

Japan Fashion Product Organization
Establishment Outline

Established on July 1st, 2008

Japan Fashion Product Organization

Establishment of Japan Fashion Product Organization

Objectives

In order to tie unique fashion creators and production fields, we have established “Japan Fashion Product Organization”.

- Creators with advanced design skills and spirited ideas.
- Material manufacturers and fabrication factories with excellent designs and advanced techniques.
- Manufacturers focusing on to produce high quality products
- Companies that can support creators on business aspect.

We, the above professionals, fully cooperate each other in order to vital the fashion industry in Japan.

Our mission is to build energetic relationships through individuals who are willing to appeal their peerless abilities in the world.

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Message from the Director

Shigeki Okada

I participated establishment of Japan Fashion Week (JFW) and took charge of first 2 TOKYO COLLECTION. During the event, I organized joined designers as the chairman of Tokyo Fashion Designer Conference. I also had been served on Creation Business Forum (CBF) as a coordinator.

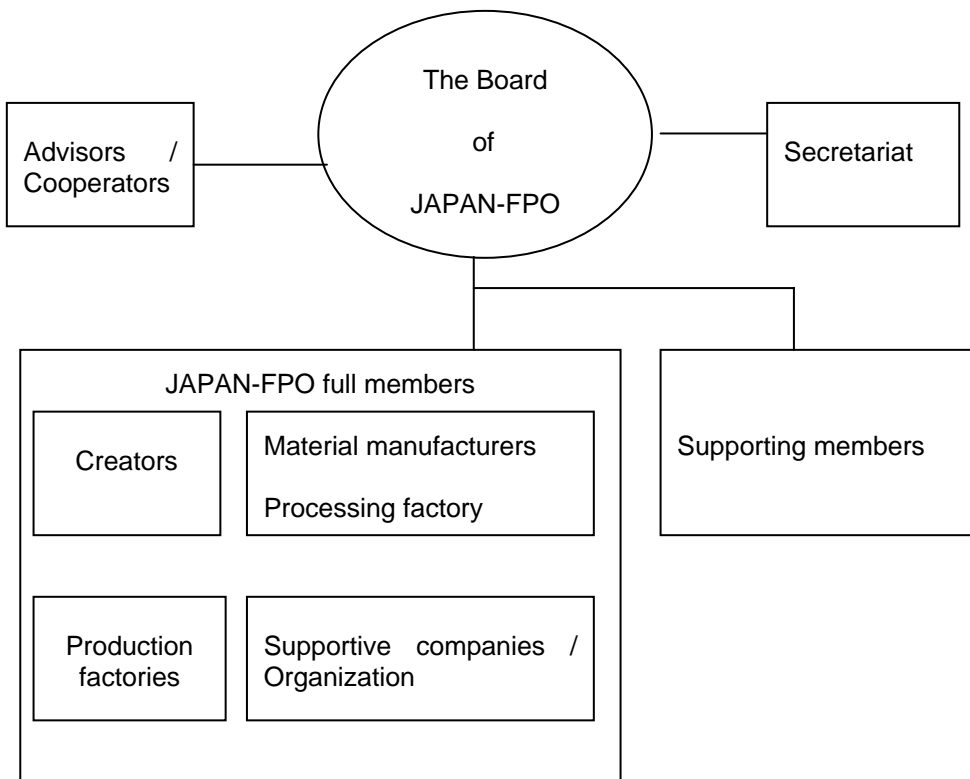
Now, unique creators tie up with skilled professionals of textile techniques and are starting up a new formation, which calls “Japan Fashion Product Organization”

This organization represents exactly what I am passionate to accomplish. These joiners willingly responded my contemplation – splendid products should be fairly evaluated in the business field and fully assist by thoughtful supporters.

I am hoping to see the supporters to become part of the Japan fashion Product Organization.

Sincerely

Outline of Organization :



Organization – JAPAN-FPO is composed of below members who agree the aim

- The board : decide the direction of organization (The promoter becomes the director)
- Advisors : Possessing the connections to specialized fields and advise to the organization
(Textile / Fiber / Knit / Dyeing / Leather / Distribution • Retail)
- Supportive organizations : Groups which support the organization through their business
- Full members : skilled companies and individuals in their fields
- Supportive members : Cooperative companies and groups which agree the aim of the organization

Planned Achievements

- Net working : Set up a mailing list / Holding net working parties for members
- Public Relations : Appeal joined companies through the home page
- Creators Support Projects : Support unique creators (some are fee-based projects)
- Press Room : Delegate public relation services (fee-based operations)
- Japan Fashion •Runway : events by creators (fee-based events)
- Joint exhibitions : exhibitions formed by creating members (fee-based exhibitions)

Terms of Member Conditions

■ Full Members Eligibilities

I . Recommended by a member(s) of committee or (a member of) full member(s)

II . Meet any of the following

- Creators with standing design abilities and ideas
- Textile manufacturer or processing factories with high quality techniques and excellent design abilities
- manufacturers with pretensions to high quality products
- Supportive groups and companies for creators and manufacturer

■ Full members Joining Requirements

I . Hold excellent abilities in each field

II . Willing to participate member net works

III . Willing to give information and advice to creators

IV . Dedicate to invigorate Japanese fashion industries

V . Participate net working parties and exhibitions at least twice a year

■ Full Members Admissions

- 1) Submit a prescribed application mentioning recommender
- 2) The board gives the final decision after examined by a third party institution

Project 1

CREATORS BUSINESS SUPPORT PROJECT

We will start a project to support unique creators on business aspect as the first project of Japan Fashion Product Organization.

