

Press release

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## Interior Lifestyle Tokyo 2021 sets to reignite business encounters for exhibitors

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**After a pause in the event calendar, Interior Lifestyle Tokyo will once again create opportunities for exhibitors to meet new clients and expand their businesses in May 2021. Messe Frankfurt Japan has been working closely with the local authorities to take precautionary measures and offer safe and effective platforms for Japan's trade fairs.**

Interior Lifestyle Tokyo will take place from 19 to 21 May 2021, at Tokyo Big Sight and will celebrate its 30<sup>th</sup> edition as a leading trade platform for the interior design market, revealing upcoming trends. The show aims to create an even more business-friendly environment through its strengthened business matching programme and a wider range of zones.

The 2019 edition of the show with 770 exhibitors from 26 countries and regions and more than 21,000 visitors received exceedingly positive feedback. From now on until the end of January 2021, prospective participants can apply for a booth to secure their exhibiting space.



Special showcase at Interior Lifestyle Tokyo 2019

### **New ETHICAL zone replies to consumer demand**

The new ETHICAL zone will help industry players explore the themes sustainability and ecology, which are continuing to gain more traction in the interior design market. The area focuses solely on environmental protection, up-cycling, fair trade, products that support people with disabilities, organic products, local production for local consumption, and more.

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Through sector-specific media channels, dedicated promotional activities the new ETHICAL zone will target retailers and restaurants who strive to uphold ethical practices.

### **A variety of booth sizes to accommodate exhibitors' needs**

In response to requests from exhibitors who handle small items, a new booth size has been added to the menu for 2021. The measurement is a 6.3 sqm (width 3m x depth 2.1m) booth, which is one size smaller than the existing 9 sqm booth, adding more choices for exhibitors

### **Opportunities to expand sales channels**

With over 30 years of influence in the market, Interior Lifestyle Tokyo has become renowned for attracting prominent industry buyers. According to the visitor survey effected in 2019, more than 30% of attendees are retail buyers including speciality stores as well as large retail formats. 85% of all visitors have the authority to influence purchasing decisions. Visitors that came to the show were interested in interior products, tableware, kitchenware and houseware as well as furniture, but also interior material and decoration, gift items, home textiles and products for baby and kids.

### **Dedicated lifestyle themed zones**

The fair's zoning reveals a variety of product categories and themes at the fairground. Through careful planning, this not only simplifies the sourcing process for trade buyers, but it also maximises business exposure for exhibitors. Day-to-day lifestyle products – both stylish and functional – will be displayed in the 'HOME', 'ACCENT' and 'EVERYDAY' zones. These areas showcase around living spaces, accessories and household items respectively.

Moreover, catering to the world of convenience and home cuisine, the 'FOODIST' zone will reveal an array of pragmatically-designed packaged food, while the 'KITCHEN LIFE' zone spotlights innovative dining items.

The 'JAPAN STYLE' zone has also become a crowd favourite in recent years. Designs from local artisanal artists highlight the refined quality of modern craftsmanship. The latest projects from widely acclaimed international brands will be featured in the 'MOVEMENT' area. The 'TALENTS' and 'NEXT' zones will introduce work from young up-and-coming designers.

### **Best Buyer's Choice and Young Designer Award**

Interior Lifestyle Tokyo will see two prizes awarded during the three-day fair. The 'Best Buyer's Choice' award is set to be given to the exhibitor with the 'must-buy' item of the year. On top of this, the winner of the 'Young Designer Award' will be selected from the NEXT and TALENT zones. The award has been curated to incentivise the next generation of interior designers.

### **About Interior Lifestyle Tokyo**

Interior Lifestyle Tokyo is an international trade fair which proposes the latest lifestyle concepts for the Japanese interior design market. It features a wide variety of interior product genres as well as food, garments and

jewellery. This comprehensive product range allows exhibitors to connect with buyers, targeting the following autumn/winter and year-end sales season. For both parties, the show is an opportunity to explore new trends and upcoming developments. The fair is based on two of Messe Frankfurt's most prominent annual fairs, Ambiente and Heimtextil, in Frankfurt, Germany.

**Links to websites:**

<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/>

**Information on the Ambiente worldwide:**

<https://ambiente.messefrankfurt.com/global>

**Information on all Messe Frankfurt Textile fairs worldwide:**

[www.texpertise-network.com](http://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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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](http://www.messefrankfurt.com)