

Press release

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Interior Lifestyle Tokyo 2023 calls for exhibitors with a focus on ethical products

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Exhibitor registration is in full swing for Interior Lifestyle Tokyo, to be held from 14 – 16 June 2023 in the West Halls of Tokyo Big Sight. Launched in 1991, the show is internationally renowned for showcasing the latest lifestyle trends for the Japanese interior design market. The 2023 fair will feature a wide variety of furnishings and home décor as well as food, garments and jewellery, with a renewed focus on the environment, up-cycling and fair trade.

The last edition in 2022, held for the first time after a three-year break due to the pandemic, was bustling with business discussions and gave exhibitors the opportunity to connect with a wide range of buyers including not only retailers but also trade buyers from the contract sectors such as hoteliers, architects, interior designers, and home builders. The show welcomed 515 exhibitors as well as 16,542 visitors from 12 countries and regions, receiving much positive feedback for its increased focus on contract business. The largest portion of visitors (32%) were retailers including major department and speciality stores, while 18% were contractors. Meanwhile, an impressive 71% of visitors had influence on purchasing decisions, which translated into plenty of sales negotiations and on-site orders.



The special showcase at Interior Lifestyle Tokyo 2022. Source: Messe Frankfurt Japan

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'Ethical library' spotlights sustainability

For many interior designers and end users, ethical and sustainable

design ideas rank high on the must-have list. For years, Interior Lifestyle Tokyo's special showcase located in the Atrium has been one of the most important stops at the fairground for the industry's purchasing managers. For 2023 the area will incorporate a library theme, providing a space where visitors can source ethical products as if they are looking for their favourite book. Directed by the prominent Japanese architect Mr Keiji Ashizawa, the Ethical Zone will focus on the environment, up-cycling and fair trade while helping to facilitate business meetings between exhibitors, retail buyers and contractors.

New Creative Resources Zone

For many buyers, the fair's coverage of the entire supply chain from finished products to raw materials is indispensable. A new Creative Resources Zone will be devoted to innovative interior materials, as well as parts and services for interior design and home remodelling. This includes wallpaper, floor coverings, paints and related materials, with the organisers inviting architects, designers and developers to exhibit at the zone.

About Interior Lifestyle Tokyo

Interior Lifestyle Tokyo connects exhibitors 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 one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. 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

Interior Lifestyle Tokyo
Tokyo Big Sight
14 – 16 June 2023