

## 2022 show facts

Title	Interior Lifestyle Tokyo
Date	1 – 3 June 2022
Venue	Tokyo Big Sight, West Hall 1, 2 + Atrium
Exhibitors	<b>515</b> from <b>10</b> countries and regions (Japan 495, Overseas 20)
Visitors	<b>16,542</b> from <b>12</b> countries and regions (Japan 16,525, Overseas 17)



## Buyer profile

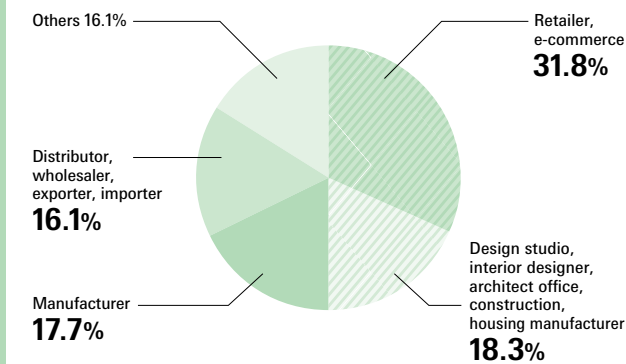
\*Source: organiser visitor survey of 2022

Department stores	Volume sellers	Contract business	Fashion houses	Interior design retailers	E-commerce
Daimaru Matsuzakaya Hankyu Hanshin Isetan Mitsukoshi KEIO Matsuya Odakyu Sogo & Seibu Takashimaya Tobu Tokyu	Aeon retail Cainz Ito-Yokado Ryohin Kaikaku SHIMACHU StylingLife Holdings The loft TOKYO interior Tokyu Hands Watashi no Heya Living	Grand Hyatt Tokyo Hoshino Resorts JTB Trading Mitsubishi Estate Mitsui Designtec Mori Building Nippon Hotel Nomura Oriental Land Starbucks Coffee Japan Trunk	Adastria Barneys Japan Baycrew's Beams H.P.France Jun Sazaby League Ships Stripe International Tomorrowland United Arrows	Actus Akomeya Tokyo Asplund Axis Cassina IXC. Conran Shop Japan Culture Convenience Club D&Department Illums Japan itoya Sempre Design Welcome	Amazon Japan Aming Askul Cataloghouse Dinos Corporation FLYMEe Kurashicom Nissen QVC Japan Senshukai Yahoo Japan

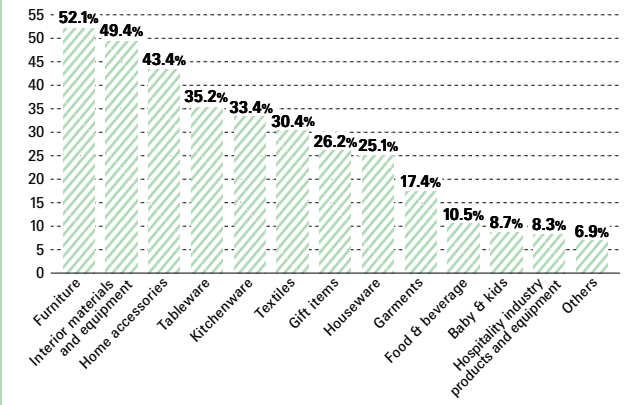
## Visitor data

\*Source: organiser visitor survey of 2022

### Business categories



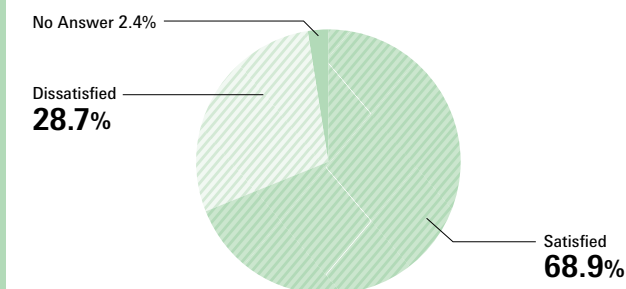
### Product categories of interest



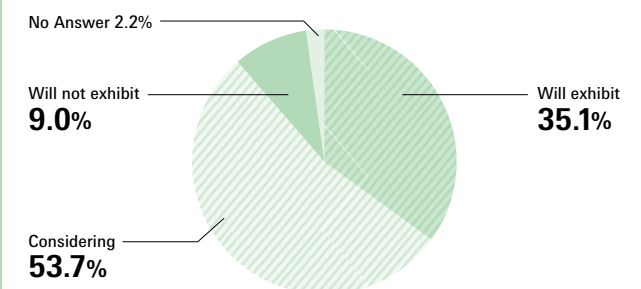
## Exhibitor data

\*Source: organiser visitor survey of 2022

### Overall satisfaction with this fair



### Likelihood to exhibit in 2023



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Interior Lifestyle Tokyo organiser's office  
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interiorlifestyle  
TOKYO

Exquisite designs  
gathered  
in Tokyo

14 – 16 June 2023  
Tokyo Big Sight  
West Exhibition Halls

Exhibitor's guide

[www.interior-lifestyle.com](http://www.interior-lifestyle.com)



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# Interior Lifestyle Tokyo 2023

## A marketplace for lifestyle products of the future

Interior lifestyle Tokyo is the leading international trade fair 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 home and lifestyle such as designed gift items, fashion, tableware, foods, high-end furniture and interior decor.

