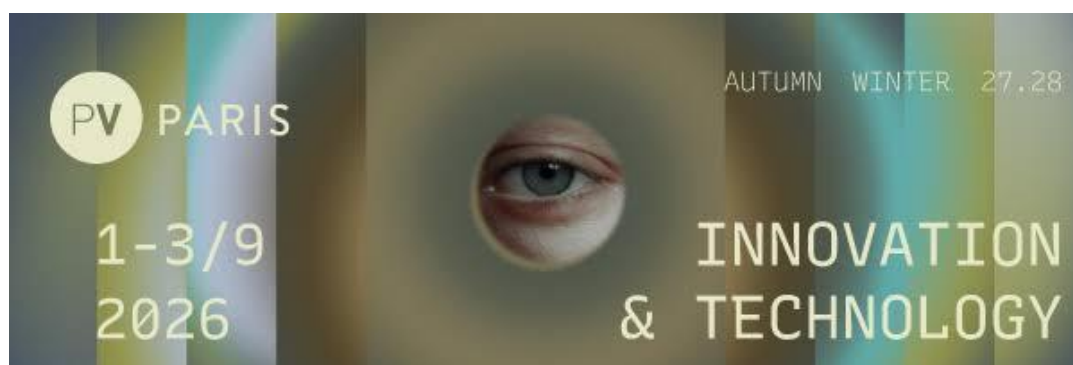


Japan Fashion Week Organization Textile Division Participation Overview – Première Vision Paris Autumn Winter 27.28

- **Exhibition:** Première Vision Paris Autumn Winter 27.28
- **Dates:** September 1–3, 2026
- **Organizer:** Première Vision SA
- **Venue:** Paris Nord Villepinte, France
- **Booth Location:** Hall 2, Booth N.2S71



JFWO Promotion Booth: Connecting Japanese Textiles, Regional Craftsmanship, and Fashion Creativity to the World.

The Japan Fashion Week Organization (JFWO) Textile Division will present the JFWO Promotion Booth at Première Vision Paris Autumn Winter 27.28.

Now in its third edition, the JFWO Promotion Booth serves as a platform to showcase the value of Japan's textile industry to an international audience. Through this initiative, JFWO aims to connect Japanese textiles, regional production areas, and creative excellence with buyers, designers, and brands from around the world.

Under the theme:

"How Japanese textile innovation, regional craftsmanship, and fashion creativity connect together."

The booth will introduce the richness of Japanese textile manufacturing through a combination of exhibitions and immersive experiences. By allowing visitors to discover, learn about, and engage directly with Japanese textiles, the initiative seeks to create new business opportunities and meaningful industry connections.

Content: Japan Exhibitors Collection Index

The Japan Exhibitors Collection Index provides an overview of Japanese textile exhibitors participating in Première Vision Paris.

Visitors will be able to explore the distinctive characteristics of Japanese textile materials and discover exhibitors whose expertise aligns with their sourcing needs. The Index serves as a gateway to new encounters and business opportunities within Japan's textile industry.



Content: Focus on Textile Regions "Wakayama Knit VR Experience"

Building upon the successful exhibition of the Bishu region in the previous edition, this season's regional spotlight will feature Wakayama Knit.

Wakayama Prefecture is one of Japan's leading knitwear production regions, with a long history and highly specialized manufacturing expertise. Through an immersive VR experience filmed on-site, visitors will gain a unique perspective on local production environments and craftsmanship, offering an in-depth understanding of the people and processes behind Japanese knitwear.

The Wakayama Knit VR Experience was first presented at Tokyo Textile Scope (TTS) 2027SS, then exhibited at Milano Unica 2027AW, and subsequently at Première Vision Paris AutumnWinter 27.28. Available in Japanese, English, Italian, and French, the content continues to introduce Wakayama's knitwear expertise to a global audience.

Content: Wakayama Knit Touch Bar

In conjunction with the VR experience, JFWO will present the Wakayama Knit Touch Bar.

Visitors will have the opportunity to touch and compare a wide variety of knit materials produced in Wakayama, ranging from ultra-fine gauges to heavyweight constructions. By experiencing the textures, structures, and unique characteristics firsthand, visitors can gain a deeper appreciation of Japan's advanced knitting technologies.

The Touch Bar will also serve as a platform for business discussions, enabling interested visitors to connect directly with exhibiting companies participating in Première Vision.



Bringing Japanese Craftsmanship to the World

Japan is home to world-class textile technologies, regionally rooted craftsmanship, and a culture of creativity that continues to inspire the global fashion industry.

Through initiatives such as the JFWO Promotion Booth, JFWO remains committed to creating opportunities for international exchange and business development while promoting the value and future potential of Japanese textiles worldwide.

For press inquiries:

Japan Fashion Week Organization (JFWO)

Textile Division

tominaga@ifw.jp / Mayu Tominaga