

The Japan Observatory at Milano Unica 2027AW

The 43rd Milano Unica

- Show period: July 7 – 9, 2026 (Tue. – Thu.)
- Venue: Rho Fieramilano (Hall 1, 3, 5, 7)
- Organiser: Milano Unica Secretariat



The 25th edition: The Japan Observatory at MU 2027AW

- Venue: Rho Fieramilano
- No. of companies: 45 (JOB: 35 companies, JOB NEXT by JETRO: 6 companies, Outside JOB: 4 companies)
- JOB area : 744 m² (JOB: 600 m² / JOB NEXT by JETRO: 54 m² / Trend & Index Corner: 90 m²)
- Outside JOB area: 312 m²
- Total surface area of JOB: 1,056 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 42nd edition of the globally renowned textile trade fair “Milano Unica (MU),” held in January, recorded a significant increase in both exhibitors and visitors, steadily reinforcing its position as an international leader in the fields of high-end textiles and accessories. The next edition of Milano Unica will be held for three days from July 7 at Fiera Milano Rho in Milan, Italy.

“The Japan Observatory (JOB) at Milano Unica 2027AW,” organised by the Japan Fashion Week Organization (JFWO) and the Japan External Trade Organization (JETRO), will participate in the exhibition representing Japan. Amid the continuing ultra-weak yen environment, an increasing number of companies are strengthening their export activities, and the exhibition space for JOB has once again reached a record high for an Autumn/Winter edition, following last year’s expansion. This edition of JOB will feature a total of 45 participating companies, including seven new exhibitors. In the Japan Trend Corner, following the previous edition, a “Focus on Textile Regions” virtual reality experience area will again be presented, allowing visitors to virtually explore and experience Japanese textile production regions.

**Focus on Textile Regions < Wakayama Knit >
Experience Unreplicable Craftsmanship through VR (Virtual Reality)**

The unique and unparalleled quality of Japanese textiles is rooted in the formation of textile production regions across the country, each of which has independently inherited and developed its own distinctive characteristics by making full use of local strengths and regional identities. "Focus on Textile Regions" is a project that highlights the appeal of these Japanese textile production regions and promotes them to the world.



<Photo: VR experience (Jan. 2026)>

The first edition focused on Japan's globally renowned denim, while the second spotlighted wool from the Bishu region. This time, the project introduces the knit production region of Wakayama.

The origins of modern Wakayama knit date back to the early 1900s, when just five Swiss circular knitting machines were introduced. During the Second World War, these old machines survived air raids and remained in operation, allowing traditional and modern technologies to coexist. This unique history enabled Wakayama to develop into one of the world's leading knit production regions. Manufacturing in "Wakayama Knit," continuously evolving in line with changing times and market demands, is attracting growing attention from global luxury brands. For this project, in addition to capturing stunning aerial views of the production region with drones and dynamic footage of factory operations, creators and artisans speak about their individual passion and commitment to craftsmanship directly from the production sites themselves.



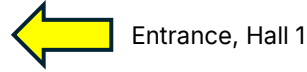
Photos: Wakayama Knit Production Facilities

JAPAN Trend & Index Corner

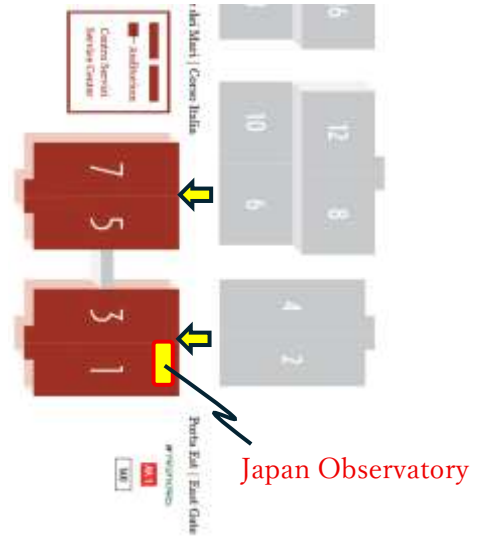
Trend Concept for 2027AW : 'In the Act of Questioning'

A time of upheaval. As we move across boundaries, we cannot help but keep our eyes on the present and sense something within it. We try to understand what we cannot fully grasp, and to learn what we do not yet know. The theme of this spatial design plan is "Discovery." The space is designed to evoke the possibilities that lie beyond questioning, and to guide visitors toward what may exist beyond those possibilities.

