

interiorlifestyle
TOKYO

Final Report

14—16 June 2023

Tokyo Big Sight, Japan

West Exhibition Hall 1 & 2 + Atrium

From the Organiser

We are pleased to announce you that the 31st edition of Interior Lifestyle Tokyo was successfully closed with having 542 exhibitors and 18,634 visitors.

The numbers of exhibitors and visitors in this report have been audited accordingly and consolidated with statistical reliability and transparency.

The number of exhibitors increased by 5% and the number of visitors increased by 13% compared to the previous year.

These positive figures indicate a recovery from the pandemic in Japan's interior industry.

It is also noteworthy that for the first time in several years after the pandemic, 83 overseas companies exhibited at Interior Lifestyle Tokyo.

Interior Lifestyle Tokyo 2024 will be held at Tokyo Big Sight West Exhibition Halls from 12th to 14th June.

We hope to see you there again!

If you have any questions or comments, please do not hesitate to contact us at any time.

We greatly appreciate your continued support for Interior Lifestyle Tokyo.

Interior Lifestyle Tokyo Organiser's Office

Outline of the Fair

Title	Interior Lifestyle Tokyo
Period	14 – 16 (Wed. – Fri.) June 2023 10:00 – 18:00 (Last Day Closed at 16:30)
Venue	Tokyo Big Sight (Tokyo International Exhibition Center) West Exhibition Hall 1 & 2 + Atrium 3-11-1 Ariake Koto-ku, Tokyo Japan
Organiser	Messe Frankfurt Japan Ltd 4F Sumitomo Fudosan Chiyoda Fujimi Building 1-8-19 Fujimi Chiyoda-ku, Tokyo 102-0071 Japan
Official Supports	Ministry of Economy, Trade and Industry Japan External Trade Organization (JETRO) Manufactured Imports and Investment Promotion Organization (MIPRO) JAPAN INTERIOR INDUSTRY ASSOCIATION Japan Interior Designers' Association GLASS MANUFACTURERS' ASSOCIATION OF JAPAN Japan Jewellery Designers Association THE TEXTILE DESIGN ASSOCIATION OF JAPAN The Japan Textiles Importers Association (JTIA) Japan Houseware and Interior Association Royal Danish Embassy, Japan aicep Portugal Global - Portuguese Trade & Investment Agency
Admission Fee	Free of Charge with Online Visitor Registration

Number of Exhibitors: 542 (19 Countries and Regions)					
1	Japan	459	11	Austria	2
2	Italy	19	12	Hong Kong	2
3	India	11	13	Singapore	2
4	Indonesia	9	14	Taiwan	2
5	Denmark	8	15	Thailand	2
6	China	7	16	Finland	1
7	Portugal	5	17	Latvia	1
8	Great Britain and Northern Ireland	4	18	Lithuania	1
9	Germany	3	19	Poland	1
10	Korea, the Republic of (South)	3			

Number of Visitors: 18,634 (28 Countries and Regions)								
1	Japan	18,316	11	Great Britain and Northern Ireland	6	21	United Arab Emirates	2
2	Korea, the Republic of (South)	96	12	France	4	22	Australia	1
3	Taiwan	57	13	Poland	4	23	Mongolia	1
4	Hong Kong	42	14	Turkey	4	24	Pakistan	1
5	China	35	15	Italy	3	25	Russian Federation	1
6	Singapore	13	16	Canada	2	26	South Africa	1
7	Philippines	11	17	India	2	27	Spain	1
8	Thailand	10	18	Indonesia	2	28	Switzerland	1
9	United States	8	19	Mexico	2			
10	Germany	6	20	Saudi Arabia	2			

■ **Number of Visitors (Multiple Count)**

Date	14 (Wed.) June	15 (Thu.) June	16 (Fri.) June	Total
Number of Visitors	5,897	6,192	6,545	18,634

■ **Visitors by Business Category**

Business Type	#	%
Retail Shops	4,965	26.6
– Lifestyle Shop	2,063	11.1
– Textile Shop	277	1.5
– Apparel Shop	372	2.0
– Furniture Shop	461	2.5
– General Merchandise Shop	449	2.4
– Stationary Shop	81	0.3
– Department Store	492	2.6
– Large Scale Retail Outlet	132	0.7
– Other Retail Shops	638	3.4
Mail Order / E-Commerce / TV Shopping	859	4.6
Distributor / Wholesaler	1,931	10.4
Importer / Exporter	1,185	6.4
Manufacturer	3,423	18.4
Design Studio	1,151	6.2
Interior Designer / Decorator	631	3.4
Architect Office	521	2.8
Construction / Housing Manufacturer	1,076	5.8
Hotel / Leisure Facility	210	1.1
Restaurant / Cafe / Bar	126	0.6
Governmental Agency / Association/ Embassy	298	1.6
Student	705	3.8
Others	1,542	8.3
N/A	11	0.1
Total	18,634	100.0

