



interiorlifestyle
TOKYO

Exciting designs gathered in Tokyo

1 – 3 June 2022

Tokyo Big Sight
West Exhibition Halls

Exhibitor's guide

www.interior-lifestyle.com



messe frankfurt

Interior Lifestyle Tokyo 2022

A marketplace for lifestyle products of the future

Interior Lifestyle Tokyo is set to celebrate its 30th edition as a leading exhibition for the interior design market, revealing upcoming trends half a year in advance.

Exhibitors gather in Tokyo to showcase a variety of products related to lifestyle such as designed gift items, tableware, foods, jewelry and high-end furniture.

The platform gives exhibitors the opportunity to connect with a wide range of buyers including not only retailers but also trade buyers from the contract sector such as hoteliers, architects, interior designers, and home builders. E-commerce is also prominent theme of the fair, catering to growing demand from the retail sector.

3 Advantages of exhibiting

1

Expand your sales channels with Japanese retailers

Retailers constitute the highest number of visitors at Interior Lifestyle Tokyo. A variety of retailers from major department stores to specialty stores relating to furniture, stationery, gifts and more are gathered for business opportunities.

2

Conduct business negotiations with decision-makers

According to visitor data, 85% of visitors have either full or partial purchasing authority. Interior Lifestyle Tokyo offers an efficient sales and business negotiation platform.

3

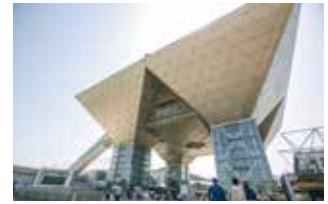
Meet buyers from the contract sector

Trade visitors from the contract sector such as hoteliers, architects, interior designers and home builders use the fair to find inspiration for their projects.



Fair overview

Dates	1 – 3 June 2022
Opening hours	10:00 – 18:00 (Last day until 16:30)
Venue	Tokyo Big Sight, West Exhibition Halls
Organiser	Messe Frankfurt Japan Ltd.



Zoning guide

The fairground zoning is based on specific product categories and themes. Exhibitors have the opportunity to be located in the most suitable zone for maximum business exposure.



ACCENT

New accents to living

Gifts, artistic items, fragrances, apparel, babies and children's goods, stationery, digital gadgets and more.



KITCHEN LIFE

Add flavor to the kitchen and dining table

Kitchenware, dishware, cutlery and electrical appliances, kitchen and cooking tools and more.



HOME

Design concepts for new living spaces

Furniture, home textiles, lights, outdoor furniture, green interiors, office interiors and more.



EVERYDAY

Accessories for a more comfortable living environment

Cleaning tools, bath and toiletry products, towels, storage items, household appliances and more.



ETHICAL

For a sustainable society

A zone dedicated to products that consider the environment, people, society, and the community. This includes environmental protection, up-cycling, fair trade, products that support challenged people, organic products, local production for local consumption and more.



JAPAN STYLE ★

Japanese craftsmanship x Design

High-quality Japanese products with refined designs are gathered such as carefully crafted gifts and items for everyday use.



MOVEMENT ★

Must-see trendsetting designs

Gathering highly acclaimed designer brands, products made in collaboration with famous designers and sophisticated overseas products.



FOODIST ★

A diverse array of foods from inside and outside of Japan

Sweets and seasonings with well-designed packaging, imported foods, organic tea and more.

Supporting programme zones

TALENTS ★

Business matching platform for young, up-and-coming designers

Prototypes or pieces of art which are not yet commercialised in the market.

NEXT ★




Launching new brands by young entrepreneurs

New brands which are already commercialised in the market.

★ Exhibits are carefully selected in accordance with each theme.

Participation fees

*10% consumption tax excluded.

		Booth size	Fees (tax excluded)	Basic booth fittings image
ACCENT KITCHEN LIFE HOME EVERYDAY ETHICAL MOVEMENT*	Raw space + Basic booth fitting 1 booth	1 booth = 9 m² (W3m x D3m x H2.7m)	¥456,000 (Raw space ¥340,000 + Basic booth fitting ¥116,000)	 <p>* Applicants limiting their application to one booth can only apply for one of these packages.</p> <p>* Construction costs such as booth furnishings, as well as electricity and water supply are the exhibitors' responsibility.</p> <p>* A basic booth fitting package is available at an additional charge.</p>
		1 booth = 6.3 m² (W3m x D2.1m x H2.7m)	¥348,000 (Raw space ¥252,000 + Basic booth fitting ¥96,000)	
	Raw space only 2 booths or more	1 booth = 9 m² (W3m x D3m)	¥340,000 per booth	
		1 booth = 6.3 m² (W3m x D2.1m)	¥252,000 per booth	
FOODIST	Raw space + Basic booth fitting 1 booth only	1 booth = 4.5 m² (W3m x D1.5m x H2.7m)	¥165,000	
NEXT*1	Raw space + Basic booth fitting 1 booth only	1 booth = 4.5 m² (W3m x D1.5m x H2.7m)	¥200,000	
TALENTS*2	Raw space + Basic booth fitting 1 booth only	1 booth = 9 m² (W3m x D3m x H2.7m)	¥100,000	

* The number of applications for booth size 6.3 m² is limited.

* Those who have exhibited in the regular zones cannot apply for NEXT and TALENTS.

*1 Applicants should not have exhibited at the zone at 5 or more previous editions.

*2 Applicants should be under the age of 35.

