



supports japanese fashion Brands & Designers

at

PARIS SUR MODE & PREMIÈRE CLASSE

& TRANOÏ

Press Kit

Paris Fashion Week - Winter 2016/2017

Every season, the Japan External Trade Organization brings together designers and women's ready-to-wear manufacturers in Paris to promote Japanese creation. Support and assist brands in their efforts to export, and promote international exchange with buyers, agents and the media: this is the mission JETRO was entrusted with by the Japanese Government.

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Naomi Goto / prs-export@jetro.go.jp

amime



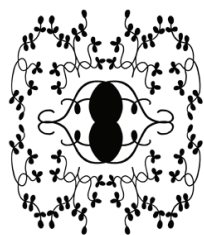
www.amime-fukuei.com
Ms. Yoshie Fukumoto
y_fukumoto@fukuei.biz

Tenderness and comfort from amime ("knitted stitch" in Japanese).

Having produced various knitted products in Japan for over 50 years, we started to realize that the ideal creation required us to be particular about the knitting technique, making maximum use of the material in a simple way and bringing out a desire to cherish the clothes, with a sense of gratitude toward nature, among people.

For you and people you love.

amime



www.aodress.com
Mr. Mitsunori Ishimatsu
skyr@hotmail.co.jp

"Aodress" is a line of new dresses made from old fabric and used clothing, incorporating taste that transcends time and location.

We make works inspired by our travels around the world and the impressions left on us by all of the people, things and ideas that we encountered along the way.

From 2012, we have been making dresses from Indian hand-spun and hand-woven «khadi» yarn. This beautiful and simple material is reminiscent of that used in antique dresses from the Victorian era.

at Première Classe

Ayami

JEWELRY



www.ayamijewelry.com
Ms. Miki Hamano
info@ayamijewelry.com

Lots of tiny stones are set on delicately-formed jewelry in a paved style. Our craftsman adds a special embellishment that is called Tamabori to its surface. The theme of this season is "Gift from the cosmos." Ayami is inspired by mysterious matters and phenomena in space. All of our products are made in Japan.

Bilitis

dix-sept ans



www.bilitis17ans.com
Mr. George Hoshi
bilitis17ans@mac.com

We love women who are young at heart and who have a passion for the more innocent things in life. For those women, our clothes are made for you. Since we love the more innocent things in life, we specially chose a beautiful, delicate fabric called French Leavers Lace in line with this concept. It is a kind of antique lace made by hand, mainly coming from France and sometimes from England. We also regularly use tulle for ballerina-style tutus.

boussole Où est-ce que vous voyagez?



www.boussole.co.jp
Mr. Sugawara
boussole_inc@yahoo.co.jp

Please enjoy knit wear!!!

at Première Classe



chausser



www.chausser.net
Mr. Yoichi Maeda
info@chausser.net

For this season, we introduce our new product line: travel shoes.

Their light weight and soft texture make them easy to carry, they won't take up much space, and are convenient for traveling.

Waterproof leather uppers and outsoles, developed in collaboration with Vivram, have an increased slip prevention effect in walking even on a snowy road.

Its simple design also suits everyday life.