Highlight

■ Atrium Special Exhibition <Ethical Library>

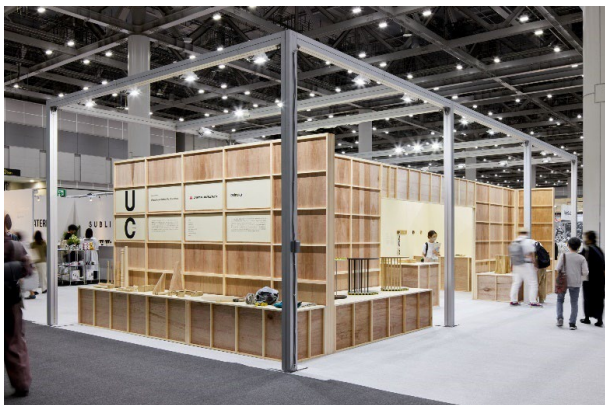
Director: Keiji Ashizawa from Keiji Ashizawa Design Co., Ltd.



■ Upcycling Airplanes JAL | Karimoku

Designers:

Keiji Ashizawa from Keiji Ashizawa Design Co., Ltd. / Jin Kuramoto from JIN KURAMOTO STUDIO / Shizuka Tatsuno from Shizuka Tatsuno Studio / Kenji Ito from MUTE / Naoki Terada from inter.office / Wataru Kumano from kumano / Koichi Suzuno from TORAFU ARCHITECTS Inc.



■ LIFESTYLE SALON 2023



■ Young Designer Award

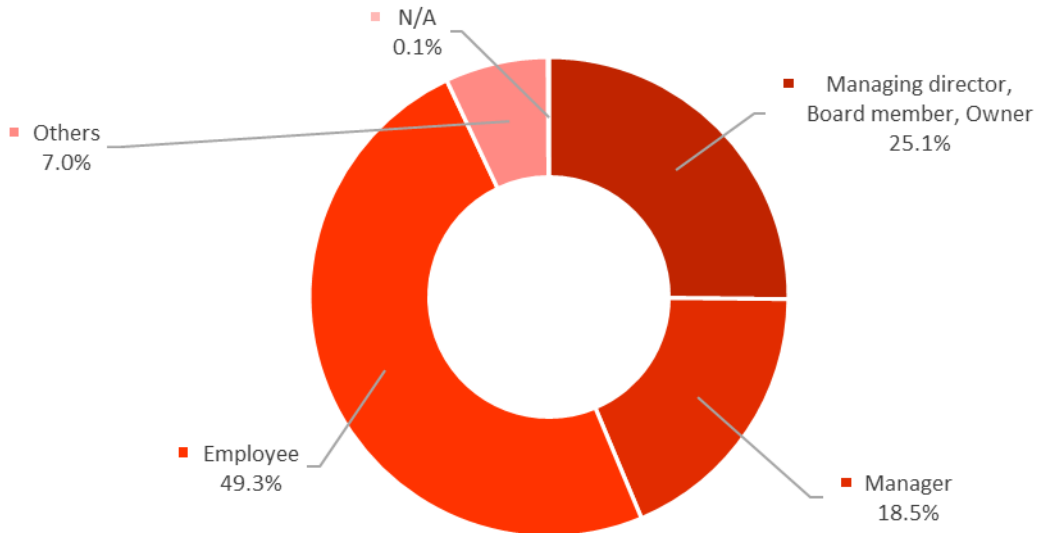
Award	Award winner	Judge
Young Designer Award	ATSUSHI SHINDO	Messe Frankfurt GmbH Ambiente Team

Visitor Survey

Referring Source: Official Data Tallied by Messe Frankfurt GmbH

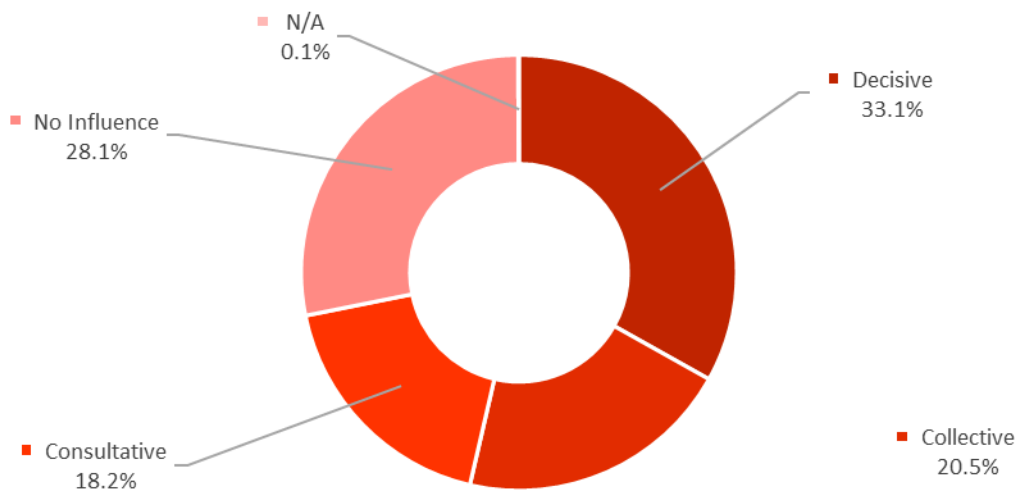
1) What is your occupational status?

