

Exhibiting  
Information

# LIFESTYLE Week

Trade Fair for Gifts, Stationery, Homeware and Fashion

## 2025 Spring Show

7th LIFESTYLE Week TOKYO

Dates: Jan. 15<sup>(Wed)</sup> – 17<sup>(Fri)</sup>, 2025

Venue: Tokyo Big Sight, Japan

Web: [www.lifestyle-expo-spring.jp/en/](http://www.lifestyle-expo-spring.jp/en/)

## 2025 Summer Show

20th LIFESTYLE Week TOKYO

Dates: Jul. 2<sup>(Wed)</sup> – 4<sup>(Fri)</sup>, 2025

Venue: Tokyo Big Sight, Japan

Web: [www.lifestyle-expo.jp/summer/en-gb.html](http://www.lifestyle-expo.jp/summer/en-gb.html)

## 2025 September Show

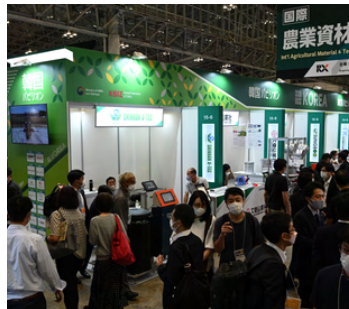
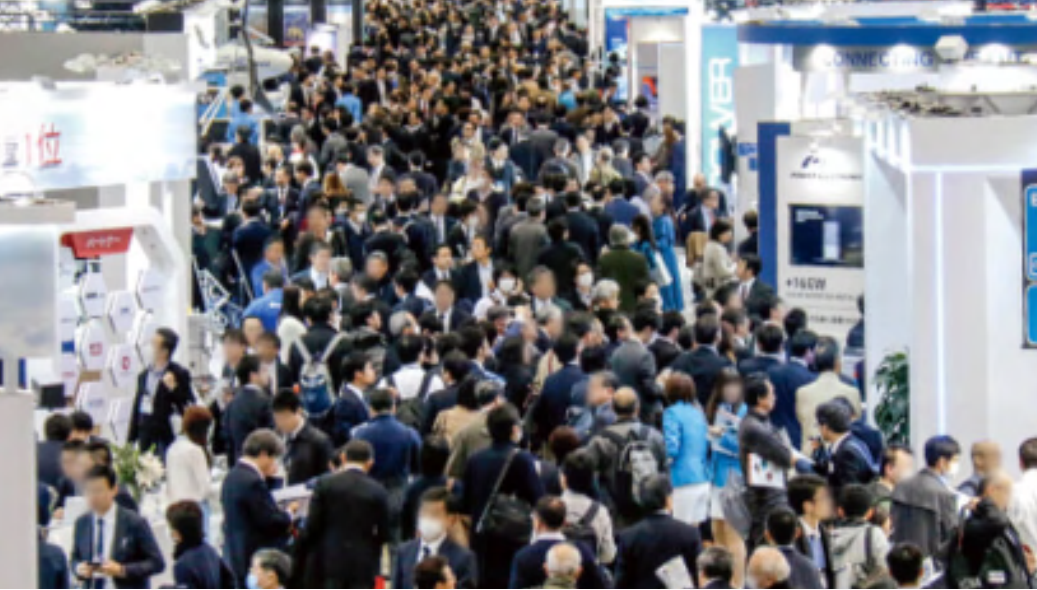
6th LIFESTYLE Week OSAKA

