

Press release

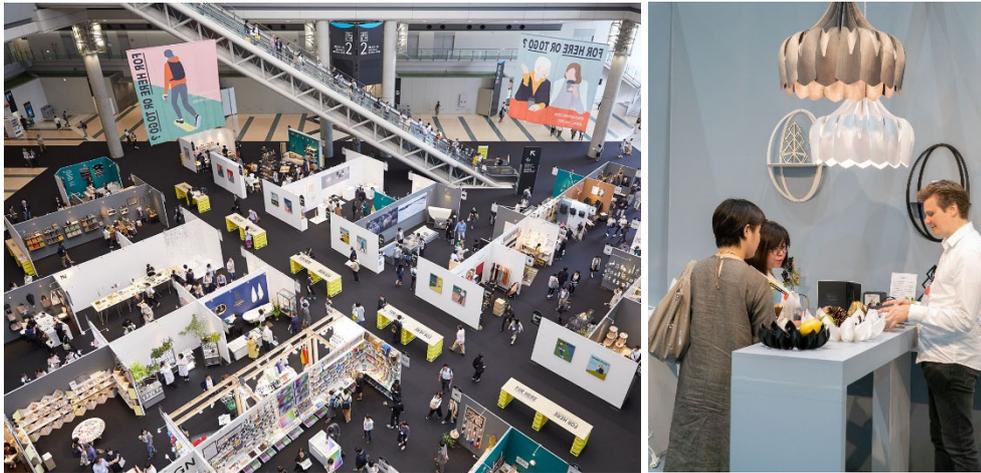
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Interior Lifestyle Tokyo opens exhibitor applications for 2019 edition

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Interior Lifestyle Tokyo, to be held from 17 – 19 July 2019 at Tokyo Big Sight West halls 1, 2, 3, 4 and the Atrium, has begun inviting exhibitors for its upcoming edition. The previous show welcomed 810 exhibitors from 29 countries and regions and 25,456 visitors from 42 countries and regions, and received much positive feedback. The show has been held since 1991, and welcomes buyers who conduct purchasing to target the following autumn/winter and year end sales season, meaning the show is an opportunity to explore new trends and upcoming developments.

Interior Lifestyle Tokyo is an international trade fair which proposes lifestyle concepts for the Japanese interior design market. With a wide variety of interior product genres as well as food, garments and jewellery, the show features numerous products that enable exhibitors to even connect with buyers whom they have never previously considered to open new sales channels with, allowing them to expand their business.



The theme of this year's Atrium special zone is 'The Corner Shop: How to make a market', which aims to provide unexpected and inspiring encounters with buyers and products, just like at a real street corner. Continuing from last year, the zone's direction is led by Mr Yu Yamada, one of the most well-known buyers in Japan who established his company 'method' in 2007. As such, additionally to the Atrium special zone a pop-up shop by Mr. Yamada will open at the venue, so visitors can browse and purchase products to take home from the show.

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Dedicated lifestyle themed zones

The fair zoning is based on a number of product categories and themes. This means it's important for participants to exhibit in the most suitable zone for maximum business exposure. Everyday products that are stylish and functional will be displayed in the 'HOME', 'ACCENT' and 'EVERYDAY' themes. An array of well-designed packaged food that is perfect as gifts will be presented at 'FOODIST', while innovative dining items will be gathered at the 'KITCHEN LIFE' zone. Fresh designs from overseas will be at the 'GLOBAL' zone, and Japanese artisanal skills with a modern touch will be located in the 'JAPAN STYLE' zone.

Meanwhile, the most popular Scandinavian brands can be found at the 'NORDIC LIFESTYLE' area, and the very latest designs will be in the 'MOVEMENT' area. Furthermore, work from up-and-coming young designers will appear at the 'TALENTS' and 'NEXT' zones.

For those interested in exhibiting at Interior Lifestyle Tokyo in 2019, please enquire here: www2.mmfcservice.com/ilt2019/en/inquire/

About Interior Lifestyle Tokyo

Interior Lifestyle Tokyo and its sister fair IFFT/Interior Lifestyle Living are held every summer and autumn respectively at Tokyo Big Sight. Both shows are international trade fairs which propose lifestyle concepts in interior design markets starting in Tokyo and expanding into markets all around the world. The fairs are based on two of Messe Frankfurt's most prominent annual fairs in Frankfurt, Germany, Ambiente and Heimtextil. Ambiente is the world's most important consumer goods trade fair held every February and Heimtextil is the world's leading international trade fair for home and contract textiles held every January.

Links to websites:

www.interior-lifestyle.com

Information on the 'Ambiente' brand fairs worldwide:

<https://ambiente.messefrankfurt.com>

Information on all Messe Frankfurt 'Textile' fairs worldwide:

www.texpertise-network.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

Interior Lifestyle Tokyo
Tokyo Big Sight
17 – 19 July 2019