

FASHION BRANDS & DESIGNERS FROM JAPAN
SPRING SUMMER 2020

SUPPORTED BY

JAPAN EXTERNAL TRADE ORGANISATION



21 - 23 JUNE 2019

PARIS FASHION WEEK

JETRO

CA4LA
CLEDRAN
COPANO86
CURLY & CO.
ELMER BY SWANY
FDMTL
GAIJIN MADE
HAVERSACK
IKIJI
MIKIA
NANAMICA
SIDESLOPE
STILL BY HAND
TATAROU/TATAMBA

TRANOÏ
International Fashion Trade Shows

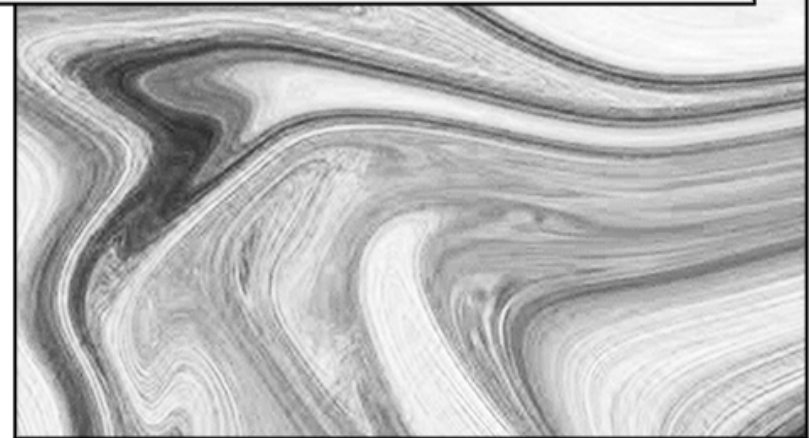
MAN
WOMAN



CA4LA

CA4LA' : (PRONOUNCED AS KA-SHI-LA IN JAPANESE) IS THE SPECIALTY **HAT BRAND**. THE BRAND IS "**MADE IN JAPAN**" AND CONSISTENTLY CONDUCTING FROM DESIGN TO MANUFACTURING.

IT TELLS THAT WE HAVE BEEN OFFERING **THE UNIQUE JAPANESE HAT CULTURE** TO THE WORLD.



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TRANOI



CLEDRAN

JANUARY 2013, CLEDRAN LAUNCHED THE 1ST COLLETCTION ARE DESIGNED BY **KAZUHIKO YOSHITAKE** WHO HAS GOT MORE THAN 15 YEARS EXPERIENCE FOR CREATING BAGS AND ALSO BELONG TO SALES DEPARTMENT, OVER THE TAKING WITH CUSTOMERS, HE KNOWS WHAT BAGS IS ACTUALLY NEEDED.

WORK WITH PROFESSIONAL MANUFACTURERS. WE KNOW VERY WELL WHO THEY ARE. TO CREATE PRODUCTS, WE ARE FACE TO FACE AND TALK ABOUT ALL DETAILS EVERY TIME. THAT IS THE ONLY WAY TO PRODUCE THE ITEMS, WE BELIEVE. THEY AND US SHARE THE COMMON **CONCEPT OF THE VALUE AND UNITY** WITH THEM.

THE SCUFFS AND SCRAPES ON THE PRODUCTS OF YOUR EVERYDAY LIFE OVER TIME, **CLEDRAN ITEM WILL AGE WITH GRACE** AND REMAIN UNIQUE THROUGH A PATINA. OUR BAGS WILL BECOME **SOMETHING YOU TRULY CAN NOT BEAR TO PART WITH.**

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TRANOI



COPANO86

"A MAN KEEPS CHERISHING HIS OLD KNOWLEDGE, SO AS CONTINUALLY TO BE ACQUIRING NEW."

BASED ON **THE HISTORICAL CLOTHES CULTURE OF THE WEST.**

WE EXPRESS THE ESSENTIAL ENJOYMENT, PLAYFULNESS AND INDIVIDUALITY OF "WEARING CLOTHES" **WITH JAPANESE CRAFTSMANSHIP.**

"THE BACK OF MEN WHO ACCUMULATED HISTORY" IS THE ORIGIN OF THE IMAGE. **FOR THE NEW ERA,** WE ADVOCATE THE FUSION OF THE GOOD OLD DAYS THROUGH CLOTHES.