CINOH



www.cinoh.jp
Mr. Chino
chino@cinoh.jp

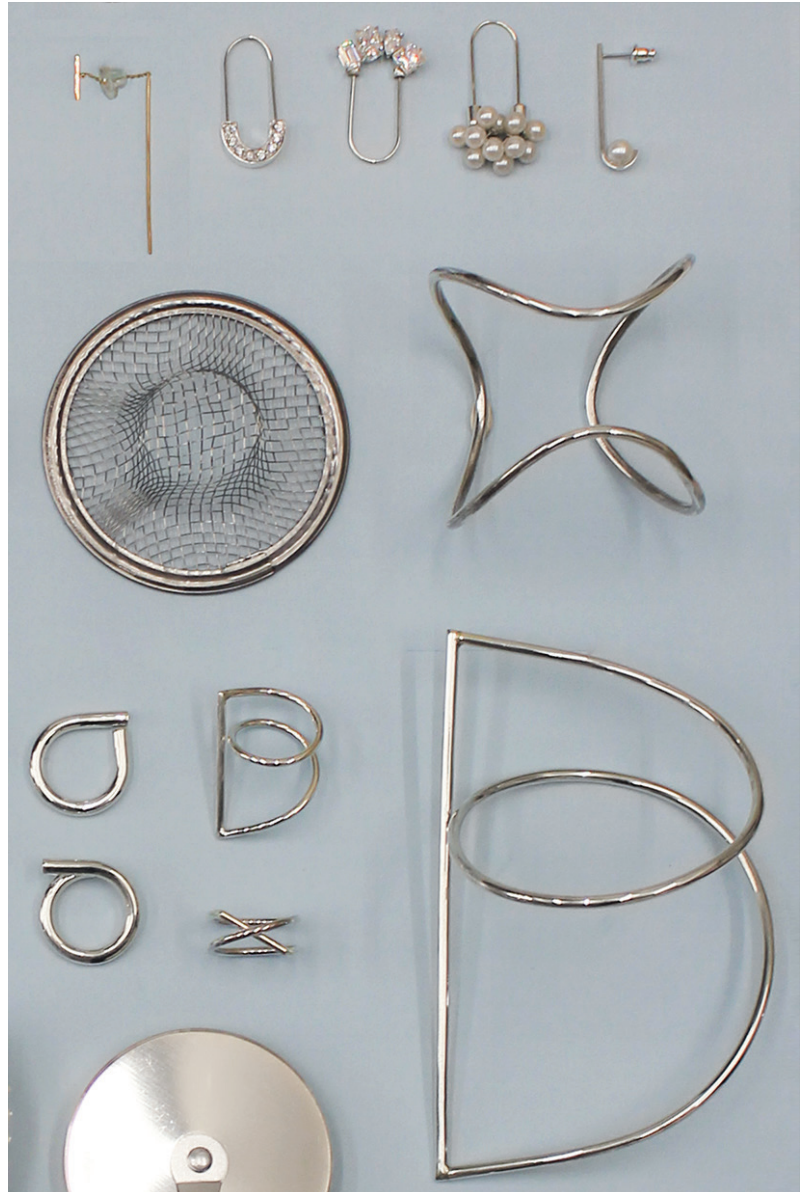
This brand is designed based on the concept of "clothing not only for momentary existence but for a long-lasting wardrobe and memory" drawing unconventional, free inspiration from the streets of Tokyo. Fashion history, the culture behind it and inspiration gained from each season are applied to playful yet mature real clothing.

Coohem



www.coohem.jp
Ms. Naoko Matsuoka
info@coohem.jp

Launched in the 2010 autumn and winter period, Coohem had started as a factory brand of Yonetomi Seni Co., Ltd. who has a rich history as a knitwear manufacturer in the Japanese fashion industry. As a brand which esteems traditional clothing with a playful and happy aesthetic, we are devoted to translating our distinctive textiles into familiar items of modern fashion.



The e.m. group, which designs original jewelry and interior goods, was established by Eijiro Nakatani and Masayoshi Tobita in 1996, under the concepts of "creating happiness" and "creating what has never been done". Our designers' liberal way of thinking and the little treasures of their creativity have enchanted many. In this new collection, we offer you unique designs for bracelets and rings. In addition, we have created a new piercing style, called "Double Stopper". Our brand can be coordinated into styles for every occasion.

enrica



www.enrica.jp
Ms. Kuwasaka
kuwasaka@flappers-unit.com

Each item of clothing is created by the hands of several craftsmen, brought together in a unique production line. We attach great importance to the invaluable encounters and creative opportunities that result from this collaboration.

"enrica" uses traditional quality fabrics created using natural materials, botanical dyes and local techniques that have been passed from generation to generation.