Dates: Sep. 24<sup>(Wed)</sup> – 26<sup>(Fri)</sup>, 2025

Venue: INTEX Osaka, Japan

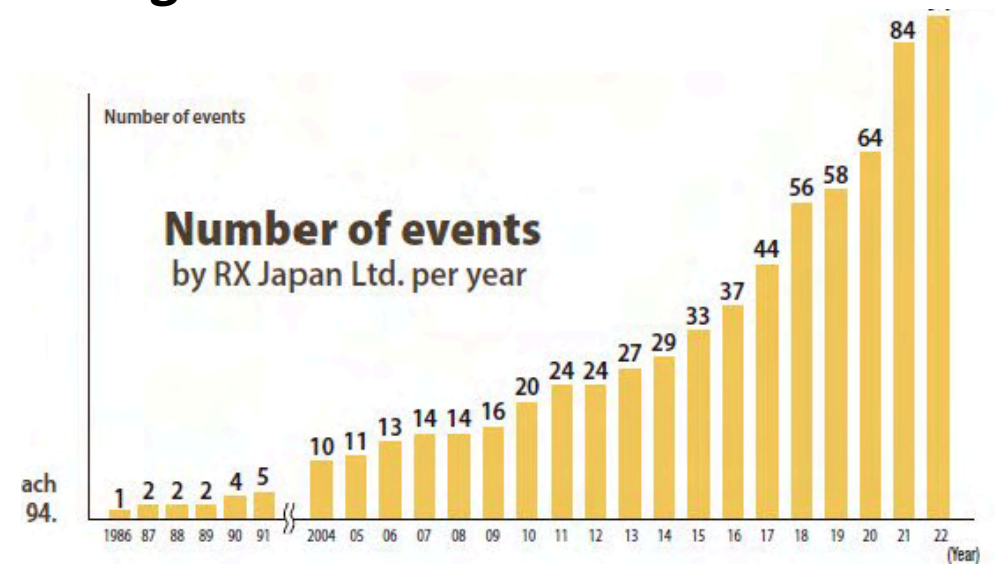
Web: [www.lifestyle-expo-k.jp/en/](http://www.lifestyle-expo-k.jp/en/)





**RX Japan is**  
**Japan's largest**  
**exhibition organiser**

**Organize 94 exhibitions in 2023**





MAISON & OBJET

[WOHNEN & INTERIEUR]

DECOREX AFRICA

INDIA BIG7

LIFESTYLE Week

HOME TABLE DECO FAIR

GIFTS & HOME INDONESIA

GIFTS & HOME

life in style.

# What is LIFESTYLE Week?

Japan's leading International, B2B Tradeshow for Lifestyle Products



LIFESTYLE Week comprises 9 specialized shows featuring gifts, interior goods, stationery, fashion items, beauty & healthcare products, etc. High-design, functional, and storied products are showcased, drawing tens of thousands of buyers annually.



# Gateway to Japan and Asia-Pacific Market



**B-to-B  
Trade  
Show**





# LIFESTYLE Week consists of 9 specialised shows

## GIFTEX

### Gifts & Interior Expo

Variety and unique gift items from all over the world are concentrated.



## ISOT

### Int'l Stationery & Office Products Fair

Creative and functional stationery items offer new lifestyle for all users.



## DESIGN TOKYO

### Tokyo Design Products Fair

Collection of cutting-edge design products which generate trend.



## Baby & Kids Expo

Gathers baby and kids products such as clothes, educative toys and nursing items under one roof.



## Table & Kitchenware Expo

Covers all table and kitchenware from general use to professional use.



## Fashion Goods & Accessories Expo

Fashionable items from classic to trend-leaders.



## Health & Beauty Goods Expo

Approach one of the biggest beauty market in the world.



## Good Foods Expo

Gathers food & beverage products for gifts such as confections, wine, dairy products and seasonings.



## Sustainable Goods Expo

To grow sustainable business socially & economically.



**\*Click banners for product examples**

**LIFESTYLE Week**

Trade Fair for Gifts, Stationery, Homeware and Fashion



# Visitors

## 45,000 buyers of Japan & Asia

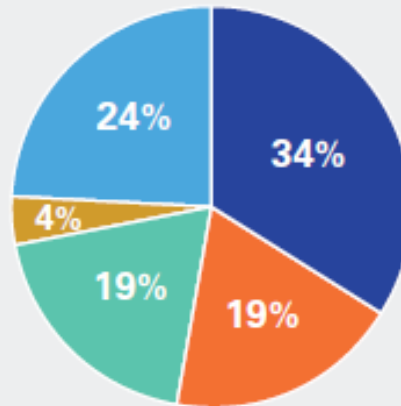


For exhibitors from overseas, the show offers the opportunity to find agents and customers!

### Visitor Categories

- \* Importers/Distributors
- \* Gift Shops
- \* Lifestyle Shops
- \* Department Stores
- \* Interior Shops
- \* DIY Stores
- \* Hotels/Restaurants
- \* Wholesalers

### Visitors' Business Categories



**34%** Major Retailers

**24%** Small Retailers/Others

**19%** Manufacturers

**19%** Importers/Distributors

**4%** Professional Users

Major Retailers include Department stores, Lifestyle shops, GMS and so on. Major Retailers, Importers/Distributors and professional users account for about 60%.



