

The Japan Observatory at Milano Unica 2027SS

The 42nd Milano Unica

- Show period: Jan. 20 – 22, 2026 (Tue. – Thu.)
- Venue: Rho Fieramilano (Hall 8, 12, 16, 20)
- Organiser: Milano Unica Secretariat



The 24th edition: The Japan Observatory at MU 2027SS

- Venue: Rho Fieramilano
- No. of exhibitors: 53 companies (The actual no. of companies without duplicates)
(Toray Industries, Inc.: 2 departments; Komatsu Matere Co., Ltd.: group participation, plus a solo participation outside the JOB area.)
No. of entries: JOB: 41 companies, JOB NEXT by JETRO:10 companies, Outside JOB: 4 companies
- JOB area : 828 m² (JOB: 666 m² / JOB NEXT by JETRO: 90 m² / Trend & Index Corner: 72 m²)
- Outside JOB area: 288 m²
- Total surface area of JOB: 1,116 m²
- Organisers:
Japan Fashion Week Organization (JFWO) / Japan External Trade Organization (JETRO)
- Support :
Ministry of Economy, Trade and Industry (METI) / Japan Textile Federation (JTF)

The 41st Milano Unica (MU), a world-renowned textile fair held in July, saw a significant increase in international visitors, with numbers up 10% compared to the same period in 2024, further enhancing its value as a global platform for the textile and fashion industries. The next Milano Unica will take place over three days from January 20 at Rho Fiera Milano in Milan, Italy, just before the Milano Cortina 2026 Winter Olympics.

From Japan, The Japan Observatory (JOB) at Milano Unica 2027SS, organised by the Japan Fashion Week Organization (JFWO) and JETRO (Japan External Trade Organization), will participate in the fair. Amid the ongoing

ultra-weak yen environment, more companies are focusing on exports. This edition of JOB will feature a total of 53 companies, including 6 new exhibitors. In the highlighted trend corner, a virtual reality experience, featuring "Focus on Textile Regions" will allow visitors to explore and experience Japanese production regions firsthand.

In the JOB area, we will create a vibrant environment for business matching, offering special services to express our gratitude to visiting buyers and exhibitors alike.

Focus on Textile Regions: " Bishu Wool " VR (Virtual Reality) Experience of Japanese Textile Production Regions

Japan's unparalleled textile quality is rooted in the formation of regional production areas, each of which has inherited and developed its own traditions and strengths. Building on this, "Focus on Textile Regions" is a project that promotes the unique appeal of these areas to the world. The second edition spotlights Japan's globally acclaimed "Bishu Wool." This feature includes a virtual reality experience that allows visitors to explore the production processes of wool in the Bishu region, where artisan skills are essential. In addition to impressive factory footage captured by drones, young and veteran textile designers representing Bishu share their personal insights and passion for craftsmanship, offering a comprehensive view of the region's creative and technical excellence.



JAPAN Trend & Index Corner

The trend concept for 2027SS is "Temporal Space." In an era increasingly defined by diversity, mutual understanding, and coexistence, it is becoming ever more important to navigate the spaces between things with care and consideration. Now is the time to cultivate this sense of balance.

The theme of the layout design for this edition is "Ma" — the Japanese concept of interval or gap. It explores the 'space' between spaces, the pauses between moments and sounds, and the subtle atmospheres, flows of air, and passage of time that inhabit these intervals, creating an immersive sensory and spatial experience.

◆ 2027SS Trend Overview : < Temporal Space >

Time moves with fierce intensity. In a world shrouded by dark clouds and in such complexity, what lies ahead, and where are we heading? In the midst of such uncertainty, perhaps what we need is 'ma'—a pause in time, a fleeting interval, a space between people. We are shifting into an era rich in freedom and diversity, where individuality and even human vulnerability are acknowledged and embraced. Now is the moment to cultivate that space, where each person can share and resonate with one another. What we hope to nurture is the ability to coexist with others, sharing both joy and sorrow, and carrying compassion as we move forward together.

◆ Overall colour trends:

A palette infused with nostalgia and drama, harmonising with nature and awakening a gentle sense of poetry. Hues that radiate transparency and aesthetic sensitivity – beautiful, mellow, and touched with a hint of kitsch charm.

