

7th
LIFESTYLE Week TOKYO
MARCH
Trade Fair for Gifts, Stationery, Homeware and Fashion

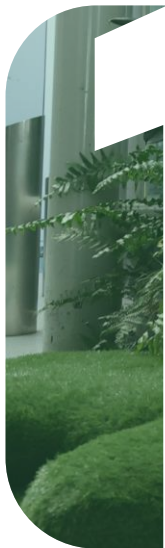


Post-Show Report

MARCH 13-15, 2024
TOKYO BIG SIGHT

LIFESTYLE WEEK TOKYO
SPRING 2024





Show Outline

7th LIFESTYLE Week **TOKYO MARCH**

Trade Fair for Gifts, Stationery, Homeware and Fashion

March 13 (Wed) – 15 (Fri), 2024 | Tokyo Big Sight, Japan
Organised by RX Japan Ltd.

7 SPECIALISED EXHIBITIONS

GIFTEX TOKYO - Gifts & Interior Expo
Fashion Goods & Accessories Expo Tokyo
Table & Kitchenware Expo Tokyo

Health & Beauty Goods Expo Tokyo
Good Foods Expo Tokyo
Sustainable Goods Expo Tokyo

OSHIKATSU - Merch Collection Expo^{NEW}

Summary

The latest LIFESTYLE Week Tokyo March successfully concluded, solidifying its position as a premier trade fair for the lifestyle industry. This comprehensive event brought together seven distinct shows, showcasing the latest trends in gifts, homeware, fashion accessories, and more.

Among the highlights of this three-day event was the debut of the inaugural **Merch Collection Expo Tokyo**, adding another dimension to the diverse array of offerings. A total of **239 Exhibitors** showcased their newest products and services across **7 specialised shows**, witnessed by **20,380 Visitors** from Japan and around the world.

Lifestyle Week Tokyo Spring 2024 served as a pivotal meeting point for professionals and trendsetters, fostering innovation, and collaboration within the vibrant lifestyle industry.

*The number including concurrent shows

OVERVIEW

From inspiring gifts to cutting-edge fashion accessories and sustainable living solutions, the event catered to a diverse range of interests.

Across **7 distinct shows**, LIFESTYLE Week Tokyo provided a comprehensive platform for industry professionals and enthusiasts to explore, engage, and discover the next big trends shaping the lifestyle landscape.



Exhibitor Profile

Manufacturers/Trading Agents of:

- Variety Gifts
 - Stationery, Office Products
 - Health & Beauty Products
 - Fashion Accessories, Bags
 - Baby & Kids Products
 - Interior Goods, Home Accessories
 - Table & Kitchenware
 - Sustainable, Eco-Friendly Products
- ...and more

Visitor Profile

- Importers
 - Distributors
 - Wholesalers
 - Department Stores
 - Online Stores / e-Commerce
 - DIY / Mass Retailers
 - Lifestyle / Select Shops
- ...and more



BY THE NUMBERS*

Exhibitors

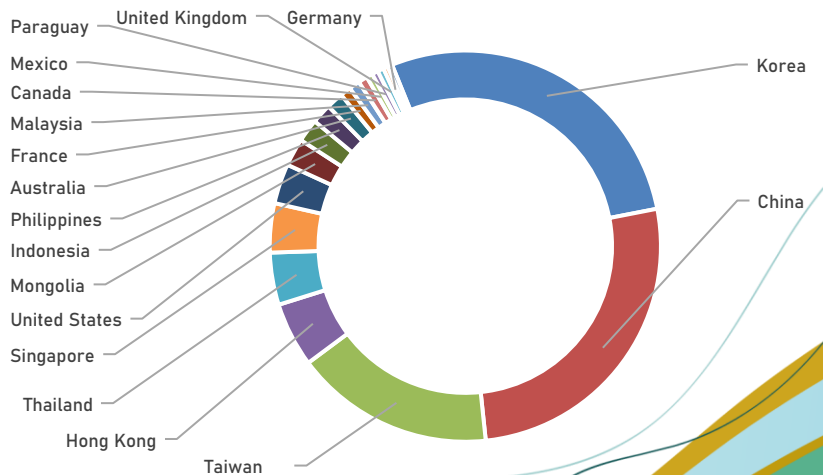


LIFESTYLE Week Tokyo welcomed a curated selection of **239** Exhibitors, boasting a strong international presence. This created a platform for cross-cultural exchange, providing attendees with the discovery of lifestyle trends from around the world.

