

**Press Kit**  
**Paris Fashion Week - Summer 2016**

Established by the Japanese government in 1958, JETRO works to promote export from Japan and foreign investment in Japan. Today, JETRO has increased its efforts to help Japan's small and medium-size exporters expand their global reach.

Japan is a country which supports the fashion industry globally. The performances of Japanese companies in fashion and creation lie in what are referred to as the "Three Highs".

**High creativity**

Japanese culture holds creativity in high esteem in its every expression. If you visit cutting edge stores in Japan, you can find rows of products sought out by buyers with a discerning sense of beauty from around the world, and you can feel the open esprit in the air. Japanese creators are innovators of fashion movements and are respected from the perspective of human resource development. An increasing number of young, talented creators have taken to the world stage.

**High technique**

While preserving time-honored techniques for creating textiles with traditional machinery, Japan also supports the development of human resources for better education, innovation, research and development in the fashion industry. A skilled technique in pattern-making is the trump of a Japanese creator.

**High quality**

Japanese cotton, denim and mixed curly wool have a reputation worldwide. French luxury brands show preference for Japanese textiles. Likewise, Japanese pret-a-porter and accessories are categorized as high-quality luxury items around the world.

# JETRO

## Summer 2016 Collection of Japanese brands supported by JETRO

at

PREMIÈRE CLASSE & PARIS SUR MODE & TRANOÏ

*Ayam*

JEWELRY



### At Première classe

Pave-set jewelry with a legion of tiny stones top-dressed in a delicate form. Our craftsmen add a special embellishment called tamabori (lapidary) to their surface. A simple and sophisticated shape will make your outfit edgy yet elegant. All of our jewelry is made in Japan.

### Web site :

[www.ayamijewelry.com](http://www.ayamijewelry.com)

### Contact :

Ms. Miki Hamano

### Mail :

[info@ayamijewelry.com](mailto:info@ayamijewelry.com)

*Bilitis*  
*dix-sept ans*

### Web site :

[www.bilitis17ans.com](http://www.bilitis17ans.com)

### Contact :

Mr. George Hoshi

### Mail :

[bilitis17ans@mac.com](mailto:bilitis17ans@mac.com)



### At Tranoï - Carrousel du Louvre

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.

# Bon Vieux Temps



## At Paris sur mode

Le Zephyr started in Osaka in 1985 as a shop to sell antique accessories and original clothing. In response to the request for wholesale of its original clothes, Le Zephyr has later expanded its operations to accept orders at trade fairs. The brand name "Bon Vieux Temps" ("the good old days" in French), represents the concept of "crafting clothes from which customers can feel the smell of vintage clothing".

### Web site :

[www.bon-vieux-temps.jimdo.com](http://www.bon-vieux-temps.jimdo.com)

### Contact :

Ms. Mimosa Toraya

### Mail :

[contact@lezephyr.co.jp](mailto:contact@lezephyr.co.jp)

## boussole OÙ est-ce que vous voyagez?



## At Tranoï - Carrousel du Louvre

A journey of knitting which begins with a yarn.

Please enjoy the refined, gentle appearance and comfortable wearability of Boussole's clothing.

### Web site :

[www.boussole.co.jp](http://www.boussole.co.jp)

### Contact :

Mr. Sugawara

### Mail :

[boussole\\_inc@yahoo.co.jp](mailto:boussole_inc@yahoo.co.jp)



# chausser

### Web site :

[www.chausser.net](http://www.chausser.net)

### Contact :

Mr. Yoichi Maeda

### Mail :

[info@chausser.net](mailto:info@chausser.net)



## At Première classe

I felt a kind of warmth in the shoes I glimpsed at my father's workshop when I was a child, a feeling which was different from the mass-produced ones of today. Even those worn out shoes that had come back for repair held a sort of amiable charm. I want to make shoes in which the wearer maintains an attachment to forever, accumulating memories over time.

# CINOH



## At Tranoï- Carrousel du Louvre

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, culture behind it and inspiration gained from each season are applied to playful yet mature real clothing.

### Web site :

[www.cinoh.jp](http://www.cinoh.jp)

### Contact :

Ms. Sugihara

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# intoca.

### Contact :

Ms. Kyoko Motohashi

### Mail :

[intoca@forest.ocn.ne.jp](mailto:intoca@forest.ocn.ne.jp)



## At Tranoï - Palais de la Bourse

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



## At Paris sur mode

"Music flows when I see her."

Music and literature are the source of our inspiration. Our clothes radiate daily life.

Pure and sophisticated, light and deep, smooth but sharp.

We draw an image of a woman who exceeds boundaries freely, wishes eternity, and lives in the moment.

### Web site :

[www.jeangenie.jp](http://www.jeangenie.jp)

### Contact :

Mr. Ozaki

### Mail :

[john.lee.garo@gmail.com](mailto:john.lee.garo@gmail.com)



# LOKITHO

**Web site :**

[www.lokitho.com](http://www.lokitho.com)

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Mr. Kimura Akihiko

**Mail :**

[kimura@lokitho.com](mailto:kimura@lokitho.com)



**At Paris sur mode**

We offer elegant collections made of high-quality Japanese materials using advanced techniques. We have also established a system to meet the needs of overseas customers, such as providing large-sized clothing for export.

# marumasu

ESTABLISHED IN 1901



**At Tranoï - Palais de la Bourse**

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.

**Web site :**

[www.marumasu-scarves.com](http://www.marumasu-scarves.com)

**Contact :**

Mr. Kazuhiro Matsukawa

**Mail :**

[kazuhiro.matsukawa@gmail.com](mailto:kazuhiro.matsukawa@gmail.com)

# NICO.

nicholson  
&  
nicholson



**At Paris sur mode**

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.

