Designer profile	Designer profile <u>must be submitted in printed out form.</u>
No.4	Brand information materials	One of each S/S and A/W brand information materials (concept book, product photo book, and clippings etc...) <u>must be submitted in printed out form.</u>

### Have participated the Tokyo Collection Week or the JFW Designers' Exhibition in the past

Document No.	Documents to be submitted	Remarks
No.1	Application form	Please make sure of filling every item
No.2	①Brand logo (Adobe Illustrator ai 形式) ②Designer portrait data (Adobe Photoshop EPS 形式)	<p>Please submit only if there is any change with the data you have submitted before.</p> <ul style="list-style-type: none"> <li>•Data ① and ② must be submitted on a CD-ROM.</li> <li>•Please submit only one type of logo.(Color logos are OK)</li> <li>•Submitted data will be put on the website, guidebooks and possibly some more.</li> </ul>

**•Please send all materials to the following address by Wed, July 8, 2009.**

**•We do not accept applications after the submission deadline.**

**•You are kindly requested NOT to apply via e-mail or fax.**

**•Please be advised that any submitted materials are not returnable.**

#### ■■ Location where applications should be submitted ■■

Japan Fashion Week Organization Contact persons: Tachizaki / Imajo  
3F, Terasaki 1st. Bldg., 1-10-5, Nihombashi-Muromachi, Chuo-Ku, Tokyo, 103-0022  
TEL: 03-3242-8551

Time in : 10:00am – 6:00pm (weekday) No-business day (Saturdays, Sundays and public holidays)

Submission deadline (7/8)

# Application Form 1

**\*Fill out Application form. Please type or write legibly.**

## 1.Applicant Information

Brand name	
Designer Name	
Established Year	
Brand Registration (Please check one)	Brand name is <input type="checkbox"/> Registered (Registered number ) <input type="checkbox"/> Applied <input type="checkbox"/> Unregistered
Please check the appropriate category for your items.	<input type="checkbox"/> Ladie's wear <input type="checkbox"/> Men's wear <input type="checkbox"/> Bags <input type="checkbox"/> Shoes <input type="checkbox"/> Accessories <input type="checkbox"/> Others( )
Contact Person	Company Name Mailing address for documents from JFW Name TEL / FAX / mobile / e-mail /

## 2.Company Information

Company Name	
Paid-in Capital (Yen)	¥
Representative	
Annual Sales (Yen)	¥
Ratio Dealing with overseas (%)	%

## 3.Tokyo Collection Week

Participation in Tokyo Collection Week *Please check your preference	<input type="checkbox"/> Participate <input type="checkbox"/> will NOT participate
---	--

## 4.Designer Support Program

Designer Support Program *Please check your preference	<input type="checkbox"/> Apply for the support program <input type="checkbox"/> Will participate in the Tokyo Collection Week even without the support program <input type="checkbox"/> Will NOT participate in the Tokyo Collection Week with out the support program <input type="checkbox"/> Will NOT apply for the support program
---	---

## 5.JFW Designers' Exhibition

Participation in JFW Designers' Exhibition *Please check your preference	<input type="checkbox"/> Participate <input type="checkbox"/> will NOT participate <input type="checkbox"/> Plan to have own exhibition in Japan <input type="checkbox"/> NO plan to have own exhibition in Japan
---	---

**\*continued on the next page**

## Application Form 2

### 6. Tokyo Collection Week Preferred schedule

Write numbers (1, 2 and 3) in order of your preferred collection schedule

10/19(mon)	Tokyo midtown Hall Hall B Other venues	20:30( )				
		<input type="checkbox"/> Please check if you prefer to choose the 19 <sup>th</sup> at other venues.				
10/20(tue)	Tokyo Midtown Hall Hall A Tokyo Midtown Hall Hall B Other venues	10:30( ) 14:30( ) 12:30( )	15:30( ) 19:30( ) 13:30( )	20:30( )	17:00( )	18:00( )
10/21(wed)	Tokyo Midtown Hall Hall A Tokyo Midtown Hall Hall B Other venues	10:30( ) 14:30( ) 12:30( )	15:30( ) 19:30( ) 13:30( )	20:30( )	17:00( )	18:00( )
10/22(thu)	Tokyo Midtown Hall Hall A Tokyo Midtown Hall Hall B Other venues	10:30( ) 14:30( ) 12:30( )	15:30( ) 19:30( ) 13:30( )	20:30( )	17:00( )	18:00( )
10/23(fri)	Tokyo Midtown Hall Hall A Tokyo Midtown Hall Hall B Other venues	10:30( ) 14:30( ) 12:30( )	15:30( ) 19:30( ) 13:30( )	20:30( )	17:00( )	18:00( )
10/24(sat)	Other venues	13:30( )	17:30( )	18:30( )	19:30( )	20:30( )

※Usage fee for Tokyo Midtown Hall Hall A differs according to date and time.  
For details on usage fee, please see page 19 in the Participation Guide.

※Tokyo Midtown Hall Hall B is a Designer Support Program venue.

有限責任中間法人日本ファッション・ウィーク推進機構記入欄						
書類到着日	1	2	3	4	5	6

#### ■■ Inquiries for Exhibition ■■

Japan Fashion Week Organization Contact persons : Tachizaki / Imajo  
3F, Terasaki 1st. Bldg., 1-10-5, Nihombashi-Muromachi, Chuo-ku, Tokyo, 103-0022

TEL: 03-3242-8551 FAX: 03-3242-8552

E-mail: maison@jfw.jp

Time in 10:00am - 6:00pm (weekday) No-business day (Saturdays, Sundays and public holidays)