

30

th Anniversary  
interiorlifestyle  
TOKYO

# interiorlifestyle

## TOKYO

**19 – 21 May 2021**

Exhibitor's guide

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






# Interior Lifestyle Tokyo 2021



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

Welcoming around 600 exhibitors, Interior Lifestyle Tokyo is home to a variety of products related to food, clothing, and living, such as interior accessories, designed gift items, and kitchen accessories from all over the world.

Each year, more than 20,000 buyers and designers gather at the fair, providing exhibitors with the opportunity to meet new clients and expand their business. In 2021, the fair is set to celebrate its 30th edition as a leading trade platform for the interior design market, revealing upcoming trends half a year in advance.



In order to create a more business friendly environment for exhibitors, the 30th edition will feature a more effective business matching programme and a wider variety of booths. The organiser will also establish a new ETHICAL zone to help the industry explore the themes of sustainability and ecology, which continue to grow in popularity in the interior design market.

## What is Interior Lifestyle Tokyo?



### Opportunities to enter the Japanese interior and design market

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

### Business opportunities for the coming seasons

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

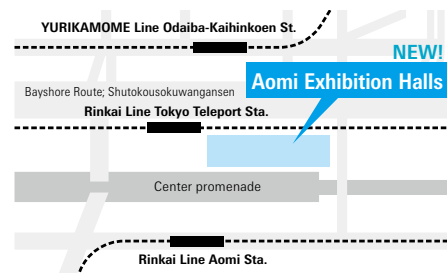


### A platform for new encounters

Both visitors and exhibitors alike are highly sensitive to design and have a strong interest in brand history and product quality. Interior Lifestyle Tokyo is not only about buying and selling, but also communicating brand histories and creative ideas.

# Fair overview

<b>Dates</b>	19 – 21 May 2021
<b>Opening hours</b>	10:00 – 18:00 (Last day until 16:30)
<b>Venue</b>	Tokyo Big Sight, Aomi Exhibition Halls
<b>Organiser</b>	Messe Frankfurt Japan Ltd.



## Zoning guide

The fairground zoning is based on product categories and themes. Exhibitors have the opportunity to be located in the most suitable zone for maximum business exposure.

### ACCENT

Gifts, art and artistic items, fragrances, apparel, babies and children's goods, stationery, digital gadgets and more.



### KITCHEN LIFE

Kitchenware, cooking tools, dishware, cutlery, electrical appliances and more.



### HOME

Furniture, home textiles, lights, outdoor furniture, green interiors, office interiors and more.



### EVERYDAY

Cleaning tools, bath and toiletry products, towels, storage items, household appliances and more.



### Specially screened zones

\*Exhibits are carefully selected in accordance with each theme.

### ETHICAL NEW

#### Aiming to realise a sustainable society

A zone dedicated to products that consider the environment, people, society, and the community. This includes environmental protection, up-cycling, fair trade, products that support people with disabilities, organic products, local production for local consumption, and more. The zone will be promoted in the lead up to the fair through relevant media channels and promotional activities targeting retailers and restaurants who want to carry ethical products.



### JAPAN STYLE

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

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



### SPECIAL ZONE in 2021

A special zone focuses on a different theme every year to offer new ideas and inspiration to visitors of Interior Lifestyle Tokyo. The theme for 2021 will be revealed on the official website.



### Supporting programme zones

#### TALENTS

Proposing prototypes from young up-and-coming designers

#### NEXT

Launching new brands by young entrepreneurs

#### FOODIST

Presenting a diverse array of foods from inside and outside of Japan

\*The purchase of a package booth may be required depending on the zone.

# Participation fees and schedule

## Participation fees

\*10% consumption tax excluded.

### ▼ ACCENT, KITCHEN LIFE, HOME, EVERYDAY, ETHICAL, MOVEMENT\*\*

1 booth			
Type	Fees (tax excluded)	Booth size	Fee includes:
<b>Package booth A</b>	<b>¥456,000</b> (Raw space ¥340,000 + basic booth fitting ¥116,000)	<b>1 booth = 9 m<sup>2</sup></b> (W3m x D3m x H2.7m)	<b>- Raw space</b> <b>- Basic booth fittings</b> Floor carpet**1 / wooden wall panels (H2.7m)**1 / company name (Font: Arial) / booth number plate / LED spotlights (10W) x3 / socket outlet (100V/1kW) x1 / electric wiring & electricity**2 / booth cleaning <small>*1 The colour of floor carpet and wooden wall panels can be selected from several choices. Optional furniture is available at an additional charge. *2 In case of excessive electricity use, extra fees will be charged.</small>
<b>Package booth B</b>	<b>¥348,000</b> (Raw space ¥252,000 + basic booth fitting ¥96,000)	<b>1 booth = 6.3 m<sup>2</sup></b> (W3m x D2.1m x H2.7m)	



2 booths or more			
Type	Fees (tax excluded)	Booth size	Fee includes:
<b>Raw space A</b>	<b>¥340,000</b> per booth	<b>1 booth = 9 m<sup>2</sup></b> (W3m x D3m)	<b>- Raw space</b> <small>* Construction costs such as booth furnishings, as well as electricity and water supply are the exhibitors' responsibility. * A basic booth fitting package is available at an additional charge.</small>
<b>Raw space B</b>	<b>¥252,000</b> per booth	<b>1 booth = 6.3 m<sup>2</sup></b> (W3m x D2.1m)	

\*Package booth B is subject to limited availability.