● Floor map (Hall 1)



JOB B02/04/06 BISHU WOOL COLLECTION MIYUKI KEORI NAKATAKA KEORI SASAKI SELLM SUZUKEN WOOLEN MILLS	JOB A02 TOKISEN-I JOB B03 (JOB Next) UEYAMA TEXTILE MITSUMASA TEXTILE	JOB Trend & Index
JOB B08/10 TAKISADA-NAGOYA	JOB A06 SPIBER	
JOB B12 JAPAN BLUE	JOB B07 CHAMBRAY COSMO TEXTILE JOB A10 FUJISAKI TEXTILE	JOB A07/09 A-GIRL'S- WAKAYAMA KMT
	JOB B11 CHIKUMA	JOB A11 (JOB Next) MARUWA KMIT KONSHO-YONEZAWA



JOB B14/16 UNI TEXTILE	JOB B13 SUNWELL	JOB A13 TORAY INDUSTRIES
JOB B18 KONDO COTTON SPINNING	JOB A16 SOJITZ- VANCET	JOB A15 TORAY INTERNATIONAL
JOB B20 DAISHO TX	JOB B17 KUWAMURA	JOB A17 TORAY INDUSTRIES Ultrasonic Dept.
JOB B22 TAKIHYO	JOB A20 TEIJIN FRONTIER	JOB A19/21 ISHIKAWA FABRICS COLLECTIVE KAJIRENE MAEDA MARUJIRI MONO MUTSUMI TEXTILES
JOB B24 (JOB Next) IRIS SUN FASTENING SYSTEMS	JOB B21 HIRONEN	JOB A23 HOKKOH with MINAMI HOKKOH MINAMI
	JOB A24 HATAOKA ANTS	JOB A25 KAWAGOSHI MASA- SHIRO TEXTILE
	JOB B25 MARUSHIN	

MU hall plan

Hall 1: Shirt Avenue / Ideabiella /

Japan Observatory

Hall 3: Sustainability Trends Project /

Moda In Accessories / Innovation

Area / MarediModa / MU Info&Style /

MU Trade Press / Startup

Textile Connection / MU Vintage /

Korea Observatory / MU Press

Hall 5: Moda In Fabrics

(Tecno, Lace & Embroidery, and Silky
Print sections)

Hall 7: Moda In Fabrics

(Knit and Cotton & Woolly sections)

● Exhibitor List

The JOB at Milano Unica 2027AW

< 35 companies including 5 new exhibitors ★ >

A-GIRL'S CO., LTD. / ANTS JAPAN CO., LTD.★ / CHAMBRAY CO., LTD. / CHIKUMA & CO., LTD. / COSMO TEXTILE CO., LTD. / DAISHO TX CO., LTD.★ / FUJISAKI TEXTILE CO., LTD. / HATAOKA COMPANY - ASUWA KOGYOSHO COMPANY / HIRONEN CO., LTD.★ / HOKKOH CO., LTD. / JAPAN BLUE CO.,LTD.- COLLECT / KAJIRENE INC. / KAWAGOSHIMASA CO., LTD. / KONDO COTTON SPINNING CO., LTD. / KUWAMURA CO., LTD. / MAEDA CO., LTD. / MARUI ORIMONO CO., LTD. / MARUSHIN & CO., LTD. / MINAMI CO., LTD. / MIYUKIKEORI CO., LTD. / MUTSUMI TEXTILES CO., LTD. / NAKADEN KEORI CO., LTD. / NAKATAKA KEORI CO., LTD.★ / SASAKI SELLM CO., LTD. / SOJITZ FASHION CO., LTD. / SPIBER INC. / SUNWELL CO., LTD. / SUZUKEN WOOLEN MILLS CO., LTD.★ / TAKIHYO CO., LTD. / TAKISADA-NAGOYA CO., LTD. / TEIJIN FRONTIER CO.,LTD. / TOKI SEN-I CO., LTD. / TORAY INDUSTRIES, INC. / TORAY INDUSTRIES, INC. Ultrasuede Dept. / TORAY INTERNATIONAL, INC. / UNI TEXTILE CO., LTD.

The JOB Next by JETRO at Milano Unica 2027AW

< 6 companies including 1 new exhibitor ★ >

IRIS CO., LTD. / KONSHO FABRICS CO., LTD. / MARUWA KNIT CO., LTD. / MITSUMASA TEXTILE- MAYFIS / SUN FASTENING SYSTEMS CO., LTD. ★ / UEYAMA TEXTILE INC.

Outside The JOB at Milano Unica 2027AW

< 4 companies including 1 new exhibitor ★ >

Booth Nos.	Company name
5. J24/J26/J28	DEBS CORPORATION
5. H26/H28/H30	GSI CREOS CORPORATION ★New
5. C02/C04/C06	KOMATSU MATERE CO., LTD.
7. H23/H25/H27/H29	STYLEM TAKISADA-OSAKA CO., LTD.

Introducing New Exhibitors at JOB

● NAKATAKA KEORI CO., LTD. / Leveraging Strong Planning and Proposal Capabilities

NAKATAKA KEORI CO., LTD. presents **"Paint-like stripe wool Raschel,"** a 100% wool striped fabric knitted on a Raschel machine — a rare production background even within Japan. While the fabric features a rustic and casual appearance, it also retains the natural softness of wool. In addition, special finishing processes provide an elegant sheen and crisp texture. Another highlight, **"Lamb wool panel ripple border,"** uses top-dyed lamb wool material with a soft and lofty texture, creating a fabric characterised by substantial volume and rich depth of colour. Its ripple structure gives the jacquard fabric a distinctive textured surface.