**Web site :**

[www.nicholsonandnicholson.jp](http://www.nicholsonandnicholson.jp)

**Contact :**

Mr. & Ms. Yusuke Nakgawa

**Mail :**

[nichonicho@w9.dion.ne.jp](mailto:nichonicho@w9.dion.ne.jp)



### At Première classe

No border, no age, unisex and universal.

With this concept, we specialize in production which includes dyeing and aftertreatment.

### Web site :

[www.passo-nu.com](http://www.passo-nu.com)

### Contact :

Mr.Yuichi Takafu

### Mail :

[passo@abox2.so-net.ne.jp](mailto:passo@abox2.so-net.ne.jp)

# OLJEI



### At Tranoï - Carrousel du Louvre

Unique, timeless and minimal.

A harmony of beauty and comfort.

You will feel the magic from the first time you wear a piece of Oljei jewelry. With exceptional attention paid to detail and quality, Oljei offers handcrafted jewelry produced end-to-end at our studio in Japan. All precious, rare stones are personally chosen by our craftswoman Ai and set with her own hands. We are going to release a new line of fine jewelry at this Tranoï International Fashion Tradeshow.

### Web site :

[www.oljei.com](http://www.oljei.com)

### Contact :

Mr. & Ms. Ai Ichinohe

### Mail :

[overseas@oljei.com](mailto:overseas@oljei.com)



# Punto D'oro.

### Web site :

[www.puntodoro.jp](http://www.puntodoro.jp)

### Contact :

Mr. Ibe

### Mail :

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### At Paris sur mode

The 2016 SS collection features indigo-dyed yarn. As demonstrated by denim, the charm of indigo dyeing is how the color changes over time through washing and wear. As a knitwear brand, we daringly try to express the pleasure of indigo into knitwear. Artifice such as linking stitches, fringes for effectively accentuating color difference, and combinations of several knitted fabrics, will highlight the style of our customers throughout repeated wear. We provide knitwear that defies common sense, in which washing becomes a part of its enjoyment.



# Raw+

**Web site :**

[www.rawtus.com](http://www.rawtus.com)

**Contact :**

Mr. Taijiro Otake

**Mail :**

[sales@rawtus.co.jp](mailto:sales@rawtus.co.jp)



**At Tranoï - Carrousel du Louvre**

The brand name "Raw+" 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, Raw+ 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, Raw+ expresses its unique view.

## SARAHWEAR



**At Paris sur mode**

High-quality, standard clothing passed down for generations.

Mixing timelessness with a dash of modern essence, we create a style to discover something new.

Focusing on made-in-Japan quality, from materials to sewing, we offer clothing that will make your heart flutter and bring you joy for many years over a long time.

**Web site :**

[www.sarahwear.com](http://www.sarahwear.com)

**Contact :**

Ms.Kamada

**Mail :**

[sarah@arion.ocn.ne.jp](mailto:sarah@arion.ocn.ne.jp)

## suzusan

**Web site :**

[www.suzusan.com](http://www.suzusan.com)

**Contact :**

Mr. Hiroyuki Murase

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[info@suzusan.com](mailto:info@suzusan.com)



**At Tranoï - Palais de la Bourse**

A stunning Japanese fashion brand Suzusan was created based upon an ancient Japanese textile finishing technique called shibori. 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.

triaa



#### At Tranoï - Carrousel du Louvre

Triaa is a brand designed under the inspiration of vintage elements. Characteristic knitwear with Tokyo taste has been the strength of this collection. Capturing a classical feeling, Triaa debuted in fall 2013.

#### Web site :

[www.triaa.jp](http://www.triaa.jp)

#### Contact :

Mr. Tada Awano

#### Mail :

[t-awano@tokyoangle.co.jp](mailto:t-awano@tokyoangle.co.jp)

VALEUR  
From Tokyo



#### At Première classe

Familiar, fitting, charming and easily integrated into everyday life ... Adding a little color with a sense of fun.

While seemingly ordinary, our hats contain a secret charm that brings joy to our customers.

#### Web site :

[www.valeur-tokyo.com](http://www.valeur-tokyo.com)

#### Contact :

Mr. Sato

#### Mail :

[m.sato@madfactory.co.jp](mailto:m.sato@madfactory.co.jp)

Yasuyuki Ishii



#### At Tranoï - Palais de la Bourse

Yasuyuki Ishii created a fashion brand inspired by landscapes, sounds and being «on the road».

His clothing has warmth while being rough. Each item is carefully manufactured through collaboration with expert craftsmen.

#### Web site :

[www.yasuyukiishii.jp](http://www.yasuyukiishii.jp)

#### Contact :

Ms. Hara

#### Mail :

[info@yasuyukiishii.jp](mailto:info@yasuyukiishii.jp)



Upcoming trade fairs and events  
where Jetro supports japanese brands

<b>Oct. 23-27, 2015</b>	Western China Import Expo & International Investment Fair
<b>Nov. 13-15, 2015</b>	Laos Japan Festival 2015
<b>Jan. 2016</b>	Dhaka International Trade Fair 2016
<b>Jan. 22-26, 2016</b>	Maison & Objet Paris
<b>Feb. 12-16, 2016</b>	Ambiente 2016
<b>Feb. 2016</b>	MilanoUnica
<b>Feb. 29-Mar.3, 2016</b>	52th Brazilian International Gift Fair
<b>Mar. 1-5, 2016</b>	Hong Kong International Diamond, Gem & Pearl Show
<b>Mar. 4-7, 2016</b>	Tranoi Femme Paris
<b>Mar. 4-7, 2016</b>	Paris sur Mode / Premiere Classe Paris
<b>Mar. 5-8, 2016</b>	Chicago Home & Housewares show

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