

# interiorlifestyle

TOKYO

Exhibitor guide

**3-5 June (Wed – Fri)  
2020**

**Tokyo Big Sight, Aomi Exhibition Halls**

ambiente heimtextil  
JAPAN JAPAN

[www.interior-lifestyle.com](http://www.interior-lifestyle.com)



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# Interior Lifestyle Tokyo 2020





## Exciting designs gathered in Tokyo – a marketplace for lifestyle products of the future

Interior Lifestyle Tokyo welcomes about 800 exhibitors of a variety of products such as designed gift items, tableware, foods, jewellery and high-end furniture. These features of the fair attract a wide range of visitors, providing exhibitors with the opportunity to meet new buyers and expand their business.

Developing into the best place to find new opportunities in the lifestyle market, the show will welcome new exhibition directors, Mr. Makoto Tanijiri and Ms. Ai Yoshida from SUPPOSE DESIGN OFFICE.



Directors

**SUPPOSE DESIGN OFFICE Co.,Ltd.**  
**Makoto Tanijiri / Ai Yoshida**

SUPPOSE DESIGN OFFICE Co., Ltd. is an architectural design office based in Tokyo and Hiroshima. They have been working on a wide range of projects including housing, commercial facilities, exhibitions, landscape design, product design and installation art for home and abroad. Their recent projects include "hotel koe tokyo" and "Mazda Showroom in MEGURO HIMONYA".

[www.suppose.jp](http://www.suppose.jp)

### What is Interior Lifestyle Tokyo?



#### Business opportunities for the coming autumn / winter and year-end sales season

Interior Lifestyle Tokyo welcomes buyers of products for the autumn / winter and year-end sales season, meaning the show is an opportunity to explore new trends and upcoming developments for the following seasons.



#### Opportunities to expand sales channels

More and more shops have been focusing on new lifestyle concepts, and carrying a wider variety of products such as foods, garments and jewellery. Interior Lifestyle Tokyo enables exhibitors of a wide selection of products to connect with diverse buyers and open up new sales channels.

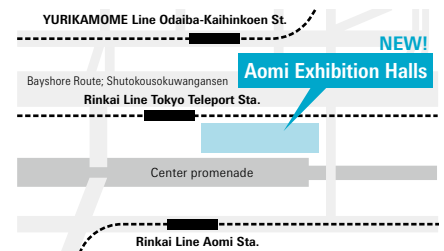


#### A platform for new encounters

Visitors and exhibitors alike are highly sensitive to design and have strong interests towards product history and quality. Moreover, various media channels such as TV, radio, newspaper, and WEB magazine also come to review. Join us to create a platform which is not only about purchasing and selling products, but also about communicating brand histories and design processes.

# Fair overview

- Dates** | 3 – 5 June (Wed – Fri) 2020
- Opening hours** | 10:00 – 18:00 (Last day until 16:30)
- Venue** | Tokyo Big Sight, Aomi hall A, B  
※ **Aomi halls were newly constructed in 2019.**
- Organiser** | Messe Frankfurt Japan Ltd.



## Zoning guide

Divided by product categories and themes, exhibitors have the opportunity to be located in the most suitable zone for maximum business exposure.

### HOME

#### Design concepts for new living spaces

Furniture, home textiles, lights, garden furniture, interior greenery, and more



### ACCENT

#### A new accents to living

Apparel, jewellery, aromatherapy items, decorative candles, design stationery, educational toys, character goods, and more



### KITCHEN LIFE

#### New items to add flavour to the kitchen and dining table

Multifunctional pots, branded dishware, kitchenware, designer appliances, lifestyle foods, and more



### EVERYDAY

#### Accessories for more comfortable living

Laundry care, storage items, towels, bath and toiletry products, household appliances, and more



**Specialist zones**

## JAPAN STYLE

### Japanese design and craftsmanship

High-quality Japanese products with refined designs are in high demand all over the world. Carefully selected designs from gifts to items for everyday use will be showcased here.



## MOVEMENT

### A must-see trendsetting zone

This zone welcomes highly acclaimed design brands from all over the world.



### Supporting programme

## NEXT

Launching new brands by young entrepreneurs

## TALENTS

Proposing prototypes by young up-and-coming designers

## FOODIST

Presenting a diverse array of foods from in and outside Japan



## Special zone in 2020

A special zone focuses on a different theme every year to offer new ideas and inspiration to visitors of Interior lifestyle Tokyo.