The company will also showcase **"Cotton/Wool/Linen Fulled Tumbled."** By combining uneven cotton yarns with spun wool and linen yarns, and applying a tumbler finishing process, the fabric achieves a distinctive and expressive surface texture. Through its expertise in fancy materials and yarn-dyed textiles, the company demonstrates its strong capabilities in planning and proposal development.

● SUZUKEN WOOLEN MILLS CO., LTD. / Showcasing the Potential of Wool

SUZUKEN WOOLEN MILLS CO., LTD. is exhibiting with the aim of "communicating the potential of wool materials rooted in the Bishu production region to the European market." The company presents fabrics distinguished by lightness, fullness, and unique textural expression, achieved through the weaving and finishing techniques cultivated in the Bishu textile district.

One of the highlights, **"ADAWOOL,"** is a coined term combining "Advance" and "Wool." The fabric category was created from the concept of evolving classic wool materials into a contemporary form. Another featured series, **"APEXTILE,"** reinterprets classic wool fabrics through Bishu's advanced weaving and finishing techniques, giving them a modern character. Equally, the company proposes a **texture series inspired by Arimatsu Shibori**, creating distinctive unevenness, shadow effects, and three-dimensionality on wool surfaces. The result is a richly layered and expressive appearance with natural irregularity and depth.



● **DAISHO TX CO., LTD. / Showcasing Extensive Colour Stock Collections**

DAISHO TX CO., LTD. is engaged in the planning, development, and sales of fashion textiles, with a strong focus on originality and added value. At this edition of Milano Unica, the company will showcase its RWS-certified wool colour stock collection. The Responsible Wool Standard (RWS) is an international certification focused on animal welfare and sustainable land management. In addition, the company offers colour-stock materials in wool, cotton, cupro, nylon, and viscose, alongside embroidery and lace collections available from stock. One of the company's distinctive strengths lies in maintaining stock inventory of some of the world's highest-quality materials as a specialised colour-stock supplier.



The company states that its objective in exhibiting at Milano Unica is "to expand sales channels through exports to the European and American markets." It also notes that "Milano Unica is expected to attract visitors from leading luxury maison brands, which we see as a valuable opportunity." The company is reportedly working together with trading companies to further strengthen its export business.

● **HIRONEN CO., LTD / Embracing Sustainability**

HIRONEN CO., LTD. is exhibiting at Milano Unica with the aim of increasing brand recognition in the European and American markets, acquiring new customers, and expanding sales opportunities. The company sees growing demand in the European and American markets for sustainable materials, small-lot orders, and shorter production cycles. It also regards Milano Unica as one of Europe's premier exhibitions for high-end textile manufacturers.

On this occasion, the company will present a **drapey back satin crepe fabric made with multifilament yarns**, featuring a dry-touch crepe surface on the face side and a smooth, silk-like texture on the satin reverse side. It will also introduce a **sustainable medium-weight back satin crepe fabric**, characterised by a crisp crepe texture on the face side and a supple, sleek satin touch on the reverse side. In addition, the company will showcase a **sustainable medium-weight double-weave fabric using fine-denier yarns**, combining compactness, fullness, comfortable stretch, and a refined silk-like crispness.



● **ANTS JAPAN CO., LTD.** / Collaborating with Specialised Spinning Expertise

ANTS JAPAN CO., LTD. presents **“Three Spun,”** developed using original spun yarns based on triacetate/Soalon blended with wool, Tencel, polyester, and other fibres. Through both knitted and woven constructions, the collection expresses distinctive lustre, firmness, and a dry touch. Another highlight, **“LUNACEL,”** combines regenerated cellulose fibres with collagen, creating a high-performance hybrid material that balances softness, drape, lustre, and breathability. For this season, the company has also developed wool-blended versions suitable for Autumn/Winter applications. In addition, ANTS JAPAN introduces **warm-touch linen and ramie fabrics** suitable for Autumn/Winter use, developed by combining original speciality spun yarns with wool.



The company’s strength lies in its comprehensive development capabilities, optimising raw materials, spinning, weaving, and dyeing/finishing processes on an international scale to expand the possibilities of linen-based textiles.

● **SUN FASTENING SYSTEMS CO., LTD.** / Introducing Snap Buttons

SUN FASTENING SYSTEMS CO., LTD. states, “Our products offer high added value. Milano Unica is highly attractive as a venue where we can directly present them to the European luxury market.” Among the highlights this season are **one-touch plastic snap buttons**, designed with a slim profile and ease of use, while offering a wide range of colour options to meet diverse user needs.

The company also offers **high-quality Made in Japan plastic snap buttons**, valued worldwide for their quality, cost performance, rust resistance, nickel-free specifications, and lightweight functionality. Additionally, SUN FASTENING SYSTEMS maintains a rich archive stock of authentic vintage zippers manufactured during the 1940s–1960s. These include **“TALON,”** one of the pioneering and most historic zipper brands, as well as the legendary **“CROWN”** zipper, featuring individually attached zinc-cast teeth on tape — a manufacturing method that is now considered extremely difficult to reproduce.



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