

16th November, 2009  
SHINJUKU Takashimaya

## About the venue offer for the 10<sup>th</sup> Japan Fashion Week in Tokyo

In SHINJUKU Takashimaya, we set up a “New Creators” zone on our 8th floor with Japanese creator brands, new age designers including JFW designers, positioning the floor a “High sensitive fashion transmitting floor”

We think to appeal JFW by keep on offering SHINJUKU Takashimaya as one of the JFW’s venues and interlocking with our floor.

Overview

Hold a collection of the maison that requests, during the Tokyo Collection Week,

**【Date】** Mon, March 22~Sat, March 27, 2010

**【Place】** SHINJUKU Takashimaya 1st floor, JR exit special venue

(Capacity: seats apprx.100~150, standing apprx.100)

\* Please refer the separate document.

\* Seats, panels, receptions etc. on the plan are examples of the past.

**【Expense burden】** All the expenses such as equipment fee • set up fee • operation fee (light • audio • models etc.) are paid by the maisons.

\* Usage fee for the venue are all free. Generally, ¥500,000 for weekdays, ¥1,000,000 for weekends and holidays are asked to pay.

**【Contents】** 1、Fashion show of any brand that have a request (does not matter if we deal with the brand or not)

2、A second show for customers (after the first show is done in another venue)

Contact person : Takashimaya Company, Limited

Shinjuku store

Advertising Dept. Sales Promotion

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Tokyo Collection by Shinjuku Takashimaya

2010. 3. 22 (Mon) -27(Sat)