The zone's theme will be revealed on the official website in the lead up to the fair.



# Participation fees and schedule

## Participation fees

\*With adherence to the Consumption Tax Act in Japan, 10% tax is charged upon all prices declared for fairs of Messe Frankfurt Japan Ltd taking place after 1st of October, 2019.

### ● One booth (raw space and basic booth fitting)

Fee / JPY (tax excluded)	Booth size	The fee includes:
<b>¥456,000</b>	<b>1 booth = 9m<sup>2</sup> (W3m x D3m)</b>	<b>-Raw space</b> <b>-Booth fitting :</b> floor carpet / wooden wall panels (H2.7m) / company name, booth number (Font: Arial) / LED spotlights (10W)×3 / socket outlet (100V/1kW)×1 / electric wiring & electricity* / booth cleaning *In case of excessive use, extra fees will be charged.

\*Applicants who will only take one booth can only apply for packaged booth with fitting.



Wall panel colour



Floor carpet



\* This colour chart is for reference only.

Floor carpet and wall panel colour can be selected from 8-9 choices. Optional furniture is available at an additional charge. Please contact Shoei Bijutsu Co., Ltd. for details: Tel. 03-5148-6673 Email. lifestyle@shoei-bijutsu.co.jp

### ● Two booths or more (raw space only)

Fee / JPY (tax excluded)	Booth size	The fee includes:
<b>¥340,000 / per booth</b>	<b>1 booth = 9m<sup>2</sup> (W3m x D3m)</b>	<b>-Raw space</b> * Available at multiples of 9m <sup>2</sup> (W3m x D3m) * Construction costs such as booth furnishings, electricity and water supply are the exhibitors' responsibility. * Basic booth fitting package is available at an additional charge.

### ● Supporting zones -FOODIST·NEXT·TALENTS- (raw space and special booth fitting)

	FOODIST	NEXT	TALENTS
<b>Maximum number of entries</b>	10	24	5
<b>Conditions</b>	- Exhibits must be relevant to food and drink. * Kitchen items are not acceptable.	- Exhibits must already be commercialised in the market. - Applicants should not have exhibited at the zone at 5 or more previous editions	- Exhibits must be prototypes or pieces of art. - Exhibits must be relevant to interior design and related products.
<b>Fees (tax excluded)</b>	<b>¥165,000</b> <b>The fee includes:</b> <b>Raw space:</b> 1 booth=4.5m <sup>2</sup> (W3m×D1.5m×H2.7m) <b>Booth fitting:</b> floor carpet, spotlight, wall panel (10 optional colours), electric wiring & electricity usage (*up to 1kW)		<b>¥100,000</b> <b>The fee includes:</b> <b>Raw space:</b> 1 booth=9m <sup>2</sup> (W3m×D3m×H2.7m) <b>Booth fitting:</b> Floor carpet, spotlight, wall panel, electric wiring & electricity usage (*up to 1kW)
<b>Booth fitting image</b>	<p>*Image of adjacent booths.</p>		<p>*Image</p>

\*Only 1 booth is applicable per exhibitor. \*Exhibitor who have exhibited at regular zones cannot apply for the FOODIST, NEXT and TALENTS.

## Schedule

**31 January 2020**  
Application deadline:

Please submit the below items.

1. Application form\*
2. Product catalogue / pictures
3. Booth presentation plan
4. Company brochure (for first-time exhibitors)

\* Please contact the organiser to apply for a booth at supporting zones: FOODIST/ NEXT /TALENTS.

