

## JFWO at Première Vision Paris 2027 Spring/Summer Showcasing Japanese Textiles, Craftsmanship, and Next-Generation Creators

At Première Vision Paris 2027 Spring/Summer, the Japan Fashion Week Organization (JFWO) will present a booth designed as a platform for visibility, experience, and creation, dedicated to Japanese textiles and next-generation designers.

- Show date: February 3-5, 2026 (Tue. - Thu.)
- Venue: Paris Nord Villepinte
- Booth: Hall 6 6L29



### Japan Exhibitors Collection — Enhancing the visibility of Japanese exhibitors

The Japan Exhibitors Collection offers a curated overview of Japanese textile companies exhibiting at the show, making them easier to identify for international buyers, designers, and industry professionals.

This initiative aims to strengthen the global visibility of Japanese textile companies, while highlighting the diversity of production regions, technical expertise, and industrial specialities across Japan.

### VR Experience — Focus on Japanese Wool from Bishu

JFWO will present an immersive virtual reality experience dedicated to Japanese wool, with a special focus on the Bishu region, internationally renowned for its wool industry.

Following the previous VR experience unveiled at the February edition of *Première Vision Paris*, which highlighted Japanese denim, this new content continues JFWO's exploration of Japan's textile regions through immersive storytelling.

Through rare and exclusive footage captured inside local factories and production sites, visitors will be able to explore the manufacturing processes of Japanese wool and gain an in-depth understanding of Bishu's industrial heritage, craftsmanship, and innovation.

► Discover feedback from visitors who experienced the previous VR content:

[https://www.instagram.com/reel/DOxnnWDa1C/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DOxnnWDa1C/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

## JFW NEW CREATOR AWARD (NCA) — Material-driven award winning collections

As part of its commitment to nurturing the next generation of talent in the textile and fashion industries, JFWO has launched a new competition: the JFW NEW CREATOR AWARD (NCA).

Based on the concept "*Fabric in Pursuit of Desired Form*", this is a mission-driven competition in which participants are challenged to develop a design story starting from a designated theme material.

For this edition, the competition adopts a material-driven approach, focusing on denim and wool.

Out of 1,309 applications, 15 selected works that passed both the first and second selection rounds were presented at Tokyo Textile Scope 2026 Autumn/Winter. Among them, the Grand Prize, Excellence Award, and Special Award winners are showcased at the JFWO booth at *Première Vision Paris*.

The Grand Prize-winning designer is also invited by *Première Vision Paris*, offering a unique opportunity to experience the professional fashion market firsthand and engage directly with the global textile and fashion industry.

Contact for inquiries:  
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