\*Applicants limiting their application to one booth can only apply for one of the above packages.

\*Raw space is available at multiples of 9m<sup>2</sup> (W3m x D3m) or 6.3m<sup>2</sup> (W3m x D2.1m)\*\*6.3m<sup>2</sup> of booth size is not available for MOVEMENT zone.

### ▼ Supporting programme zones – FOODIST / NEXT / TALENTS –

	FOODIST	NEXT	TALENTS
Maximum number of entries	18	24	4
Exhibits	- Food or drink *Kitchen items are not accepted	- Exhibits must already be commercialized in the market.	- Prototypes or pieces of art which are not yet commercialized in the market.
Conditions for applicants	- Suitable applicants include young companies, sole proprietors, designers or creators of a new brand.	- Suitable applicants include young companies, sole proprietors, designers or creators of a new brand. - Applicants should not have exhibited at the zone at 5 or more previous editions	- Suitable applicants include individual designers or members of design groups under the age of 35.
Booth size	<b>1 booth = 4.5m<sup>2</sup></b> (W3m x D1.5m x H2.7m)		<b>1 booth = 9m<sup>2</sup></b> (W3m x D3m x H2.7m)
Fees (tax excluded)	<b>¥165,000</b>	<b>¥200,000</b>	<b>¥100,000</b>
Fee includes:	<b>- Raw space</b> <b>- Basic booth fittings</b> Floor carpet, wooden wall panels (H2.7m)**1 / booth number and exhibitor name (printed) / LED spotlights (10W) x 2 / socket outlet (100V/1kW) x 1 / electric wiring & electricity**2 <small>*1 Wooden panel colour can be selected from several choices for booths of FOODIST and NEXT. *2 In case of excessive electricity use, extra fees will be charged.</small>		

## Schedule

**Application deadline**  
29 January 2021

#### Application materials for submission:

1. Application form
2. Product information
3. Booth presentation plan
4. Company profile (for first-time exhibitors only)

The application form is available on the official website. Applicants for a booth at the supporting programme zones (FOODIST/NEXT/TALENTS), please contact the organiser for information about necessary application documents.

Exhibitor manuals will be sent by e-mail and further preparations will commence.  
**February 2021**

**Zone assignment**  
End of February

**Booth location assignment**  
End of March

**Move-in**  
17-18 May

**Interior Lifestyle Tokyo**  
19-21 May



# Show facts 2019

\*2020 edition has cancelled.

**Title** Interior Lifestyle Tokyo  
**Date** 17 – 19 July 2019  
**Venue** Tokyo Big Sight,  
 West hall 1,2,3,4 + Atrium

**Exhibitors** 770 from 26 countries and regions (Japan 609, overseas 161)  
**Visitors** 21,597 from 33 countries and regions (Japan 21,047, overseas 550)

## 2019 buyer profile

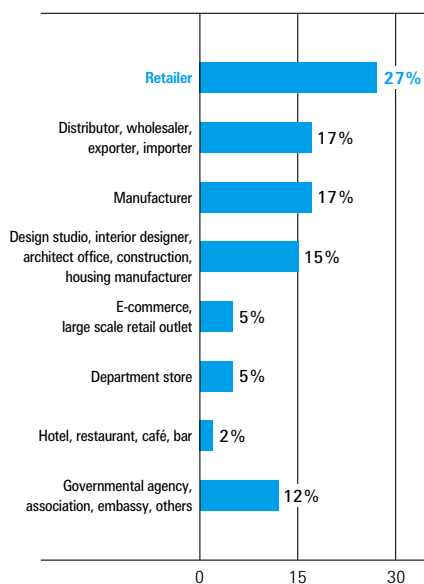
\*Source: organiser visitor survey

Department stores	Volume sellers	Contract business	Fashion houses	Interior design retailers	Others
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	

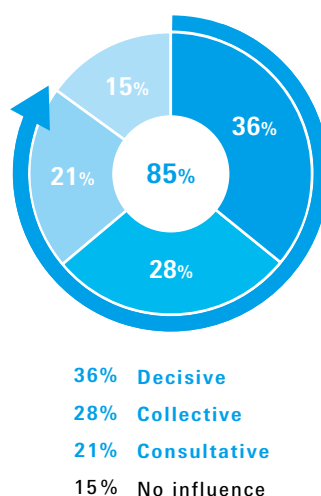
## Visitor data

\*Source: organiser visitor survey

### Business categories

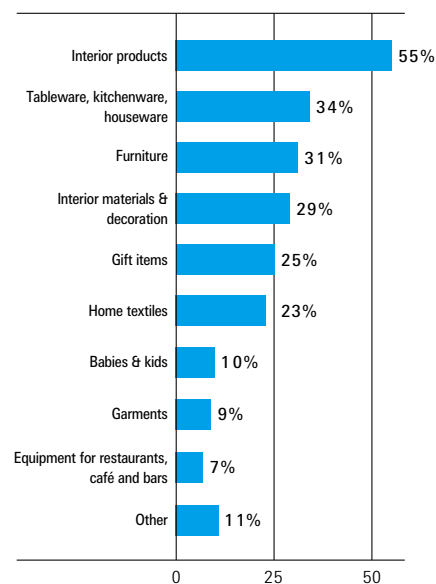


### Influence on purchasing / procurement decisions



### Product categories of interest

\*The total exceeds 100 due to multiple responses per respondent.



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