

news +++ Interior Lifestyle Tokyo
Tokyo, Japan, 18 – 20 June 2025

interiorlifestyle

TOKYO

Immersive LifestyleMaker project empowers exhibitors to craft connections at Interior Lifestyle Tokyo 2025

Tokyo, 24 October 2024. Inviting global brands and creators to showcase their latest interior design and lifestyle products, the much-anticipated Interior Lifestyle Tokyo will return to Tokyo Big Sight from 18 – 20 June 2025. As one of Asia’s premier industry events, which promotes various exhibitor categories, the fair presents a unique opportunity for suppliers to connect with a diverse range of trade visitors. Next year, buyers from retail, hospitality, and design sectors will converge to discover high-quality, trend-setting products for homes, offices, hotels, and other interior spaces. The exhibition offers a platform for brands with distinctive styles, blending creativity and functionality to inspire new lifestyle trends. A special feature for next year’s edition is “LifestyleMaker,” a new project focused on craftsmanship with the theme “Returning to the roots of manufacturing—conceive, create, and sell.” Taking place just ahead of the autumn and year-end shopping seasons, the show allows exhibitors and their new collections to benefit from heightened exposure during critical purchasing periods.



Interior Lifestyle Tokyo 2024. Source: Messe Frankfurt Japan Ltd

A new project for the 2025 show, LifestyleMaker, will draw exhibitors back to the essence of craftsmanship, with the theme “Returning to the roots of manufacturing—conceive, create, and sell.” This zone will showcase brands that handle the entire production system, from product planning to manufacturing and sales, and celebrate companies that integrate artisan skills with creative designs. Directed by renowned architect Mr Keiji Ashizawa, the project will offer participants the opportunity to present their brand stories

and product concepts through immersive space design, creating a unique platform to engage with domestic and international buyers.

New exhibitors in 2024 expressed positive sentiments

First-time exhibitor, **Ichikawa Wood Work co.**, a company specializing in wooden furniture and accessories, shared their positive experience: “We exhibited to explore new sales channels, and we were able to secure business meetings with restaurants and hotels that we had never engaged with before. We truly felt the impact of participating.” Similarly, **ABEKIN Co., Ltd.**, another first-time exhibitor specializing in original steel furniture, stated: “We aimed to connect with architectural firms and hotels, and the turnout exceeded our expectations. The show was so busy that we found ourselves short-staffed. The month after the show, we had about 10 ongoing business meetings, and we are considering participating again next year.”

On the whole, Interior Lifestyle Tokyo serves as a dynamic platform where innovation, artistry, and top-tier design converge, offering an ideal venue for brands to showcase their excellence. The Japan-based fair is strongly influenced by two of Messe Frankfurt’s flagship shows in Frankfurt, Germany: Ambiente, the world’s premier consumer goods fair, and Heimtextil, the leading global trade show for home and contract textiles.

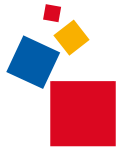
In 2024, Interior Lifestyle Tokyo attracted 16,577 visitors from 29 countries and regions, with 29.7% representing retail professionals, including select shop owners and department store buyers, and 20.1% from the contract sector, such as architectural firms and interior coordinators. Through meaningful connections with buyers across both sectors and beyond, exhibitors at next year’s show can explore new markets, raise brand awareness, and expand their customer base, as was the case at the previous edition.

Press information and photographic material:

<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/tokyo/en/press/photos.html>

Links to websites:

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



Your contact:

Nanako Kaku / Saori Odajima

Phone: +81 3 3262 8453

press@japan.messefrankfurt.com

Messe Frankfurt Japan Ltd

4F Sumitomo Fudosan Chiyoda Fujimi Building,

1-8-19 Fujimi Chiyoda-ku, Tokyo 102-0071

www.jp.messefrankfurt.com

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information