

the second
edition

2017 autumn

September 26th (Tue) - 28th (Thu)

Tokyo Big Sight

www.iff-magic.com

MAGIC



JAPAN

MAGIC Japan is a sister event of the world’s largest fashion event, MAGIC and PROJECT. After partnering with JFW-IFF, our first trade show in April 2017, ended with a huge success and took a step towards our objective to become the leading and largest fashion event in Asia.

Features of MAGIC Japan

- Meet with top buyers of large department stores and boutiques from all over Japan.
- Meet with top buyers of retailers from all over Asia.
- Meet with top buyers of North America, Europe and Middle East
- Apply for “One-to-One Private Matching” with top retailers for free of charge.
- Stylish atmosphere suitable for Fashion in a great city of Tokyo.
- Multiple networking opportunities such as Parties, Café, Bar, Blogger Lounge, etc.
- More entertaining and exciting aspects such as music, live art painting, performances, and so on.

MAGIC Japan exhibition will feature 10 zones categorized by products for visiting buyers to be able to find the brands and items. The details of the 10 zones are as follow:

<div><div>EdT,</div><div>Luxury, Contemporary & Avant-Garde Fashion Zone</div></div> <div></div> <div><p>This is a zone curated by MAGIC Japan in which only carefully selected premium brands can exhibit. Exhibitors will be screened, and brands that meet a certain level of quality, price, and distribution outlet will be able to participate.</p></div>	<div><div>Women’s Zone</div></div> <div></div> <div><p>Women's apparel account for largest share in the fashion industry. This zone consists of three main areas with different tastes, Contemporary/Career, Elegance, and Casual.</p></div>	<div><div>Men’s Zone</div></div> <div></div> <div><p>Any styles from formal suits to casual and denim style are welcomed. Unisex brands, which also produce women's wear can be also exhibited in this zone.</p></div>	<div><div>Footwear Zone</div></div> <div><div>NEW</div></div> <div><p>New zone dedicated only for footwear due to the increasing number of footwear brands. Includes footwear for both Men's and Women's for all styles.</p></div>	<div><div>Bag Zone</div></div> <div><div>NEW</div></div> <div><p>Brand new zone dedicated only for bags containing men's, women's, luxury, casual, designers, etc.</p></div>	<div><div>Fashion Goods Zone</div></div> <div></div> <div><p>This zone features various fashion goods such as leather items, Hats, Scarfs, Eyewear, Watches and other general merchandised.</p></div>	<div><div>Outdoor & Sports Zone</div></div> <div><div>NEW</div></div> <div><p>New zone dedicated for Outdoor & Sports, suitable for brands in which focuses on the functioning, durability, comfort, and style.</p></div>	<div><div>Made in Japan Zone</div></div> <div></div> <div><p>This is a zone where Japanese brands using unique Japanese technology. Originality will be required as well as being fully made in Japan</p></div>	<div><div>Sourcing & International Zone</div></div> <div></div> <div><p>This zone features textiles, parts and OEM/ODM manufacturers from all around the world.</p></div>	<div><div>Creator’s Village Zone</div></div> <div></div> <div><p>This zone is to support activities of young and new creators. Spaces are available for exhibitors depending on annual sales and number of past exhibits.</p></div>
