

Press release

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Interior Lifestyle Tokyo sets dates for its return in 2022

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As a leading trade fair for the home décor and interior design market, Interior Lifestyle Tokyo is the ideal platform for exhibitors to meet new clients and expand their businesses. The fair, which was deferred for two years in a row due to the COVID-19 pandemic, will return from 1 – 3 June 2022 in the West Halls of Tokyo Big Sight for its 30th edition celebration. The 2022 show is poised to create an even more business-friendly environment through a strengthened business matching programme and a wider range of product zones.

After almost 30 years of industry service, Interior Lifestyle Tokyo has become adept at attracting the right mix of quality buyers, including specialty stores and large retailers. At the previous running in 2019, 85% of visitors had influence on purchasing decisions, which translated into plenty of sales negotiations and on-site orders at the fairground. Visitors value the fair as a place to meet collaborators and find new décor in a relaxed atmosphere. Trends that will shape the next season are the fair's hallmark, and next year, after a two year gap, the fair will be back in the spotlight again.



The sister trade fair, IFFT/Interior Lifestyle Living 2021. Source: Messe Frankfurt Japan

Held in October this year, IFFT/Interior Lifestyle Living, sister event of Interior Lifestyle Tokyo, demonstrated that the pandemic has not reduced the industry's appetite for face to face business encounters. The fair hosted a total of 300 exhibitors from five different countries and regions and welcomed 11,147 visitors. Although online meetings have become more frequent during the

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pandemic, most exhibitors acknowledged the value of face to face meetings and are eager to restart Interior Lifestyle Tokyo and establish new business relationships.

New ETHICAL zone and new booth sizes are available

While next year's fair will celebrate its 30th edition milestone, it will also look to the future for the next home décor trends. A new ETHICAL zone will focus solely on the environment, up-cycling, fair trade, products that support people with disabilities, organic products, local production for local consumption and more.

In response to requests from exhibitors of small products, a new booth size has been introduced for 2022. The measurement is 6.3 sqm (width 3m x depth 2.1m), which is one size smaller than the existing 9 sqm booth, adding more choice for exhibitors.

About Interior Lifestyle Tokyo

Interior Lifestyle Tokyo is an international trade fair showcasing 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

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

Interior Lifestyle Tokyo
Tokyo Big Sight
1 – 3 June 2022