◆ 2027 Spring/Summer (4 themes) :

- ◇ Poetist - 詩情派 -
- ◇ Voyager (Traveller) - 旅人 (異邦人) -
- ◇ My Dear Machine - 愛しのマシーン -
- ◇ *Garage Vintage* - ガレージヴィンテージ -

POETIST - 詩情派



VOYAGER (Traveller) - 旅人 (異邦人)



MY DEAR MACHINE - 愛しのマシン



GARAGE VINTAGE - ガレージヴィンテージ



● Exhibitor List ★ New exhibitors

The JOB at Milano Unica 2027SS

Booth No.	Company Name	PR/Product Characteristics
12.JOB D01/D03	A-GIRL'S CO., LTD.	Excellence in Design High Standards in Selecting Top quality material Technological strength and Innovation
12.JOB B08	BELL TEX CO., LTD.	We developed casual materials focused on cotton and original high-end materials made of silk-wool. A variety of colors.
12.JOB E06	CHIKUMA & CO., LTD.	We are specialized in outer wear fabrics with the various sustainable selections for men and ladies.
12.JOB E05	CHUGOKU BOSHOKU CO., LTD. ★	Made-in-Japan denim selvedge, piece-dyed cotton, linen, blends, sustainable materials, indigo discharged Bassen printed .
12.JOB E02	DAICHO CO., LTD.	Natural fabrics that reveal the pure character of linen, cotton, and wool through refined Japanese craftsmanship.
12.JOB B07	DEUX MILLE CINQ CO., LTD.	In-house produced circular knitted fabrics in wool, cotton, viscose, triacetate, nylon and polyester. Our fabrics combine the attractive properties of woven fabrics, such as their tailored look, with the comfort of circular knitting.
12.JOB B06	FUJISAKI TEXTILE CO., LTD.	We have wide-ranging products from suppliers all over Japan, and provide fabrics meeting demand by the customers.
12.JOB A01/A03/A05	FUKUI TATEAMI CO., LTD.	We offer innovative warp knitted stretch fabrics providing 3D texture and excellent breathability.
12.JOB D05	HOKKOH CO., LTD.	Printed/uniquely dyed fabrics, organic fabrics and suitable items for menswear.
12.JOB E08	JAPAN BLUE CO., LTD.	Our specialty is reproduction-style of selvedge denim developed through the analysis of vintage jeans.
12.JOB A01/A03/A05	KAJIRENE INC. -KAJIF	KAJIF is a fabric brand that consistently impresses our customers. It is lightweight, functional, and expressive. The paper fabric brand PPX is lightweight, supple, and smooth to the touch, utilizing the unique functionality of washi.

12.JOB B05	KANEMASA KNITTING CO., LTD.	Kanemasa quality is produced by high gauge computer knitting machine 36G-46G. Launching high gauge wool for shirts/suits.
12.JOB A01/A03/A05	KOMATSU MATERE CO., LTD.	Komatsu original synthetic woven & knitted fabrics for garment dye.
12.JOB E04	KUWAMURA CO., LTD.	Each division demonstrates foresight and originality, offering stock sales tailored for shirts and outerwear.
12.JOB F05	KYOCERA Document Solutions Inc.	FOREARTH is an innovative textile printer with a water free concept which embraces various textiles and designs.
12.JOB A01/A03/A05	MARUI ORIMONO CO., LTD.	We develop high-precision synthetic fiber textiles that replicate the look and touch of traditional natural fabrics while maintaining excellent durability, stretch, and easy-care performance.
12.JOB F06	MARUSHIN & CO.,LTD.	Brilliant trims like ribbons, cords for garment accessories, and various sustainable materials that are also enjoyable.
12.JOB E02	MASHI SHOKAI CO., LTD.	We are convinced that we lead the way in Japan when it comes to wide-ranging products and quality of 100% linen and linen-blends.
12.JOB C06	MEIRIN SENI CO., LTD.	We makes fabrics from recycled fibers, such as acetate, viscose, and cupro. Our products in Fukui, combining old traditions with new ideas.
12.JOB D05	MINAMI CO., LTD.	We specialize in original yarn-dyed, vintage remake and textured fabrics. Stock services are also available.
12.JOB B02/B04	MIYUKI KEORI CO., LTD.	We primarily offer our core product, wool Manard, in fine counts mainly above 1/90. In addition, we provide a wide range of fabrics—from woven to circular knits—made of 100% wool, wool/cupro blends, silk, and other compositions.
12.JOB A01/A03/A05	MUTSUMI TEXTILES CO., LTD.	Specializing in the circular-knit field, Mutsumi Textile manufactures and sells jersey materials for men's and women's wear, sportswear, and technical materials.
12.JOB B02/B04	NAKADEN KEORI CO., LTD.	A top manufacturer of wool and synthetic woven and knitted fabrics. Ability to create fabrics for wide-ranging sales channels.
12.JOB F01/F03	NISHIJIN TEXTILES ★	We create the new traditional textiles woven with world-class skill with intricate and luxurious designs.

