

Press release

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Interior Lifestyle Tokyo comes to successful end and proves itself as a trend-setting business platform

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The 28th edition of Interior Lifestyle Tokyo, held from 30 May – 1 June 2018 at Tokyo Big Sight, came to a successful close after welcoming 810 exhibitors¹ (Japan: 615, Overseas: 195) and 25,456 visitors. The show received excellent feedback from exhibitors and visitors alike for providing a whole array of new contacts, projects, and ideas.

Exhibitors presented their latest innovations at various zones dedicated to lifestyle concept themes. The products in these zones ranged from interior items like apparel, jewellery, arts and crafts, to high-end home electronics and food. For example, a number of trend-setting items were presented at the Atrium Highlight area, under the theme of 'For Here or To Go?'. Meanwhile, the latest designs from overseas were showcased at the 'GLOBAL' international zone, and the most popular Scandinavian brands were at the 'NORDIC LIFESTYLE' area. Japanese artisanal skills with a modern touch gathered at the 'JAPAN STYLE' zone, with the latest designs displayed under 'MOVEMENT'.

Work from many up-and-coming young designers were displayed at the 'TALENTS' and 'NEXT' areas, and an array of well-designed packaged food was exhibited at 'FOODIST'. The 'KITCHEN LIFE' zone was dedicated to innovative dining items, and numerous everyday products which exhibit stylish and functional properties were promoted at 'HOME', 'ACCENT' and 'EVERYDAY' areas.



Atrium Highlight 'For Here or To Go?' had a strong influx of people

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¹ 2017 results: 787 exhibitors (Japan: 645, Overseas: 142).

The Atrium Highlight, which was themed as 'For Here or To Go?', a familiar phrase heard at coffee shops or fast food outlets around the world, had a strong influx of people during the fair. This highlight zone provided an environment to encourage participants to come to a purchasing decision efficiently with straightforward information on the purchasing options available and even more accessible booth design and product display to immediately catch the buyers' attention. Thanks to the Atrium director Yu Yamada's creative concept, the Atrium Highlight successfully supported the participants to help reach their various business goals.

Interior Lifestyle Award winners announced

Aside from the product developments on display at the show, the range of fringe programme events – such as the talk show event LIFESTYLE SALON 2018 – gathered visitors who were seeking out the most updated business hints and tips throughout the three-day sessions. One of the most popular events at the LIFESTYLE SALON was the Interior Lifestyle Award ceremony, which was held on 30 May. Awards were handed out in two categories: 'Best Buyer's Choice 2018' and the 'Young Designer Award'.

The Best Buyer's Choice 2018 was given to HULS Inc for their Japanese craft brand 'KORAI' based on a concept of 'coolness in summer'. The grantor of the award was Kenji Ono, Merchandise General Manager of THE CONRAN SHOP JAPAN, who said: "I value the design which naturally blends into our daily life. This is a brand which gives us the images of lives of users." Yusuke Shibata, CEO of HULS Inc, later commented: "We visited this fair three years ago in order to prepare for this brand, where we met many good Japanese craftsmen who exhibited. Now we are making our debut here as an exhibitor to present the first collection of our brand, and we got the award. We are more than happy, and this success is all thanks to Interior Lifestyle Tokyo."

The winner of the Young Designer Award was selected among the participants at the NEXT area, and was subsequently offered to exhibit at the Ambiente's NEXT zone in 2019. The award was given to designer Takeo Chiboshi of the NECKTIE design office. The grantor of the award, Nicolette Naumann, Vice President of the Ambiente brand at Messe Frankfurt, commented: "The products combine in a surprising way the concept of Kawaii with reduced elegance. I believe NECKTIE design office to be most suitable for Ambiente Frankfurt." Takeo Chiboshi said: "This is my third time joining Interior Lifestyle Tokyo. I was very happy that I was awarded at the fair which is recognised as the most high quality show for interior and design. I am also satisfied with my fruitful business outcomes. Participating at Ambiente next year is a big opportunity for me, and I am looking forward to it."

The next Interior Lifestyle Tokyo will be held from 17– 19 July 2019 at Tokyo Big Sight West halls 1, 2, 3, 4 and the Atrium. The show's sister fair, IFFT/Interior Lifestyle Living, will run in the coming autumn from 14 – 16 November 2018 at Tokyo Big Sight West halls 1, 2, 4 and the Atrium. For updates, please visit www.interior-lifestyle.com.

Interior Lifestyle Tokyo
Tokyo, 30 May – 1 Jun 2018

Press information and photographic material:

<https://www.jp.messefrankfurt.com/tokyo/en/media/consumer-goods/interiorlifestyletokyo/news.html>

Links to websites:

<https://www.facebook.com/interior.lifestyle/>

<https://twitter.com/iltokyo>

<https://www.instagram.com/interiorlifestyletokyo/>

Information on the Ambiente brand fairs worldwide:

<https://ambiente.messefrankfurt.com/frankfurt/en/facts-figures/worldwide.html>

Information on all Messe Frankfurt textile fairs worldwide:

www.texpertise-network.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de