

JAPAN PAVILION



Intertextile SHANGHAI “Japan Pavilion” 2021 Spring Edition

17-19 March 2021

The ‘Intertextile Shanghai (Apparel Fabrics) Spring Edition 2021’ will be held from 17 -19 March; a week later than originally scheduled (10-12 March) at the National Exhibition and Convention Center in Shanghai, China. The Japan Pavilion, organised by the Japan Fashion Week Organization (JFW) representing Japan, is currently preparing for participation to host 20 companies/56 booths scale-wise, including seven new exhibitors. Amid the global COVID-19 pandemic, China is the only major country to have attained positive growth, with an increase of 2.3% of GDP in 2020 year-on-year, explaining the positive expectations for the China market. We are delighted to introduce five new exhibitors as Part 1.

Show period : March 17-19, 2021 (Wed.-Fri.)

Organisers : Messe Frankfurt (HK) Ltd.

The Sub-Council of Textile Industry, CCPIT

China Textile Information Centre(CTIC)

Venue : National Exhibition and Convention Center(SHANGHAI)

Registration for buyers [PC] >>>

Registration for buyers [Mobile] >>>

Company introduction of Japan Pavilion at Intertextile Shanghai - Part 1

AZEARTH CORPORATION / Leveraging materials in connection with DuPont

AZEARTH CORPORATION, as a manufacturer of protective clothing, is set to make its debut at the Japan Pavilion at the Intertextile Shanghai event. The company, which owns local subsidiaries in Shanghai and Dalian, manufactures and sells raw materials and OEM/ODM products in Dalian and manufactures and sells raw materials in Shanghai. The Dalian subsidiary has previously participated twice in the domestic hall at Intertextile Shanghai.

They acknowledge the China market as follows: 'The market is awash with diversity, given the huge population and the speed at which all demands are met is simply astonishing and appealing. Conversely, it also causes problems, given the many differences in business systems, customs and product preferences compared to those in Japan.'

Although this will mark their initial appearance in the Japan Pavilion, they anticipate numerous visitors after joining the Japan Pavilion (Int'l Hall) compared to domestic participation and 'hope to establish a platform to maximize negotiations'.

As they normally focus on protective clothing, using materials provided by Du Pont, on this occasion, they will be showcasing products centring on value-added apparel-related materials, leveraging the business connection with Du Pont and a variation of 'Nomex'; a flame-retardant material, which they are currently co-developing with Du Pont, plus heat module using carbon prints by Du Pont alongside other items using a module.



KOWA COMPANY, LTD. / Outstanding feature of cotton as a raw material

The company will participate in the Japan Pavilion for the first time, although they have local subsidiaries in Shanghai and Beijing. They see further potential in the China market and will join the show to target 'cultivation of new customers' on this occasion.

They will be showcasing the following products:
COR15072BJPFD (Cotton Cordura Ox); a fabric blending their outstanding cotton raw

material and Cordura nylon, lightweight, offering outstanding strength and water repellence and optimised for outerwear.

KN3260NS7 (Fine-yarn count, high-density and extra-long staple cotton broadcloth); a fine-yarn count broadcloth using raw material with long fibres. Convinced of the superiority, they comment that only in Japan could such a strong and high-density fabric using fine-count yarns be woven.

S1017MPFD (Noil silk ox); an eco-friendly fabric using noil silk, which is a reused bi-product such as cotton waste produced during the silk reeling/spinning processes and retains unique and irregular texture and nep, unlike spun silk.

Ceaselessly developing 'products with a unique twist such as hard-twist and compound products centring on cotton fabrics with unparalleled raw material.'



SUZUKI BLEACH & DYEING CO., LTD. / Providing finishing technique for anti-COVID-19

SUZUKI BLEACH & DYEING CO., LTD. a regular exhibitor at European textile shows, is set to make its Intertextile Shanghai debut this time. Although they have export records for China, given the inability to travel abroad due to COVID-19, they decided to participate in the show with the cooperation of a temporary local agent on this occasion.

As a highly acclaimed finishing company in Japan, they make the fabrics of choice for numerous well-known European maisons. Items to be showcased include a gassed fabric using hard-twist yarns, which merits the A-class textile label. According to their comment; 'Gassing is possible but making A-class textile with gassing treatment is quite difficult. But our unrivalled expertise in the preparatory phase is highly evaluated by European maisons.'

As well as refining their unrivalled functional finishing techniques, they will be showcasing textile treated to resist COVID-19, already in use for masks and other fashion clothing items in Japan and with certified functional efficiency.

As for the sustainable fabric category, given their focus on natural fibres, they will be presenting finishing techniques to obtain unique and original textures via cotton, linen rayon and silk on this occasion.



JAPAN RAYON (DAIWABO RAYON CO., LTD. / OMIKENSHI CO., LTD.) /Introducing Japanese rayon

DAIWABO RAYON CO., LTD. will mark its first participation in an overseas exhibition at Intertextile Shanghai. Originally, two staple rayon manufacturers existed in Japan; DAIWABO RAYON and OMIKENSHI, but their competitor, OMIKENSHI, withdrew from the rayon manufacturing sector last year. DAIWABO RAYON will participate while leveraging the cooperation, insights and sales force of the local OMIKENSHI corporation.

Commenting on their motivation, they said: 'We will make our appearance not as DAIWABO RAYON, but rather as a community of Japan rayon manufacturers. Although China has just as many rayon makers, we will promote appealing our strong stand-out features unique to Japanese rayon makers. They explain that rayon is a sustainable fabric and will be showcasing products that reflect sustainability; rayon using recycled raw material and/or rayon that is globally certified in terms of safety and security.

This participation represents their challenge to cultivate a new market, by fully leveraging the new collaborative relation with the previous competitor, for which motivation will be sky high.



TAKU EDGE LLC / Promoting fabrics, planned in Bishu, produced in Hokuriku

TAKU EDGE plans, designs and produces BISHU region textiles. Last September, they also participated in the Japan Zone, organised by Messe Frankfurt (HK), after the JFW Japan Pavilion was cancelled due to the pandemic. Although they received many visitors with many sample requests, it all ended there, as a result.

Despite a wealth of experience exporting to Europe and the USA, it believes that local/onsite sales follow-ups will be necessary for business achievement and decided to participate in the show to increase their company recognition despite the difficult situation amid COVID-19.

Their exhibits include: wool produced in the Bishu region, cupro and acetate fabrics manufactured in Hokuriku region cooperatives, plus fabrics such as Arimatsu shibori. Their collection will centre on Bishu ideas blended into the Hokuriku region, as their stand-out feature lies in development and reflects an in-depth understanding of production regions and their technicity. Consequently, their line-ups will feature sustainability-conscious fabrics.



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