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<div>One to One Private Matching Meeting</div>	<p>Unlike the traditional approach in where attendees move from booth to booth, top buyers will be matched/ appointed in advance with exhibitors for Private Matching meetings during MAGIC Japan show. This is an opportunity in which you can meet and present your company and products directly to buyers and directors from leading retailers at your booth.</p> <p>(We will be announcing the list of retailers on our webpage at the beginning of July)</p>
<div>MAGIC Japan 2017 SPRING</div> <div><div>Japanese Retailers</div><div>ISETAN MITSUKOSHI / Sogo&Seibu / HANKYU HANSHIN DEPARTMENT STORES / TOKYU DEPARTMENT STORE / Tobu Department Store / Matsuya Ginza / TAKASHIMAYA / Daimaru Matsuzakaya / Odakyu Department Store / FUJISAKI / TENMAYA / MARUI GROUP CO.,LTD. / Ito Yokado / amazon / TOMORROWLAND / KATEIGAHO Shopping Salon / SHIPS / MASH STYLE LABO / MASH SPORTS LABO / BAYCREW'S / ESTNATION / ABAHOUSE INTERNATIONAL / destination Tokyo (H.P.FRANCE) / Fred Segal / Free's Mart / ST COMPANY / enchainement mighon / INNOCENT / FLANDRE / UENO-SHOKAI / SALON MODE / Human Resorces Management / SERIZAWA / Le Pres / BLUE COMME BLUE / iccokara (Etoile International Co.,Ltd) / JEANS FACTORY / ginza maggy / MIMATSU / MEX / Kintetsu Department Store / Keio Department Store / VILLAGE VANGUARD (new style div.) / OSHMAN'S JAPAN / Nissen / mimi&roger / stola. / RENAI KEIKAKU / Tobu utsunomiya Department store / BELLAPICA / vanilla kanazawa / Right-on / UMIKAWASHOJI / BIG AMERICAN SHOP / Reception / TOKAGEYA / NEMIKA / HUMPTY DUMPTY / GARO SHOP / AFRICA TARO / LADY LUCK LUCA</div><div><div>Overseas Retailers</div><div>bloomingdales (USA) / ANTHROPOLOGIE (USA) / H.Lorenzo (USA) / Totokaelo (USA) / Need Supply Co. (USA) / La Garconne (USA) / MERCI (PARIS) / Printemps (PARIS) / FIRMAMENT (BERLIN) / Antonioli (ITALY) / HIDDEN by biginjapanstore (NETHERLANDS) / LN-CC (UK) / Tomorrow showroom (UK) / asos (UK) / Farfetch (UK) / HARVEY NICHOLS (UK) / TOPMAN (UK) / TOPSHOP (UK) / LIBERTY (UK) / Alex Eagle (UK) / Robinsons (Dubai) / Project Aegis (CHINA) / Bailian Group (CHINA) / SIAM PIWAT (THAILAND) / iface (CHINA) / 颜色 (CHINA) / me (CHINA) / mecco (CHINA) / LANDY CANDY (CHINA) / corso como (CHINA) / YOHO ! BUY (CHINA) / Pacific SOGO (TAIWAN) / harper (TAIWAN) / SYML Limited (TAIWAN) / LOTTE Department (KOREA) / Galleria Department (KOREA) / ELBON (KOREA) / RAUM (KOREA) / BEAKER (KOREA) / Shine (HongKong) / BAUHAUS (HongKong)</div></div></div>	