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MAN / WOMAN



CURLY & CO.

CURLY&CO. IS A JAPANESE BRAND FOUNDED IN 2009, FOCUSED ON **THE FINEST QUALITY** AND STYLISH 'CUT AND SEW' GARMENTS DESIGNED AND CRAFTED IN CURLY&CO.'S FACTORY IN JAPAN.

CURLY&CO. HAS PAID METICULOUS ATTENTION TO SUPERIOR **ORIGINAL FABRICS** AND THE HIGHEST PRODUCTION TECHNIQUES. INSPIRED BY ELEMENTS OF WORK, SPORTS AND MILITARY, EACH OF **WELL-DESIGNED** AND **HIGH-DETAILED PIECES** DELIVER SUPERIOR COMFORT WITH MODERN LOOK FOR QUALITY OF EVERYONE'S DAILY LIFE.

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MAN / WOMAN

ELMER BY SWANY

ELMER BY SWANY. **SPORTS MIND, AMERICAN TASTE, CRAFTSMANSHIP ARE FUSED.**

IN 1893 GLOVE CRAFTSMAN ELMER LITTLE EMIGRATED TO GLOVERSVILLE TO ESTABLISH OWN COMPANY.

"ELMER LITTLE & SONS".

ELMER LITTLE & SONS KEPT **PRODUCE HIGH QUALITY GLOVES IN THE UNITED STATES.** HIS SPIRIT OF CRAFTSMAN IS SUCCEEDED TO ELMER BY SWANY.

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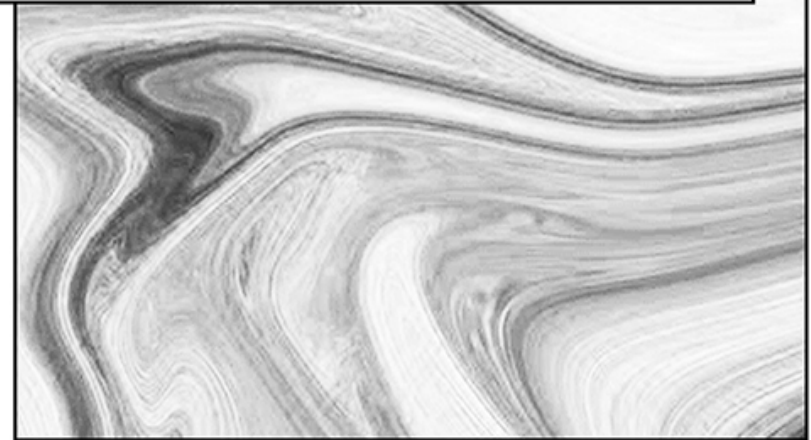
MAN / WOMAN



FDMTL

FDMTL PRODUCES MAINLY **DENIM GARMENTS** WHICH ARE MADE IN JAPAN, THE WORLD-WIDE MANUFACTURING CAPITAL FOR DENIM.

THOSE **UN COMPROMISING PRODUCTS** ARE CAREFULLY MADE **WITH SUCH INCREDIBLE DETAIL** THAT IS DIFFICULT TO OBTAIN BY MASS PRODUCTION MEANS.



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MAN / WOMAN

GAIJIN MADE

GAIJIN MADE **PRODUCE GARMENTS FROM VARIOUS MATERIALS**, FOR INSTANCE, AFRICAN VINTAGE FABRIC, THAILAND'S HAND-WOVEN FABRIC, BATIK AND INDIGO DYED TEXTILES, JUST TO NAME A FEW.

COMBINING STANDARD GARMENTS WITH WORLD TEXTILES AND PATTERNS BRING A PIECE OF CLOTHING MORE CHARM. AND **CLASSICAL MEN'S GARMENTS FUSED WITH HANDCRAFT TECHNIQUES** GAIN A FEELING OF AUTHENTICITY AND INNOVATION.

AS WELL, WE CONTINUE **SEARCHING FOR NEW METHODS** AND WE THINK THAT THE AUTHENTIC HANDCRAFT METHODS AND TEXTILES IS WHAT MAKES SIMPLE CLOTHES SPECIAL AND **UNPRECEDENTEDLY UNIQUE**.