➔ Exhibitor manual delivered and start preparation ➔

**End of February**  
Zone assignment



**End of March**  
Booth location assignment



**1-2 June**  
Move-in



**3-5 June**  
Interior Lifestyle Tokyo



# 2019 show facts

**Title** Interior Lifestyle Tokyo

**Exhibitors** 770 from 26 countries and regions (Japan 609, overseas 161)

**Date** 17 – 19 July 2019

**Visitors** 21,597 from 33 countries and regions (Japan 21,047, overseas 550)

**Venue** Tokyo Big Sight, West hall 1,2,3,4 + Atrium

## 2019 buyer profile

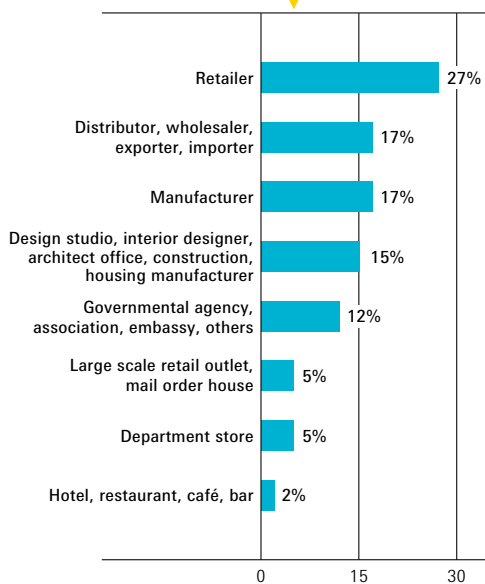
\*Source: organiser visitor survey

Department store	Volume seller	Contract	Fashion	Interior shop	Other
Daimaru Matsuzakaya Department Stores	AEON RETAIL	EAST JAPAN RAILWAY TRADING	Adastria	ACTUS	21st Century Museum of Contemporary Art, Kanazawa
Hankyu Hanshin Department Stores	Amazon Japan	Haneda Airport Enterprise	Barneys Japan	AXIS	Culture Convenience Club
Isetan Mitsukoshi	ASKUL	Hilton Hotels & Resorts	BAYCREW'S	CASSINA IXC.	HIBIYA-KADAN FLORAL
Keio Department Store	Cainz	Hoshino Resort	BEAMS	Conran Shop Japan	Kurashicom
LUMINE	Dinos Cecile	KINOKUNIYA	H.P.FRANCE	D & DEPARTMENT	Metropolitan Gallery
MEITETSU Department Store	Ito-Yokado	Mitsui Fudosan	ONWARD KASHIYAMA	Francfran	YURINDO
Odakyu Department Store	QVC JAPAN	MORI BUILDING	SAZABY LEAGUE	ILLUMS JAPAN	
PARCO	Ryohin Keikaku	Okura Nikko Hotel Management	SHIPS	inter office	
Sogo & Seibu	StylingLife Holdings	Oriental Land	TOMORROWLAND	Otsuka Kagu	
Takashimaya	THE LOFT	Starbucks Coffee Japan	UNITED ARROWS	Weeks	
TOKYU DEPARTMENT STORE	TOKYU HANDS	TOTO	WORLD	WELCOME	

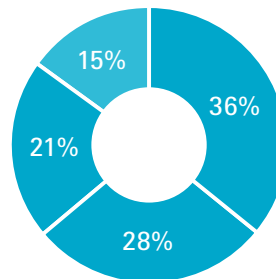
## Visitor data

\*Source: organiser visitor survey

### Business categories



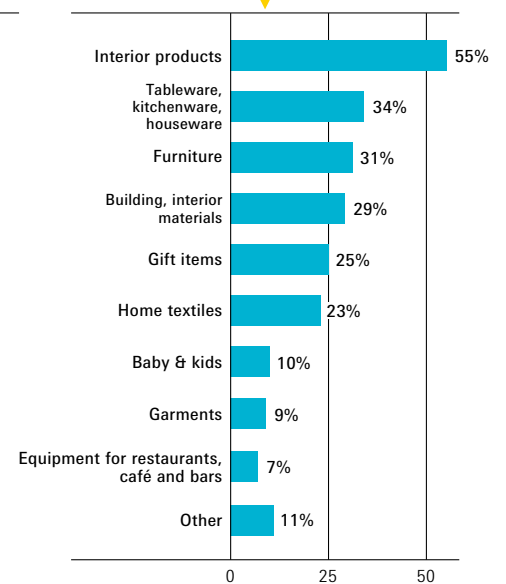
### Influence on purchasing / procurement decisions



36% Decisive  
28% Collective  
21% Consultative  
15% No influence

### Targeted products

\* Total exceeds 100 due to multiple responses



**Messe Frankfurt Japan Ltd.**

**Interior Lifestyle Tokyo organiser's office**

Shosankan 7F 1-3-2 Iidabashi Chiyoda-ku Tokyo 102-0072, Japan

Tel. +81 3 3262 8443

Email. [info@interior-lifestyle.com](mailto:info@interior-lifestyle.com)

Web. [www.interior-lifestyle.com](http://www.interior-lifestyle.com)

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