The last edition in 2022, held for the first time after a three-year break due to the pandemic, was bustling with business discussions and gave exhibitors the opportunity to connect with a wide range of buyers including not only retailers but also trade buyers from the contract sectors such as hoteliers, architects, interior designers, and home builders.

## Three 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, 71% 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 utilise the fair to find inspiration for their projects.



## Fair overview

<b>Dates</b>	<b>14 – 16 June 2023</b>
<b>Opening hours</b>	<b>10:00 – 18:00 (Last day until 16:30)</b>
<b>Venue</b>	<b>Tokyo Big Sight West Exhibition Halls</b>
<b>Organiser</b>	<b>Messe Frankfurt Japan Ltd.</b>

## 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.



### MOVEMENT ★

#### Must-see trendsetting designs

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



### 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

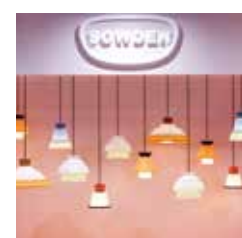
Furniture, home textiles, lights, outdoor furniture, green interiors, office interiors and more.



### ETHICAL

#### For a sustainable society

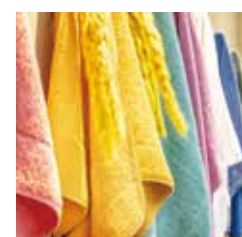
A zone dedicated to products that consider the environment, people, society, and the community. This includes environmental conservation, up-cycling, fair trade, products that support challenged people, organic products, local production for local consumption and more.



### ACCENT

#### New accents to living

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



### EVERYDAY

#### Accessories for a more comfortable living environment

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



### CREATIVE RESOURCE

#### Materials and fixture invoking creativity

Innovative interior materials and fixture techniques for interior design and house remodeling such as porcelain tiles, house fixtures, parts, and related materials.



### FOODIST

#### A diverse array of foods from inside and outside of Japan

Sweets or seasonings with well-designed packaging, imported food, 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 ★

#### Promoting 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	Raw space + Basic booth fitting 1 booth	1 booth = 9 m <sup>2</sup> (W3m x D3m x H2.7m)	¥456,000 (Raw space ¥340,000 + Basic booth fitting ¥116,000)	
CREATIVE RESOURCE		1 booth = 6.3 m <sup>2</sup> (W3m x D2.1m x H2.7m)	¥348,000 (Raw space ¥252,000 + Basic booth fitting ¥96,000)	
ETHICAL	Raw space only 2 booths or more	1 booth = 9 m <sup>2</sup> (W3m x D3m)	¥340,000 per booth	
EVERYDAY		1 booth = 6.3 m <sup>2</sup> (W3m x D2.1m)	¥252,000 per booth	
HOME	Raw space + Basic booth fitting 1 booth only	1 booth = 4.5 m <sup>2</sup> (W3m x D1.5m x H2.7m)	¥165,000	
KITCHEN LIFE		1 booth = 4.5 m <sup>2</sup> (W3m x D1.5m x H2.7m)	¥200,000	
MOVEMENT*	Raw space + Basic booth fitting 1 booth only	1 booth = 9 m <sup>2</sup> (W3m x D3m x H2.7m)	¥100,000	
FOODIST		1 booth = 6.3 m <sup>2</sup> (W3m x D2.1m)	¥252,000 per booth	
NEXT*1	Raw space + Basic booth fitting 1 booth only	1 booth = 4.5 m <sup>2</sup> (W3m x D1.5m x H2.7m)	¥165,000	
TALENTS*2		1 booth = 9 m <sup>2</sup> (W3m x D3m x H2.7m)	¥100,000	

\* Availability is limited for booth size 6.3 m<sup>2</sup>.

\* Those who have exhibited in the regular zone cannot apply for NEXT.

\*1 Applicants should not have exhibited at the zone at five 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 your application has been submitted.

### ■ Schedule

Application deadline	16 December 2022
↓	
Exhibitor manual will be sent by e-mail and further preparations will commence	
↓	
Booth location offer and assignment	February – April 2023
↓	
Move-in	12 – 13 June
↓	
Interior Lifestyle Tokyo 2023	14 – 16 June

### Application materials for submission:

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

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