

New Joint Fashion Exhibition

**「SOLEIL TOKYO」**

**March 27<sup>th</sup> to 29<sup>th</sup>, 2018**

A new joint fashion exhibition, SOLEIL TOKYO, will be held by JTB Communication Design (Minatoku, Tokyo, President & CEO: Akihiro Hosono) from March 27<sup>th</sup> to 29<sup>th</sup>, 2018.

SOLEIL TOKYO's main exhibitors are designers, creators and young brands alike. Marking a complete shift from the traditional trade show formula, SOLEIL TOKYO will not welcome its visitors with booths and exhibitors present on-site, but rather enable them to discover and experience the displayed brands and creations at their own pace thanks to an inspired hanger racks-oriented space (see pictures below).

The unique formula aims at distancing itself from the fast fashion and e-commerce industries, to rather focus on the original and celebrated roots of fashion in creativity, design and quality.

#### <Features>

- Gathering of 200+ brands during the key season for receiving orders
- Brands can exhibit on as little as one hanger rack or a single shelf, and exhibitors can chose freely to be present in a special waiting room to meet interested buyers on-site or stay off-site.  
Significantly reduce the cost to encourage and support young talents
- Direct matching system, visiting buyers will receive the direct contact information of designers who gained their interest during the exhibition.

#### <Exhibition Info>

- Organizer: Jtb Communication Design, Inc. (Cooperated with CACHE·CACHE)
- Date: March 27<sup>th</sup> – 29<sup>th</sup>, 2018
- Venue: EBiS 303 Evert Hall (1-20-8, Ebisu, Shibuya-ku, Tokyo, Japan)
- Website: <http://soleiltokyo.com>
- Exhibit Profile: Men / Women / Unisex clothing, bag, stole, accessory, life-style goods, etc.
- Visitors Profile: Select shop, department store buyer, retail dealer, import wholesaler / agency, stylist, press etc.



The last SOLEIL TOKYO show



Joint exhibition in Tranoi, Paris

Secretariat of SOLEIL TOKYO,

c/o JTB Communication Design, Inc.

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