Visitors

20,380 Visitors from Japan and other countries/regions

Apart from domestic attendees, the event also attracted visitors from China, South Korea, Thailand—and numerous others hailing from the United States, Canada, Australia, the United Kingdom, and many more!



*Preliminary results
*The number including concurrent shows



Show Video



The March 2024 edition also marked a milestone moment within LIFESTYLE Week, as it introduced the inaugural launch of [OSHIKATSU - Merch Collection Expo](#).



Explore diverse merchandise, uniting fans of idols, sports, animation, and more under one roof!

1st Merch Collection EXPO

From trendy apparel and accessories to unique memorabilia and collectibles, the expo curated a treasure trove of products that catered to a wide range of tastes and interests.

SPECIALISED AREAS



OEM/ODM Exhibitor Info Counter

For buyers seeking overseas manufacturing partners, the OEM/ODM Exhibitor Info Counter provided a convenient solution. With approximately **70* participating companies** and language support in Japanese and Chinese, attendees could easily connect with potential partners and overcome language barriers.

K-Beauty Street

The K-Beauty Street served as a dedicated space showcasing established and emerging Korean beauty brands. This curated zone allowed attendees to explore the latest trends and innovations in Korean cosmetics and personal care products.



Starter Area

The Starter Area provided a platform for up-and-coming companies to showcase their products. This section fostered innovation and offered attendees the chance to discover exciting new brands.

*The number including concurrent shows

Product launches and trendspotting

LIFESTYLE Week Tokyo Spring served as a launchpad for innovative products across various lifestyle categories.

The 3rd Sustainable Goods Expo shined a spotlight on eco-conscious solutions, reflecting the industry's growing commitment to sustainability.

And on their 7th editions, Table & Kitchenware Expo saw a surge in smart kitchen gadgets, featuring app-controlled and automated cooking processes, while Health & Beauty Goods Expo highlighted the latest in wearable health monitoring devices.

Join us in shaping the future of the lifestyle industry. See you at the next edition!



Cultivating meaningful connections

By bringing together 7 distinct, co-located shows under one roof, LIFESTYLE Week Tokyo created a dynamic environment for attendees to expand their professional network.

Matchmaking programs and designated networking areas provided participants with opportunities to explore new partnerships with distributors, suppliers, and fellow innovators, empowering them to propel their businesses forward.

Grow your B-to-B connections at LIFESTYLE Week!