Schedule

Application Deadline:	August 4th (Fri)
Application for Private Matching Deadline:	August 8th (Tue)
Move-In:	September 25th (Mon)
MAGIC Japan Show Dates:	September 26th (Tue) → 28th (Thu)

(Extracted list of Retailers who actually attended April show)

Japanese Retailers

BEAMS
UNITED ARROW LTD.
ONWARD KASHIYAMA Co.,Ltd.
NANO UNIVERSE CO.,Ltd.
BAYCREW'S CO., LTD.
SHIPS LTD.
WEGO CO.,LTD.
PAL CO., LTD
Hankyu Retail Corporation
URBAN RESEACH CO., LTD.
SANYO SHOKAI LTD.
JUN CO.,LTD
COEN Co.,LTD.
MOTHERS CO.,Ltd.
FUJIMAKI BROS INC.
Fashionwalker, Inc.
WORLD CO., LTD.
AMERICAN RAG CIE JAPAN,INC
And A
JINS CO., LTD.
Stylife Corporation
Ginza Maggy Co., Ltd.
TOMORROWLAND CO., LTD.
SANEI-INTERNATIONAL CO., LTD.
FREE'S INTERNATIONAL CO., Ltd.
H.P.FRANCE
Barneys Japan
JOINTWORKS CO., LTD.
SAZABY LEAGUE, Ltd.
ICL. Inc.
TRINITY ARTS Inc.
TOKYU HANDS INC
KAWANO Inc.
MIMATSU co.ltd FURIF Group
titicaca Corporation
Nihon Enterprise Co.Ltd.
Takarajima Wondernet Inc.
GARAKUTA BOEKI INC.
Japan Airport Terminal Co., Ltd.
NOLLEY'S CO.,LTD.
PLAZASTYLE COMPANY
Ichioku Company Limited
Fashion Village Inc.
ORANGEBUYERS
J. FRONT RETAILING Co., Ltd.
JR East Station Retailing Co.,Ltd.
J-WAVE EC ONLINE
MODE ET JACOMO CO.,LTD.
TOP SHOP
amazon co.jp
AEON TOPVALU CO., LTD.
Gap Japan K.K
Sogo & Seibu Co., Ltd.
DIANA CO., LTD.
PAL Corporation
QVC Japan Inc.
age co.,ltd.
ABAB Akafudado
Ito-Yokado Co., Ltd.
Oriental Land Co., Ltd.
Kanemastu & Co.,Ltd.
KIDDY LAND Co., Ltd.
claire's accessories
CROSS COMPANY Co., Ltd.
ZAPPALLAS, INC
CSMEN Co.,Ltd.
G-FOOT
JEANS MATE CORPORATION
WEST JAPAN RAILWAY ISETAN.
JR Tokai Takashimaya Co., Ltd.
SHIMAMURA Co.,Ltd.
JOYFUL HONDA
The Daiei, Inc.
DHC Corporation
Dinos Inc.
TOKAGEYA co.,ltd.
Don Quijote Co.,Ltd.
Nissen Co., Ltd.
Nippon Broadcasting Projects,Inc.
HONEY'S CO., LTD.
PARCO CO., LTD.
Flaps,Ltd.

THE PRINTEMPS GINZA Co.,LTD
Benesse Corporation
Belluna Co., Ltd.
point inc.
Mycal Corp.
MatsumotoKiyoshi Co., Ltd.
K.MIKIMOTO & CO.,LTD.
MURASAKI SPORTS
UNIQLO CO., LTD.
Right-on Co.,Ltd.
Laforet HARAJUKU
RECRUIT CO.,LTD.
LOOK INCORPORATED
THE LOFT CO.,LTD.
Washington Shoe Co.,Ltd.
Isetan Mitsukoshi Holdings Ltd.
ITOYA
IZUTSUYA
EIKOKUYA CO., LTD.
YOKOHAMA RED BRICK WAREHOUSE
MARUI CO.,LTD
MARUEI DEPARTMENT STORE CO., LTD.
MARUHIRO DEPARTMENT STORE CO.,LTD.
Iwataya Mitsukoshi Iwataya Mitsukoshi KEIO Department Store Co., Ltd.
KEIKYU Department Store Co.
KINTETSU department store
GINZA Yoshinoya.
Isetan Mitsukoshi Holdings Ltd.
SANYO DEPARTMENT STORE
Watashi no Heya Living Co.,Ltd.
SHUFUNOTOMO-DIRECT.Co.,Ltd.
Odakyu Department Store Company Limited
MATSUYA CO., LTD.
MITO K'SEI
Sogo & Seibu Co., Ltd.
Seiyu GK.
Shizuoka Isetan Co., Ltd.
Senshukai Co., Ltd.
Chigusaya
TAKEYA CO.,LTD.
Daimaru Matsuzakaya Department Stores Co.Ltd
Tenmaya Co.,Ltd.
Jupiter Shop Channel Co.,Ltd.
TOKYU DEPARTMENT STORE CO. LTD.
TOKYO DOME CORPORATION
Tobu Store
TOBU Department Store Co., Ltd .
FUJIDAIMARU CO.,LTD
Fujiei Corporation
Fujisaki Department Store
Nikigolf Co., Ltd.
The Hakata Daimaru, Inc.
SHUEISYA Inc.
TAKARAJIMASHA,Inc.
KK Bestsellers
Bunka Publishing Bureau
THE YOMIURI SHIMBUN
Nikkei Inc.
TV TOKYO Corporation
Japan Broadcasting Corporation
BtW
BAYS
BBlessing N Yak
Blackbridge,Inc.
GSI Creos Group
H.P.FRANCE
I.T.S.I.,Inc.
International Textile Management Consulting Co.,LL
K・Z・O
KAMIS ETHMC PLACE
King of Paradise Network,Inc.
KS Trading Co.
MARKETING INC.
Milk Made
Nazoom,LLC
ORIGAL
TAKASHIMA U.S.A.INC.
THREETREE PARTNERS
Tokyo Dolls LLC