# Retail examples coming to LSW

## Department Stores

Company names	Market Share
Mitsukoshi Isetan HD	1st
Takashimaya	2nd
J.Front.Retailing	3rd
Marui Group	4th
H2O Retailing	5th
Kintetsu Department	6th



## Lifestyle Shops

Company names	Market Share
Ryohin Keikaku (MUJI)	1st
PAL Group HD	2nd
THE LOFT	4th
Hands	5th
Styling Life	6th
VILLAGE VANGUARD CO	7th



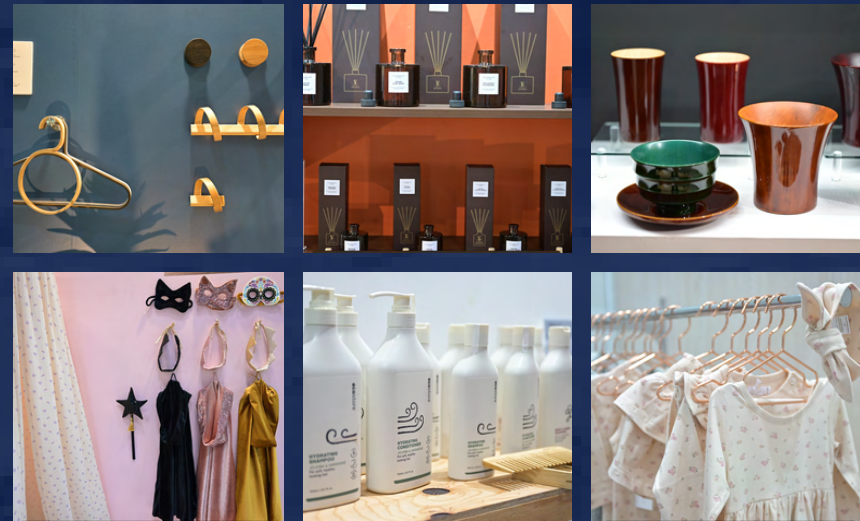
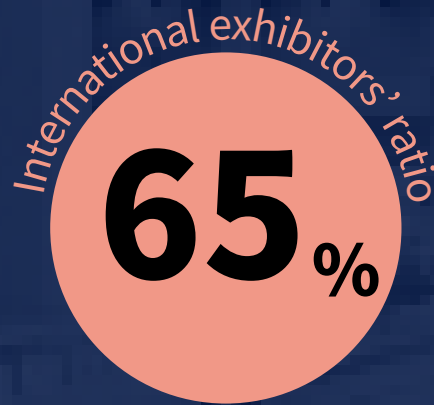
## GMS/DIY Shops

Company names	Market Share
PPIH HD	1st
Nitori HD	2nd
Valor HD	3rd
DCM HD	4th
Kohnan Shoji Co.,Ltd	5th
Arclands	7th



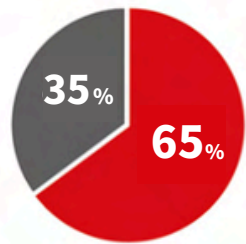


# Exhibitors Companies having Lifestyle products



## Exhibit Products

- \*Stationery
- \*Gift
- \*Interior
- \*Fashion Goods
- \*DESIGN products
- \*Health & Beauty Goods
- \*Baby & Kids
- \*Food Gifts



Japanese Exhibitors  
International Exhibitors

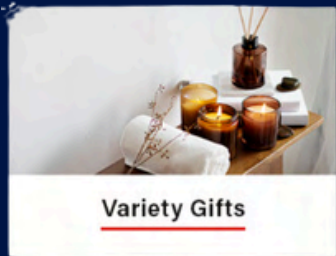




# Why LIFESTYLE Week?

## 01 Meet buyers from various industries

LIFESTYLE Week is a comprehensive B2B trade fair consisting of 9 specialised shows related to lifestyle. You can meet Japan/Asia buyers from various industries at once!