12.JOB E07	OHARAYASENI CO., LTD.	We plan and sell unique fabrics with Japan's distinctive dyeing and processing techniques, all while maintaining them in stock.
12.JOB F04	SAKAE LACE CO., LTD.	Experience the luxury of Leavers lace made with Japan quality.
12.JOB B02/B04	SASAKI SELLM CO., LTD.	It expresses a newly created tradition entitled "Bishu Heritage"
12.JOB E05	SHINOHARA TEXTILE CO., LTD.	We are a textile weaver established in 1907. We offer special denim materials that incorporate traditional Japanese techniques.
12.JOB F02	SOJITZ FASHION CO., LTD. - VANCET	Stock service more than 1,000 original fabrics mostly made in Japan. All stocked in our own warehouse.
12.JOB D02	SPIBER INC.	Spiber is a bio-venture company, one of the few globally, that develops and produces the innovative new material "Brewed Protein™ fibre.
12.JOB A07	SUNCORONA ODA CO., LTD.	We offer a wide range of elegant fashion and dress materials made from synthetic fibres processed with our in-house filament splitting machines. Our main products, including organza, come in a variety of colours.
12.JOB C08	SUNWELL CO., LTD.	Various trend fabrics with Japanese craftsmanship are supplied from our stock service.
12.JOB F08	TAKIHYO CO., LTD.	Bradford system representing skilled craftsmanship of the 18th century.
12.JOB C01/C03	TAKISADA-NAGOYA CO., LTD.	"Weaving the future", from a single thread, idea and textile.
12.JOB F01/F03	TANGO OPEN	1,300 years of silk expertise: Tango's extraordinary weaving tradition continues to inspire, preserving the timeless elegance of cultural heritage.
12.JOB D07	TOKI SEN-I CO., LTD.	Combining our originally developed yarn with proper type of knitting and dyeing, we produce unique fabrics made in Japan.
12.JOB A02	TORAY INDUSTRIES, INC.	Toray Technology×Japan craftsmanship×Today's essential
12.JOB A06	TORAY INDUSTRIES, INC. Ultrasuede Dept.	To enrich society through empowered creativity and materials' evolution.

12.JOB A04	TORAY INTERNATIONAL, INC.	Please come check our ①Functional fabrics made from nylon and polyester ②Denim developed from original yarn technology.
12.JOB B02/B04	TUNEKAWA-ORIMONO CO., LTD. ★	Founded in 1927 in Bishu, Japan, Tsunekawa Textiles crafts high-quality linen, cotton, wool and T/R fabrics.
12.JOB E01/E03	UNI TEXTILE CO., LTD.	Please check our wide range of lightweight fabrics, a strength of our company, developed to confront the extreme heat.

The JOB Next by JETRO at Milano Unica 2027SS

Booth No.	Company Name	PR/Product Characteristics
12.JOB D08	CHAMBRAY CO., LTD.	Comfortable, timeless, and indispensable fabric for making clothes.
12.JOB D08	COSMO TEXTILE CO., LTD.	High-twist cotton and sustainable materials crafted in Japan for refined, premium textiles.
12.JOB D06	CURELABO CO., LTD.	Yarn made from discarded bagasse is lightweight, quick dry, and has excellent antibacterial and deodorizing properties.
12.JOB C07	KONSHO FABRICS CO., LTD. -YONEZAWA	Yonezawa is a historic textile-producing region. We would like you to know about Yonezawa.
12.JOB C05	MITSUMASA TEXTILE CO., LTD. - MAYFIS	We can offer our fine count, high quality shirt fabrics and we can also supply unique fabrics for jacket and pants which are products made on old weaving looms.
12.JOB D04	NIHON SANMO DYEING CO., LTD.	Silk and silk blends that retain texture and luster after washing, eco-friendly with no dry cleaning needed.
12.JOB C05	SEIWA DAIICHI SANGYO CO., LTD. ★	Mainly cotton, ranging from fine to thick yarns, prioritising quality rather than efficiency, and incorporating traditional elements from kimono.
12.JOB D04	TOYOTASHIGYO CO., LTD. ★	Unique fabric achieved through gas-singeing processing with tailored heat application and original twisted yarns.
12.JOB D06	UEYAMA TEXTILE INC. - Shuttle Notes	We have our own factory in Banshu, a traditional fabric production area in Japan, and stock mainly yarn-dyed fabrics.
12.JOB C07	YUMETEX CO., LTD.	Manufacturing fabrics from yarns using distinctive processing techniques from regions across Japan.

Outside The JOB at Milano Unica 2027SS

Booth No.	Company Name:
12.A38/A40/A42	DEBS CORPORATION
12.G34/G36/G38	KOMATSU MATERE CO., LTD.
12.C04/C06/C08	SOALON CORPORATION ★
16.E03/E05/E07	STYLEM TAKISADA-OSAKA CO., LTD.

Introducing New Exhibitors

● CHUGOKU BOSHOKU CO., LTD. / Presenting an Indigo Piece-Dyeing Machine

CHUGOKU BOSHOKU CO., LTD. regards Milano Unica (MU) as “a platform where top maisons from across Europe converge. It is a highly influential market at the forefront of trends.” The company’s first participation at MU stems from its desire to connect with the global textile and fashion industry and showcase its unique technological fabrics.