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MAN / WOMAN



HAVERSACK

HAVERSACK **ENDEVAOURS** TO :

- MAINTAIN THE EVER DISAPPEARING **VINTAGE WEAR** INBUED WITH **IDEAS AND DETAILS** OF THAT ERA.
- TIME SUCCEEDING WHILE **KEEPING IN THE FOREFRONT OF INNOVATION.**
- BE INSPIRED BY VINTAGE CLOTHING BUT **STILL KEEPING FOCUSES ON PRESENT DAY TRENDS.**

AIM TO **MATERIALIZE TIMELESS CLOTHING** ALLOWING THE MIXING OF BOTH PAST AND PRESENT IDEAS.

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MAN / WOMAN

IKIJI

IKIJI WAS **FOUNDED BY A GROUP OF CRAFTSMEN** IN TOKYO RENOWNED FOR ITS ARTISTS AND CRAFTSMEN WHERE THE REAL SOUL OF EDO LIVES ON TO THIS DAY.

HISTORICALLY, **'IKI' IS THE AESTHETIC OF EDO'S COMMON PEOPLE**, WHERE THEY ENJOYED OWN PERSONAL STYLE AND WAY OF BEING WITH INTEGRITY.

IKIJI'S CRAFTSMEN INHERIT THE SKILL AND UNCOMPROMISING ETHOS OF EDO'S ARTISANS - CHANNELING THEIR PRIDE IN THE DETAILS- PRODUCING THE HIGHEST QUALITY PRODUCTS WITH A **DESIGN AND PLAYFULNESS SUITABLE FOR CONTEMPORARY LIFESTYLES.**

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MAN / WOMAN



MIKIA

MIKIA WAS ESTABLISHED IN 1998 IN TOKYO, JAPAN. THE DESIGNER, AKI MITSUBAYASHI TRAVELS THE WORLD, SHE GETS **INSPIRED BY PEOPLE, CULTURE AND THINGS** THAT SHE MEETS AND FEELS, EVERYTHING IS HER TREASURE AND BECOME OUR JEWELRY.

ALL OUR JEWELRY IS **HAND MADE IN JAPAN**, WE USE NATURAL STONES, VINTAGE BEADS AND MORE. WE FIND THOSE MATERIALS WHEN WE TRAVEL.

THERE IS ALWAYS A STORY FOR EACH MATERIAL. THIS IS A ROOT OF OUR COLLECTION, ALL THE MATERIALS MEAN SOMETHING TO US AND EXPRESSED IN OUR JEWELRY.

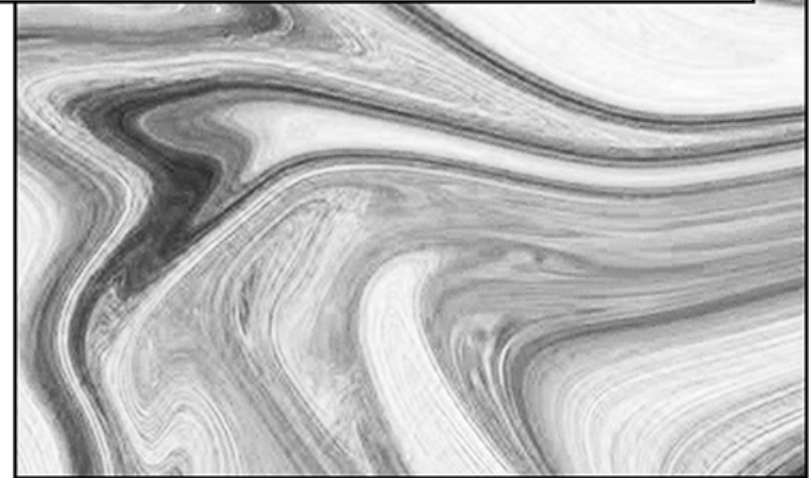
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MAN / WOMAN



NANAMICA

THE BRAND NANAMICA TAKES **"UTILITY" AND "SPORTS"** AS KEY WORDS, **BRINGS TOGETHER** EXPERTS IN CASUAL AND SPORTSWEAR AND IMPORT ITEMS AND SEEKS TO BRING PRODUCTS THAT **MAKES OUR EVERYDAY LIVES HAPPY, COMFORTABLE AND STYLISH.**