GRISAL



www.grisalscarves.com
Ms. Yamashita
contact@grisalscarves.com

Grisal scarves are knitted slowly on customized vintage machines to achieve a relaxed and luxurious hand, unrivaled in softness. We use only the finest raw materials. Inspired by the greys found in nature, each scarf is knitted in a special way to allow the true character of the yarn to come through. No two scarves are the same and are let loose to fall where they please, resulting in a natural slant with soft fringed accents. Grisal is the perfect companion for all ages and lifestyles.

intoca.



www.intoca.jp
Ms. Kyoko Motohashi
intoca@forest.ocn.ne.jp

Aiming at excellence, Intoca is proud of the high standards it has set at each stage of its manufacturing process. Its objective is to rethink the basics through a unique and imaginative approach.

jean genie & hungry freaks, daddy



www.jeangenie.jp
Mr. Ozaki
john.lee.garo@gmail.com

«For the woman who is forever independent, whose existence flows with music.»

Music and literature are an inspiration source.

Our purpose is to make clothes which can shine throughout your daily life.

Pure and sophisticated. Light and deep. Smooth and sharp.

She exceeds boundary lines freely, wishes for eternity, and lives in the moment. We envision such a woman.

marumasu

ESTABLISHED IN 1901



www.marumasu-scarves.com
Mr. Kazuhiro Matsukawa
export@marumasu-scarves.com

Marumasu is a luxury scarf brand developed from a traditional dyehouse.

Since its establishment in 1901, Marumasu has produced colorful designs for the finest fabric through innovative, integrated operations.

mature ha.



www.mature-hat.com
Mr. Taichi Miyamura
taichi@mature-hat.com

Our brand "mature ha." was born from the concept that hats should be enjoyed and should be a part of people's everyday lives.

We are putting forward new designs which put more focus on materials and comfort, while providing a little richness to your life.

In addition to their simple design, our hats are distinguished by their ability to be shaped however the wearer pleases.

at Paris sur Mode

NICO.

nicholson
&
nicholson



www.nicholsonandnicholson.jp
Mr. Yusuke Nakagawa
nichonicho@w9.dion.ne.jp

The brand "NICO. nicholson and Nicholson" started in Japan in 2007. Two Japanese designers create a new standard of everyday clothes. "Made in Japan" to the world.



www.passo-nu.com
Mr. Yuichi Takafu
passo@abox2.so-net.ne.jp

no border
no age
uni sex
universal

PLUIE



www.pluie.co.jp
Ms. Akira Rinaldi
sales@pluiehair.com

Pluie, a hair jewelry brand established in 2013 by hair stylist Yuya Takahashi, embodies the concept “Pluie ressenti par surrealism,” meaning rain felt by surrealism. For AW16, Pluie presents innovative hair jewelry pieces which explore the perfectly imperfect. In addition, Pluie Bijoux continues its expansion into jewelry, with more styles including signature ear cuffs.



www.puntodoro.jp
Mr. Ibe
ibe@maruyasu-fil.co.jp

Punto D'oro is a knitwear brand that a long-established knitting company in Ryogoku, Tokyo launched.

The theme of the 2016 AW collection is "Just Like Breathing".

A layered look enables one to enjoy variation in its original luxury styles. We integrate styles which embody the concept of "knit," like cable and jacquard stitch, and pursue a brand that is 100% true knitwear. For popular material, we adopt new stitches and make slight adaptations. We also take new materials that have an excellent touch and create uniquely designed inner-wear. This collection is for women who naturally enjoy fashion just like breathing.

Rawtus



www.rawtus.com
Mr. Taijiro Otake
sales@rawtus.co.jp

The brand name "Rawtus" represents its concept of "adding something new to raw materials".

Using its original material, New Goat Leather which is super thin, ultra-light and extremely soft leather, Rawtus creates new and distinct designs for leather garment.

The collection is created by two designers: one woman and one man. Combining masculine tastes, such as military style, and feminine elements, such as draping tailored through haute couture sewing, Rawtus expresses its unique view.

RICO

by
mizuki shinkai



www.ricobymizukishinkai.com
Ms. Kanako
contact@ricobymizukishinkai.com

RICO would like to express the beauty of a pearl made by nature and the strength held within a natural stone. We would like to bring out the charm of traditional techniques with our innovation to create a novel concept for all those who wear our jewelry.