And more.....

Overseas Retailers

France
Printemps
MERCi

UK
LIBERTY
HARVEY NICHOLS
TOPSHOP
TOPMAN
LN-CC
Tomorrow showroom
FARFETCH
asos,
Alex Eagle

Spain
Plaza Capital

Italy
ANTONIOLI

Germany
FIRMAMENT
The Store

Netherlands
Hidden Store.

Russia
Lo cuo e

USA
Bloomingdales
Anthropologie
H.Lorenzo
LULA 101
The Premiere
PROJECT DL
Highbridge New York Inc.
Related Garments
Need Supply Co.
La Garconne
Totokaelo
Toyoshima Int'l America inc

Australia
TJX Australia

Dubai
Robinsons

Hong Kong
Shine
BAUHAUS
City Super Ltd
T&B FASHION TRADING COMPANY
HAPPY FACE
YU & CO LIMITED

Vietnam
Three Dog Night
SPC INTERNATIONAL

China
Balian Group
corso como Shangai
WONDERHOOP Co.,Ltd.
LANDY CANDY
SHENZHEN LEADUR DESIGN CO.,LTD.
AYUZAA
YOHO! BUY
Project Aegis
iface
顔色
me
mecco

Korea
ELBON
LOTTE Department
Galleria Department
bomdong
Duck Dive
FIRST APPAREL Co., Ltd.
LEX
SEORAE GLOBAL MARKET CO.,LTD.
Sr Global Market
associated brands inc
Modernworks
SUNHYUNG TRADING
SWUT
SEYOUNG INC
IKG
MK trend
INTERVOGUE International Co.
KOO MIN SL
SPC INTERNATIONAL
AU COMMERCE
RAUM
BEAKER

Taiwan
harper
Pacific SOGO
TW/LIANN WAN SHOES CO.,LTD.
LLAGUT
Surfrider
SYML Limited

Thailand
Mystery_Co
SIAM Group
Lagardere Active Enterprises

Malaysia
J'Golf Sdn BhdG

Indonesia
Mama&leon

Bangladesh
ABC FOOTWEAR LTD

Numerous stores in Asia
ISETAN

Event Name	MAGIC Japan 2017 AUTUMN (edition: 02)
Organizer	UBM Japan, Senken Shimbun
Date	26th (Tue) – 28th (Thu) September, 2017
Open Hours	10:00–18:00 (Last Day Close at 17:00)
Venue	Tokyo Big Sight, West Halls
Number of Exhibitors	900 brands/companies (expected)
Expected nu	More than 25,000 buyers and professionals expected

For Inquiries ➤ **MAGIC Japan Organizer (UBM Japan Fashion Division)**
Kanda 91 Building, 1-8-3 Kaji-cho, Chiyoda-ku, Tokyo, 101-0044, JAPAN
Tel: +81-3-5296-1026 Fax: +81-3-5296-1018
Email: s-iffmagic-jp@ubm.com
URL: www.iff-magic.com