Basic booth fittings

Floor carpet* / wooden wall panels* / company name display (Font: Arial)/ booth number display / LED spotlights / socket outlet / electric wiring & electricity**

* The colour of floor carpet and wooden wall panels can be selected from several choices. Optional furniture is available at an additional charge.

**In case of excessive electricity use, extra fees will be charged.

For details, please refer to the "Exhibitor manual" sent after applying for exhibition.

Schedule

Application deadline	31 January 2022
Exhibitor manual will be sent by e-mail and further preparations will commence.	
Booth location assignment	End of March
Move-in	30 – 31 May
Interior Lifestyle Tokyo	1 – 3 June

Application materials for submission:

1. Application form
2. Product information
3. Booth presentation plan
4. Company profile (for first-time exhibitors only)

[Application form for NEXT / TALENTS / FOODIST]
Please contact the organiser's office.
Email. info@interior-lifestyle.com

Show facts 2019

*2020 and 2021 editions have cancelled.

Title Interior Lifestyle Tokyo
Date 17 – 19 July 2019
Venue Tokyo Big Sight, West Hall 1,2,3,4 + Atrium



Exhibitors | **770** from **26** countries and regions
 (Japan 609, Overseas 161)

Visitors | **21,597** from **33** countries and regions
 (Japan 21,047, Overseas 550)

2019 buyer profile

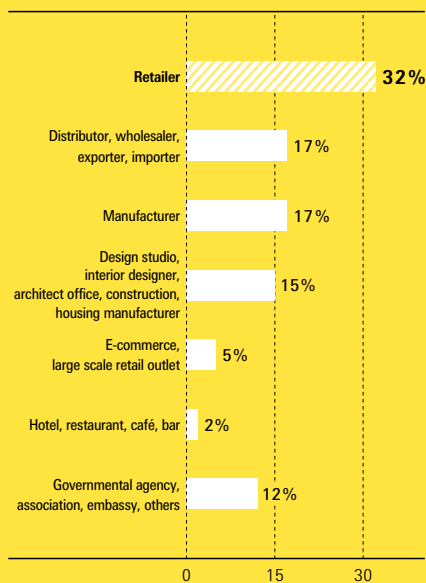
*Source: organiser visitor survey

Department stores	Volume sellers	Contract business	Fashion houses	Interior design retailers	Others
Daimaru Matsuzakaya Department Stores	AEON RETAIL	EAST JAPAN RAILWAY TRADING	Adastria	ACTUS	21st Century Museum of Contemporary Art, Kanazawa
Hankyu Hanshin Department Stores	Amazon Japan	Haneda Airport Enterprise	Barneys Japan	AXIS	Culture Convenience Club
Isetan Mitsukoshi	ASKUL	Hilton Hotels & Resorts	BAYCREW'S	CASSINA IXC.	HIBIYA-KADAN FLORAL
Keio Department Store	Cainz	Hoshino Resort	BEAMS	Conran Shop Japan	HIBIYA-KADAN FLORAL
LUMINE	Dinos Cecile	KINOKUNIYA	H.P.FRANCE	D & DEPARTMENT	Kurashicom
MEITETSU Department Store	Ito-Yokado	Mitsui Fudosan	ONWARD KASHIYAMA	Francfranc	Metropolitan Gallery
Odakyu Department Store	QVC JAPAN	MORI BUILDING	SAZABY LEAGUE	ILLUMS JAPAN	YURINDO
PARCO	Ryohin Keikaku	Okura Nikko Hotel Management	SHIPS	inter office	
Sogo & Seibu	StylingLife Holdings	Oriental Land	TOMORROWLAND	Otsuka Kagu	
Takashimaya	THE LOFT	Starbucks Coffee Japan	UNITED ARROWS	Weeks	
TOKYU DEPARTMENT STORE	TOKYU HANDS	TOTO	WORLD	WELCOME	

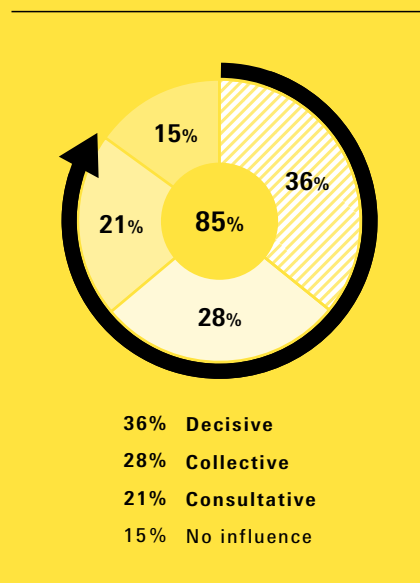
Visitor data

*Source: organiser visitor survey

Business categories

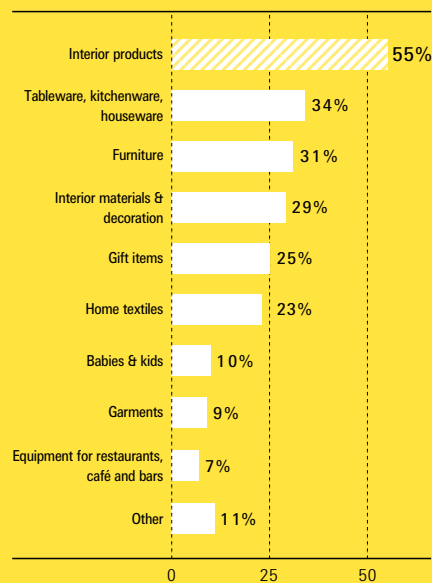


Influence on purchasing / procurement decisions



Product categories of interest

*The total exceeds 100 due to multiple responses per respondent.



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