At this edition, the company will present its own developed indigo piece-dyeing machine, which enables large-scale indigo fabric dyeing with excellent colour uniformity and speed. In addition, a series of indigo discharge-processed fabrics will be exhibited, along with fabrics produced using the bassen method.

CHUGOKU BOSHOKU possesses extensive expertise and production facilities for denim fabrics. Moreover, in collaboration with its group company, Sanyo Senko, it has established unique expression techniques, creating textiles that pursue a distinctively Japanese aesthetic.



● SEIWA DAIICHI SANGYO CO., LTD. / Techniques from the Enshu Region

SEIWA DAIICHI SANGYO CO., LTD. explains that its first participation at Milano Unica (MU) aims *not only to expand overseas sales channels amid a shrinking domestic market, but also to contribute to the revival of the Enshu textile region through the development and sale of its products*. The company recognises that there is an increasing demand for sustainable materials and transparency, and considers the European market particularly attractive amid the weak yen.

At this edition, the company will showcase:

- High-Twist Chino woven on a Shuttle Loom – a carefully woven material using 60/3 high-twist yarns in the warp, produced on a shuttle loom.

- Sashiko Dobby Fabric – fabrics with textured surfaces that provide unique visual and tactile appeal, delivering a gentle and refined touch.

In addition to these items, they will also showcase high-density satin fabric, made from premium-quality fine 100/1 yarns, treated with a special finishing process to enhance its glossy and firm texture, then softly crumpled for a distinctive touch.

● TUNEKAWA-ORIMONO CO., LTD. / Linen and Ramie

TUNEKAWA-ORIMONO CO., LTD. believes that *the Western market will increasingly shift from mass consumption to value-based consumption*. In particular, the company observes that in Europe, environmental certification and traceability are closely linked to brand value, and natural fibres such as linen and ramie are being re-evaluated. Commenting on Milano Unica (MU), they note that *“the exhibition provides a valuable platform for dialogue and sharing the direction of the next era.”*

The company will showcase the following products:

- TEMA: a next-generation linen fabric enhanced with *comfort stretch*, offering pleasant elasticity.
- SOMA: a high-performance ramie series maximising coolness, body, and quick-drying properties, delivering a clear and dry texture.
- LUNACEL: a high-level hybrid material combining cellulose-based regenerated fibres with collagen, achieving a balanced combination of softness, drape, gloss, and breathability.



● NISHIJIN TEXTILES / Showcasing Nishijin Weaving Techniques

NISHIJIN TEXTILES is exhibiting to introduce the traditional Japanese craft of Nishijin weaving to the world. The company regards Europe as *“the world’s most prestigious market, receptive to high-end Japanese textiles”*. Commenting on Milano Unica (MU), they add that *“the gathering of buyers from around the world is also a major attraction.”*

Among its various collections, NISHIJIN TEXTILES will present:

- Woven fabrics woven under a licensing agreement with the Mucha Foundation, meticulously expressing the Art Nouveau masterpieces of Alphonse Mucha.

- Fabrics blending tradition and modernity, such as the lustrous “Tsuru” (crane) motif rendered in elegant, traditional Japanese patterns.
- Textiles finished with a luxurious use of glossy black foil on a black base.
- Fabrics woven with advanced Nishijin techniques, handed down for over a century, achieving precise textures even in slight surface reliefs, creating depth and rich expression.

Through these works, NISHIJIN TEXTILES aims to convey the sophistication, heritage, and artistry of Japanese textile culture to global buyers.



● TOYOTASHIGYO CO., LTD. / Distinctive Yarn Processing

Making its first appearance at Milano Unica (MU), TOYOTASHIGYO CO., LTD. performs four types of yarn processing in-house on the raw materials. This enables approaches that depart from conventional methods and allows for fine adjustments during the production process, which is a hallmark of the company’s expertise. The company will showcase:

- Fabrics made from ultra-fine cotton yarns (200/2), rarely seen on the market, processed to increase both yarn density and fabric density, resulting in a silky texture with exceptional fineness and suppleness.
- Fabrics using 100% ramie, treated to tighten the yarns, producing a pleasant hand feel and a slightly sheer texture. Regular dyeing in soft, nostalgic colours enhances the refined appearance.
- Fabrics made from standard mid-weight cotton yarns, processed with the company’s unique techniques to create a three-dimensional, voluminous texture, achieving a hand feel reminiscent of synthetic fibres while providing a substantial and reassuring weight when worn.

[Contact for inquiries]

Japan Fashion Week Organization (JFWO) / Textile Division

mu@japancreation.com

<https://www.jfwtextile.com>