We consider the material of each pearl's individuality very deeply. For this reason, we use the slightly different shapes seen in baroque pearls as the main motif.

We make each of our jewelry designs different, one by one, even among those of the same base design. This is to highlight the different shape and shine of each individual baroque pearl.

Our jewelry is simple and elegant, subtle yet bold. Created by high level technology and understanding, it is able to have its own unique aesthetic since we are both the designer and the craftsman.

SALT +

JAPAN



www.dream-jpn.com
Mr. Noriyuki Sugiura
k.miki@dream-jpn.com

All products are made of high quality Japanese fabrics and in a traditional Japanese manufacturing method. We are particular about the quality of our materials, the detail in the needlework and the silhouettes of our works.

SARAHWEAR



www.sarahwear.com
Ms. Kamada
sarah@arion.ocn.ne.jp

High-quality, clothing passed down for generations. Mixing timelessness with a dash of modern essence, there's a little something new to discover everyday.

Focussing on made-in-Japan quality and clothing that will make your heart flutter.

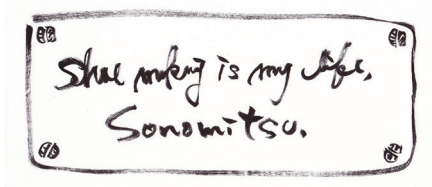
Saralam



www.saralam.co
Ms. Kei Yoshida
info@saralam.co

Saralam is a premium knitwear label founded in 2003. Inspired by natural geometric and botanical landscapes, its collections feature crochet, zig-zag and stripe pattern knit bags and wear blended with traditional hand-knit craftsmanship.

Saralam believes self-exploration and to be in unison with nature is the path to peace and harmony. This way of living is represented through Saralam's innovation and creations.



www.sonomitsu.com
Mr. Hajime Sonoda
info@sonomitsu.com

The reason I established Sonomitsu is to produce shoes with a well-worn style, and to create this kind of style, I have reached the point where I conduct the entire process by hand. The most important point in designing is to think of the line when the shoes are worn, and I always try to figure out how to make them neat and beautiful. Sonomitsu, a handmade shoe brand, was established in 1997 with a concept, «shoe making is my life». After opening a boutique in Fukuoka, we opened an atelier and boutique in Yanaka, Tokyo in 2003.

sumikaneko



www.sumikaneko.com
Ms. Sumie Kaneko
info@sumikaneko.com

sumikaneko incorporates various techniques.

Lost wax casting, engraved metal with a shiny bubbly finish and crochets of delicate silver and gold chain like silk. Most items are made by hand, giving these works strong originality.

In addition, sumikaneko uses only materials from nature such as silver, gold, pearl, diamond, wood and leather, which are returned to the natural world. Adhesive is scarcely used.

suzusan



www.suzusan.com
Mr. Fumitaka Kawaguchi
info@suzusan.com

A stunning Japanese fashion brand, Suzusan was created based upon an ancient Japanese textile finishing technique called shibori (tie-dyeing). Hiroyuki Murase, a fifth generation descendant of a shibori artisan family, launched his own collection using this cherished technique. In addition to carrying on this tradition, the designer also has applied selected materials such as cashmere and alpaca. The collection is sold at a number of high-end boutiques around the world, such as Biffi in Milan and L'éclaireur in Paris.



**Upcoming trade fairs and events
where Jetro supports japanese brands**

Feb. 12-16, 2016 : Ambiente 2016

Feb. 9-11, 2016 : Milanounica

Feb.24-28, 2016 : Kyunghyang Housing Fair

Feb. 29-Mar.3, 2016 : 52th Brazilian International Gift Fair

Mar. 1-5, 2016 : Hong Kong International Diamond, Gem & Pearl Show

Mar. 4-7, 2016 : Tranoi Femme

Mar. 4-7, 2016 : Paris sur Mode / Premiere Classe

Mar. 5-8, 2016 : Chicago Home & Housewares show

Apr.12-15, 2016 : Food and Hotel Asia 2016



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