The requirement of participation is that creators must have an ambition to “be passionate to be known in the world as a Japan’s leading designer”

We take an oath to make every effort in order to cultivate passionate skilled creators, and launch them to the world.

We hope to invigorate future Japanese fashion industries through the cooperation of unique creators and proud manufacturers.

CREATORS BUSINESS SUPPORT PROJECT

▪ The purpose of this project is to cultivate Japanese leading creators, who show aggressive growth, to launch the world through the support on business aspect.

■ Characteristics of the Project

- Until now, creators support means mainly providing a presentation opportunity. Due to poor preparation on business aspect, they could not step into next stage.

This project ensure to make a foray into the world by providing skilled corporations for creators, who “is passionate to be known in the world as a Japan’s leading designer”, to support their business aspects practically.

- We build a formation to improve strength of manufacturers and creators by ensuring their close relationships.
- Gathering of unique creators becomes a topic and attracts buyers in domestic and international as well as mass media.

■ Contents of the Project

- Advice for business operations
- Cooperation with textile manufacturers and factories for sewing and knitting
- Support to joint exhibitions
- Support advertising activities
- Support to hold collections
- Support to foray into overseas
- Other operations related to creators support

■ Creators who are eligible to receive the support

- have excellent creativities
- have volition to grow the their business
- are in the fashion product fields such as clothes, bags, shoes, hats, accessories

■ Requirements to join the project

- Creators who would like to join this project need to register as a full member
- Applicants will be examined for qualifications from Project 2

CREATORS BUSINESS SUPPORT PROJECT PROGRAM

PROGRAM 1 START – UP

- Target : Young creators who is planning to establish a new brand
- Directors : Mr. Suzuki / Mr. Ishikura
- Contents : Support starting time for the business based upon the advise
 - Advise for the business plans
 - Advise to find suitable manufacturers and factories
 - Advise for sales promotions and day-to-day business
 - Advise for producing promotion tools
 - Advise for holing exhibitions
 - Advise and support for press and advertising activities
 - Support for the first collection and the installation
 - Others

PROGRAM 2 BUSINESS – BASIC

- Directors : Mr. M, Okada / Mr. Shiraishi
- Target : Creators who would like to advance for sales after experienced several collections
- Contents :
 - Help to breakthrough the stagnation using practical support
 - Re-investigate the targeted market
 - Anxiety of small production
 - Re-examine the patterns and sewing methods
 - Advise for exhibitions
 - Advise and support for business operations and management

* The contents of These programs can be changed

■ PROGRAM 3 Press & Showroom (Fee-based program)

- Target : It is costly to open the Press Room or/and hold the Showroom
- Directors : Ms. Nirei / Mr. S, Okada
- Contents :
 - Obtain the suitable places for gathering young and unique creators
 - Place a common "Press & Showroom" and entrust it to the leading Press executives
 - Surrogate to lend publication-related stylists
 - Correspondence for domestic/international buyers
 - Inform to the each brands about the editors' comments and published articles

■ PROGRAM 4 Japan Fashion Runway (Fee-based program)

- Target : Leading Japanese brands
- Directors : Mr. Mizutani / Mr. M, Okada
- Contents :
 - Hold events for creators gather brands
 - Hold easy-select events for buyers
 - Think possibilities of joint fashion show
 - Appeal to domestic/international buyers and agents
 - Contract with overseas showroom

■ PROGRAM 5 Textile x Sewing x Creators' Joint Exhibitions

- Target : Leading Japanese brands
- Directors : Mr. S, Okada / Mr. Suzuki
- Contents :
 - Hold joint exhibitions in order to appeal Japanese proficient creators
 - Collaborate with textile manufacturers, sewing factories and creators
 - Textile manufacturers→Creators : provide fabric, support developing originated fabric
 - Sewing factories→Creators : advise for productions and sewing cooperation
 - Creators → Textile manufacturer : provide ideas for fabric development

Japan Fashion Product Organization (JAPAN-FPO)

■ Promoters (No special order is observed)

- Mr. Shigeki Okada – Former Chairman of Designer Conference
 ©The representative promoter

- Mr. Jun Suzuki – Taito Designers Village Chief

- Mr. Masahiro Shiraishi - Fashion Shiraishi Inc.
 The representative director

- Mr. Hiromichi Mizutani – KM Sewing Co., Ltd.
 The representative director

- Mr. Takayuki Ishikura – Atelier Ishikura Co., Ltd.
 The representative director

- Ms. Yoshiko Nirei – Nire Ups Inc.
 The representative director

- Mr. Masami Okada – Nire Ups Inc.
 The senior managing director

* They will act as a member of committee after forming the organization

■ Secretariat

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