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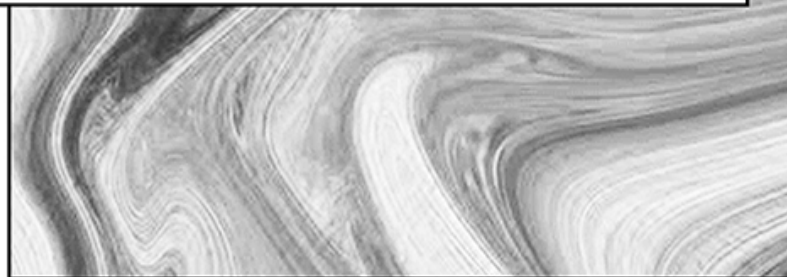
TRANOI



SIDE SLOPE

SIDE SLOPE IS A KNIT BRAND BORN IN JAPAN. WE AIM TO DISCOVER MATERIALS THAT ARE VALUABLE AND ***EXCELLENT IN FUNCTIONALITY*** FROM ALL OVER THE WORLD AND TO CREATE ONE-AND-ONLY KNITWEAR USING OUTSTANDING ***KNITTING TECHNOLOGY AND UNIQUE IDEAS***.

WHAT WE VALUE THE MOST IS "COMFORT" AND "ESSENCE". SIDE SLOPE OFFERS PRODUCTS THAT DELIVER SUCH ***PERSONAL EXPERIENCES***. IT IS OUR WISH THAT BY WEARING OUR KNITWEAR YOUR LIFE WILL BE FILLED WITH JOY AND HAPPINESS AND WILL BE FURTHER ENRICHED.



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MAN / WOMAN



STILL BY HAND

"UNIQUE ENOUGH, AND YET BASIC". THIS IS HOW SOME STORE FROM EUROPE ONCE DESCRIBED THE PRODUCTS OF STILL BY HAND.

PLAIN, SIMPLE AND YET DETAILED - IF THIS IS THE KIND OF CLOTHES YOU ARE AFTER, OUR BRAND CAN OFFER YOU SOMETHING. SOMETHING YOU CAN WEAR, PROBABLY NOT TO SHOW OFF, BUT **TO MAKE YOUR EVERY DAY A LITTLE BIT DIFFERENT.**

AND THAT IS, IN TRUTH, WHAT WE ARE AFTER.

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TRANOI

TATAROU/TATAMBA



MOST OF THE WORK IS DONE AT THE DESIGNER'S OWN STUDIO, A RENOVATED TRADITIONAL JAPANESE HOUSE, WHERE HE STRIVES TO **DRAW THE ESSENCE OUT OF EACH AND EVERY MATERIAL.**

HIS DESIRE IS TO CREATE GOODS TO BE ENJOYED BY BOTH GENDERS AND ALL AGES, WHICH GIVE EACH WEARER A **SENSE OF CLOSENESS** TO THE HANDS THAT MADE THEM.

WE AIM TO ENSURE THAT YOU CAN ENJOY OUR PRODUCTS **OVER A LONG PERIOD OF TIME,** AND APPRECIATE THE TRANSFORMATION THEY GO THROUGH WITH WEAR AND REPAIR.

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JETRO TRADE FAIRS AND EVENTS

2019/2020

JULY 9-11, 2019 : **MILANO UNICA, ITALY**

JULY 24-26, 2019 : **CBME CHINA, SHANGHAI**

AUGUST 10-12, 2019 : **SHOPPE OBJECT, NEW YORK, USA**

SEPT. 27-30, 2019 : **PREMIERE CLASSE PARIS, FRANCE**

SEPT. 27-30, 2019 : **TRANOI PARIS WOMEN'S, FRANCE**

NOV. 13-15, 2019 : **COSMOPROF ASIA, HONG KONG**

JAN.17-21, 2020 : **MAISON & OBJET PARIS, FRANCE**

JAN. 2020 : **MAN/WOMAN PARIS, FRANCE**

JAN. 2020 : **TRANOI PARIS MEN'S, FRANCE**

FEB. 2020 : **MILANO UNICA, ITALY**

FEB.7-11, 2020 : **AMBIENTE, FRANKFURT GERMANY**

MARCH 2020 : **PREMIERE CLASSE PARIS, FRANCE**

MARCH 2020 : **TRANOI PARIS WOMEN'S, FRANCE**

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