Variety Gifts



Baby & Kids



High Design Products



Tableware/Kitchenware



Health & Beauty



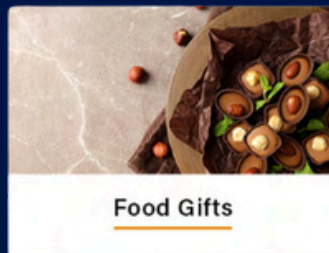
Stationery



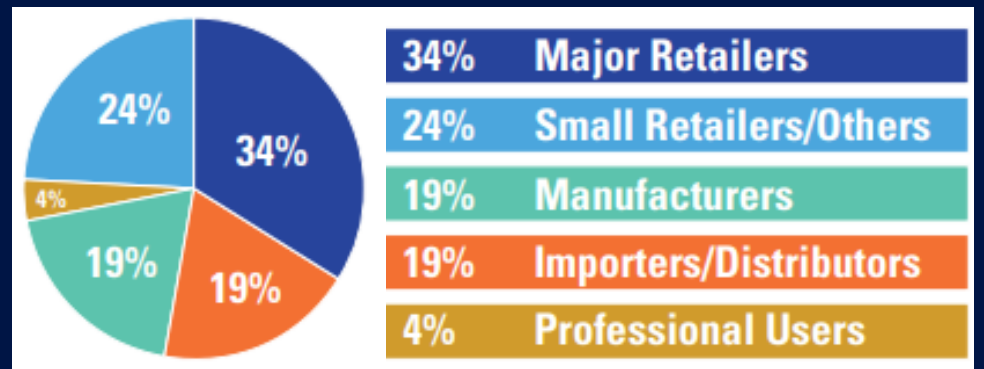
Sustainable Goods



Fashion Goods



Food Gifts





# Why LIFESTYLE Week?

## 02 You can find agents/distributors in Japan

International exhibitors' ratio  
**65%**



### visitors' main purpose

- \*Discovering new overseas brands,
- \*Finding new international business partners





# Why LIFESTYLE Week?

## 03 The comprehensive support by the show team

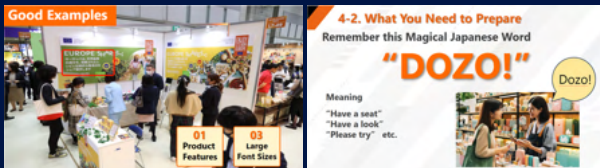
### English pre-show webinar

#### Special Webinar for you



#### [Contents]

- \* Japanese Business Culture
- \* How to enter Japanese market
- \* How you should behave during the show
- \* How to decorate your booth in Japan show



### One on One Advise for you

#### [Exhibitors Success Team]



Special team for maximizing exhibitors' result.



#### [Advices e.g.]

- \* Customized advise based on your products
- \* Tips for your booth decoration based on Japanese preference
- \* Answering your questions
- \* Full Support for your preparation

### One site Booth deco Support



#### Prompt On-site support based on visitors' reaction

We will help you prepare...

- \* Japanese Catch copy
- \* Japanese flyers
- \* Translation (limited amount)



# Previous International Exhibitors





# Exhibitor's & Visitor's Comments

## [ Exhibitor's Comments ]

### TRAVEL MALL (Switzerland)

This was our first time to participate in the show and we had more than 100 visitors coming to our booth. They were looking for serious business which is fantastic. We already signed for a bigger booth for next year.



### LOVINFLAME (Taiwan)

We've had major retailers and top designers reaching out to us. I think the show has excellent branding and it is a great way to kick off business into Japan. Show Management was very supportive from the beginning.



## [ Visitor's Comments ]

### MoMA (USA)

You see so much person to person, business to business happening between retailers and manufacturers. You can feel the energy in the air that there is a lot happening at the show.



### KINOKUNIYA COMPANY (Japan)

The purpose of visiting the show was to source stationery and gift products that we can place at our bookstores. The show gives us a great opportunity to meet many potential business partners all in the same venue.





