

# Press Release

## Première Vision (PV) – JFWO Promotion Report

### Overview

- **Dates:** September 16–18, 2025
- **Venue:** Paris Nord Villepinte, Halls 5 & 6
- **Exhibitors:** 1,077 companies from 250 countries (approx. 12% first-time exhibitors; from Japan: 19 companies at PV Fabrics, 1 company at JFW booth, 1 at PV Yarns, 2 at PV Accessories, 3 at Smart Creation)
- **Sectors:** Yarns & fibers, fabrics, leather, textile design, accessories & components, garment manufacturing (6 sectors in total)

### 1. JFWO Promotion Booth ( Booth No. 6J104 )

As part of strengthening its global outreach, the Japan Fashion Week Organization (JFWO) entered into a partnership with Première Vision (PV) this year. This collaboration includes a PV promotion booth at JFWO's domestic textile fair *Tokyo Textile Scope (TTS)* and the JFWO promotion booth at PV Paris, creating a platform for mutual business development.

At the JFWO booth, alongside promoting both its Collection and Textile projects, Japanese sake and matcha were served, offering visitors a welcoming communication space. The booth attracted attention with highlights from *Rakuten Fashion Week TOKYO 2026 S/S*, and drew interest from buyers and exhibitors keen on the Tokyo Textile Scope fair.



### 2. Collection Project: Showcasing JFW NEXT BRAND AWARD 2026 Winner *mukcyen* by Designer Yuka Kimura

During the fair, JFWO selected and visited over ten Japanese and international exhibitors, gathering material information and facilitating sourcing business matching. Focus areas included sustainable textiles, newly developed fabrics, wellness-enhancing materials, and knitwear fabrics—exploring possibilities for *mukcyen*'s upcoming collections.

Designer Yuka Kimura shared her impressions:

“I strongly felt that the global fashion industry is decisively shifting toward sustainable materials, with environmental certifications becoming a key factor in trust and transactions.”

She also emphasized how encounters with lightweight, comfortable, and innovative fabrics provided new design inspiration, while interactions highlighted varying market needs across countries and cultures. The booth further enhanced *mukcyen* brand recognition, showcasing the strengths of Japan and Asia to a global audience.



([Video comment by Yuka Kimura](#) available on JFWO Textile Project's official Instagram.)

### 3. Textile Project: Japanese Denim Showcased Through VR Experience and Exhibit

The booth also featured a map of Japan highlighting diverse textile production regions, from traditional to cutting-edge innovation. Many visitors photographed the map, showing strong interest in Japan's regional material strengths.

With “Japanese Denim” as the central theme, around 100 buyers and modelists experienced a VR tour of denim production sites. Visitors then compared the featured fabrics on display, touching the textures and examining their unique qualities. Many also requested further technical details, underscoring strong international interest in Japanese craftsmanship.



([Visitor comment video](#) available on JFWO Textile Project's official Instagram.)