Conference Highlights

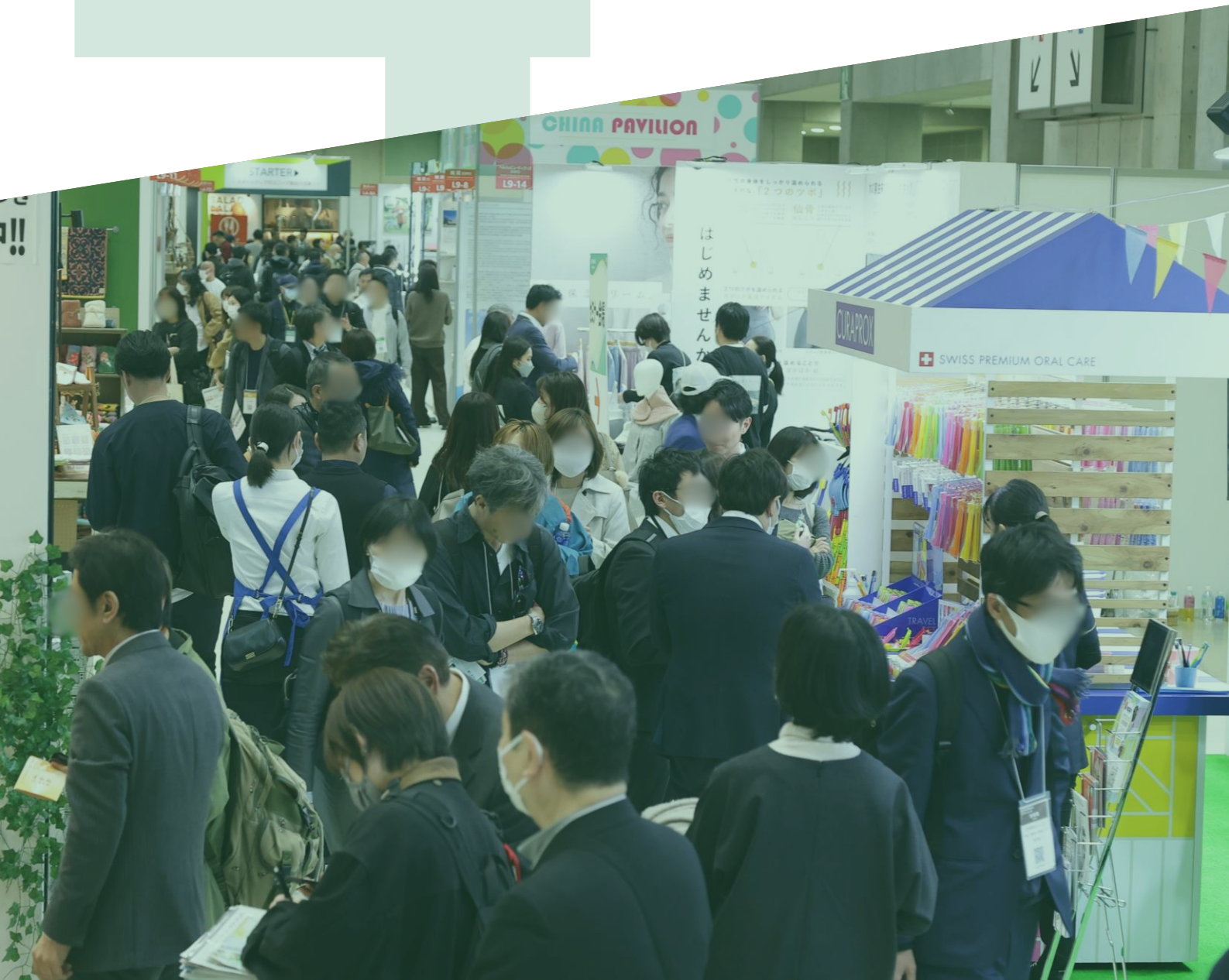


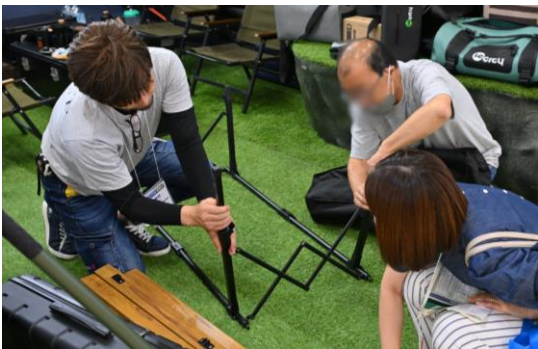
This year's program boasted a lineup of seminars offering valuable insights. Conferences featured industry experts discussing key trends such as "Latest Trend Predictions" and "Gen Z Consumer Behavior," equipping businesses to stay ahead of the curve.

Attendees also gained practical knowledge on marketing and branding through sessions like "The Secret of Donki Style Store Design" and "Creating Fans Using SNS," empowering them to build successful brands and cater to evolving customer preferences.

See the full conference program [here](#) (available in Japanese).

4 SCENES FROM THE SHOW FLOOR







2024

SAVE THE DATES

19th
LIFESTYLE Week **TOKYO**
JULY
Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: July 3 (Wed) – 5 (Fri), 2024
Venue: Tokyo Big Sight, Japan

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

Dates: September 25 (Wed) – 27 (Fri), 2024
Venue: INTEX Osaka, Japan

Organised by RX Japan, Ltd.

CONTACT US

EXHIBITING



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VISITING



lifestyle-expo.jp/summer/en-gb/visit.html



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PRESS INQUIRIES

For coverage on the show, media partnership, etc.



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LIFESTYLE Week

Trade Fair for Gifts, Stationery, Homeware and Fashion

Show Management, RX Japan Ltd.

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