# Three shows in a year!

## 8th **LIFESTYLE Week** TOKYO JANUARY

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: Jan. 15(Wed)-17(Fri), 2025  
Venue: Tokyo Big Sight, Japan

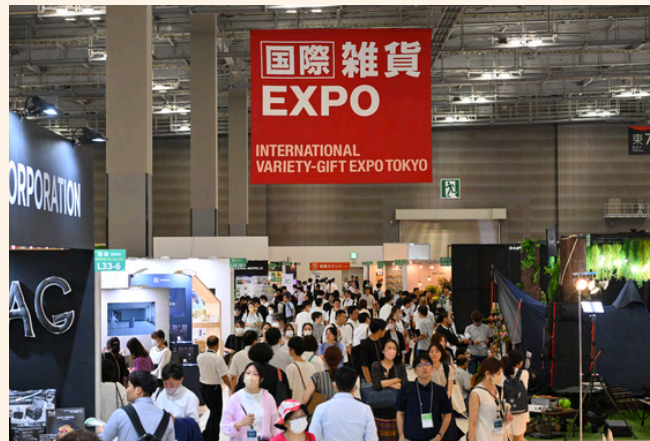


The first trade show in Japan in 2025  
Concurrently held with  
Cosmetics & Jewellery show

## 20th **LIFESTYLE Week** TOKYO JULY

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: Jul. 2(Wed) - 4(Fri), 2025  
Venue: Tokyo Big Sight, Japan



The Most international show in Japan  
Best edition for Christmas demand  
Full-size show with 9 kinds of shows

## 5th **LIFESTYLE Week** OSAKA SEPTEMBER

Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: Sep. 24(Wed)-26(Fri), 2025  
Venue: INTEX Osaka, Japan



The largest show in western Japan  
Only one option for entering Osaka  
The best show for companies  
aiming at OEM order



# Exhibit at All 3 Shows to Succeed in Japan & Asia !

8th

## LIFESTYLE Week TOKYO JANUARY

Dates: January 15(Wed) – 17(Fri), 2025

Venue: Tokyo Big Sight, Japan



LIFESTYLE Week TOKYO [January] is

- The best show to promote for the following summer market.
- The show is held concurrently with the biggest Japanese exhibition specialized in Cosmetics & Jewellery, which will make great synergy.
- January is the timing to procure Summer products.

### LIFESTYLE Week TOKYO [January] Floor Plan (preliminary)



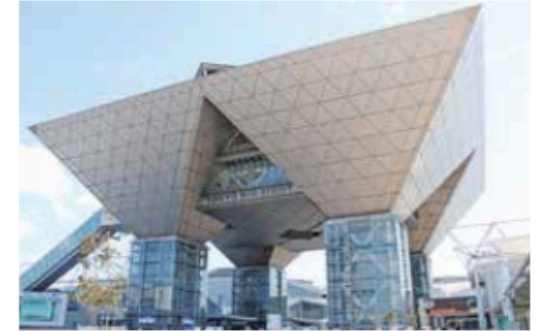


# Exhibit at All 3 Shows to Succeed in Japan & Asia !

20th

## LIFESTYLE Week TOKYO JULY

Dates: July 2 (Wed) - 4 (Fri) 2025  
Venue: Tokyo Big Sight, Japan



### LIFESTYLE Week TOKYO is

- The best timing for promoting products for the next spring and summer.
- The show with "DESIGN TOKYO" which is the special exhibition for high design products.  
"Stationery of the Year", well-known annual award for new-launched stationery, also takes place in the venue.

### LIFESTYLE Week TOKYO [JULY] Floor Plan (preliminary)





# Exhibit at All 3 Shows to Succeed in Japan & Asia !

5th

## LIFESTYLE Week

OSAKA  
SEPTEMBER

Dates: September 24(Wed) – 26(Fri), 2025  
Venue: INTEX Osaka, Japan

LIFESTYLE Week OSAKA [SEPTEMBER] is

- » The largest trade show for consumer products in Western Japan.
- » Exhibitors can approach buyers whose business bases are in Western Japan.
- » The first comprehensive exhibition of the second half of the Japanese fiscal year (April to March of the following year).

"Largest" in reference to the net exhibit space of trade shows with the same concept.



### LIFESTYLE Week OSAKA [SEPTEMBER] Floor Plan (preliminary)





# Choose your best show

**Your Purpose**

**Aiming at...**

**Best show  
for you**

Promoting  
your own  
brand

Big market/order

starting the  
first step in Japan

20th  
**LIFESTYLE Week** TOKYO JULY  
Trade Fair for Gifts, Stationery, Homeware and Fashion

8th  
**LIFESTYLE Week** TOKYO JANUARY  
Trade Fair for Gifts, Stationery, Homeware and Fashion

5th  
**LIFESTYLE Week** OSAKA SEPTEMBER  
Trade Fair for Gifts, Stationery, Homeware and Fashion

Acquiring  
OEM/ODM  
order

OEM order  
from manufacture

ODM order  
for store brands

5th  
**LIFESTYLE Week** OSAKA SEPTEMBER  
Trade Fair for Gifts, Stationery, Homeware and Fashion

8th  
**LIFESTYLE Week** TOKYO JANUARY  
Trade Fair for Gifts, Stationery, Homeware and Fashion



# Participation Cost

## 0.5 booth (3m x 2.7m)

Raw Space : JPY 544,500  
Rental Display : JPY 253,000  
Expo Master (basic): JPY 55,000  
Total : JPY 852,500  
(approx., USD 5,500)

### [Rental Display equipment]

- Rear & Side Walls (Pink / Black / White / Ivory / Light Green / Lavender Blue)
- 1 Unit Counter
- 1 table & 4 Chairs
- Power Supply to 1kw
- 4 Spotlights
- 1 Outlet
- Carpet (Black / Beige / Grey)
- 2 Shelves

What is  
"Expo Master?"

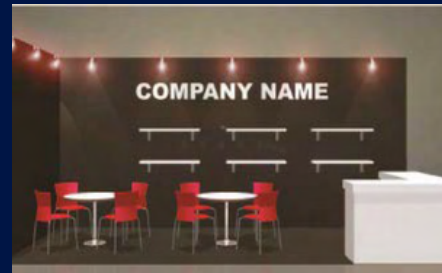


## 1 booth (6m x 2.7m)

Raw Space : JPY 1,089,000  
Rental Display : JPY 506,000  
Expo Master (basic): JPY 55,000  
Total : JPY 1,650,000  
(approx., USD 10,650)

### [Rental Display equipment]

- Rear & Side Walls (Pink / Black / White / Ivory / Light Green / Lavender Blue)
- 2 Unit counters
- 6 Shelves
- 2 Tables & 8 Chairs
- 8 Spotlights
- Power Supply to 2kw
- Styrene Board
- 2 Outlets
- Carpet (Black / Beige / Grey)





# Participation Cost

## 1.5 booth (9m x 2.7m)

Raw Space	: JPY 1,633,500
Rental Display	: JPY 759,000
<u>Expo Master (basic)</u>	: <u>JPY 55,000</u>
Total	: JPY 2,447,500 (approx., USD 16,400)

### [Rental Display equipment]

- |   |                       |
|---|-----------------------|
| - Rear & Side Walls (Pink / Black / White / Ivory / Light Green / Gray) | - 12 Shelves          |
| - Carpet (Black / Beige / Gray)   | - 10 Spotlights       |
| - 3 Unit counters   | - Power Supply to 3kw |
| - 3 Tables & 12 Chairs  | - 3 Outlets           |

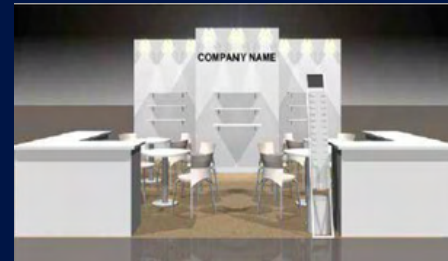


## 2 booth (6m x 5.4m)

Raw Space	: JPY 2,178,000
Rental Display	: JPY 1,012,000
<u>Expo Master (basic)</u>	: <u>JPY 55,000</u>
Total	: JPY 3,245,000 (approx., USD 21,650)

### [Rental Display equipment]

- |   |                       |
|---|-----------------------|
| - Rear & Side Walls (Pink / Black / White / Ivory / Light Green / Gray) | - 1 Catalogue Stand   |
| - Carpet (White / Black / Beige / Gray)                                 | - 11 Spotlights       |
| - 4 Unit Counters & 9 Shelves   | - 1 Dustbin           |
| - 4 Tables & 16 Chairs  | - 4 Outlets           |
|   | - Power Supply to 4kw |





# Start your business in Japan !