1	Managing director, Board member, Owner	25.1%
2	Manager	18.5%
3	Employee	49.3%
4	Others	7.0%
5	N/A	0.1%



2) How is your influence on purchasing/procurement decisions?

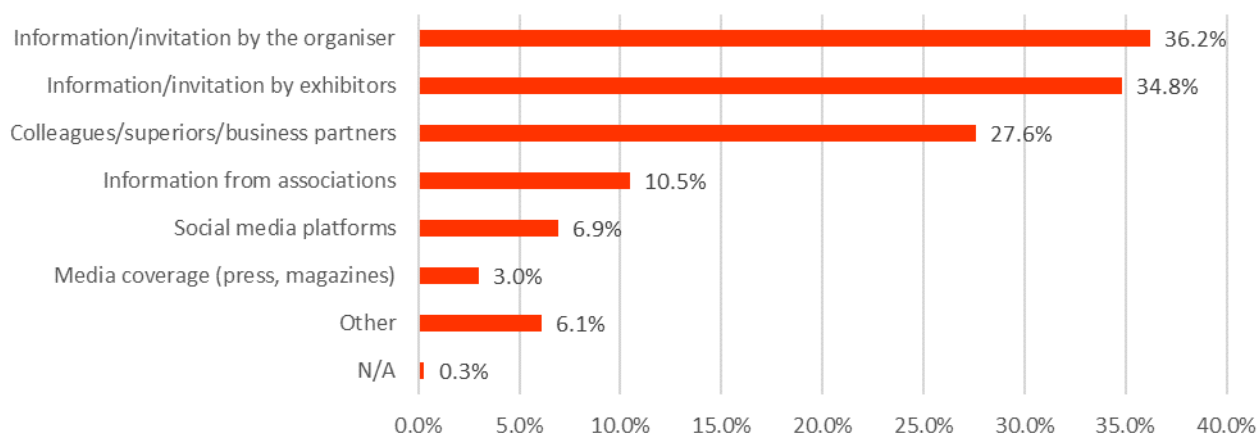
1	Decisive	33.1%
2	Collective	20.5%
3	Consultative	18.2%
4	No Influence	28.1%
5	N/A	0.1%



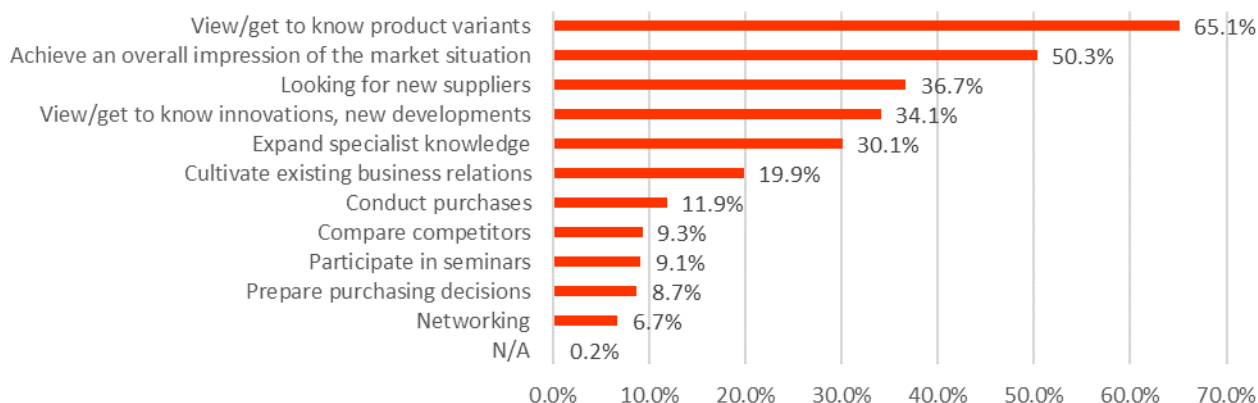
Visitor Survey

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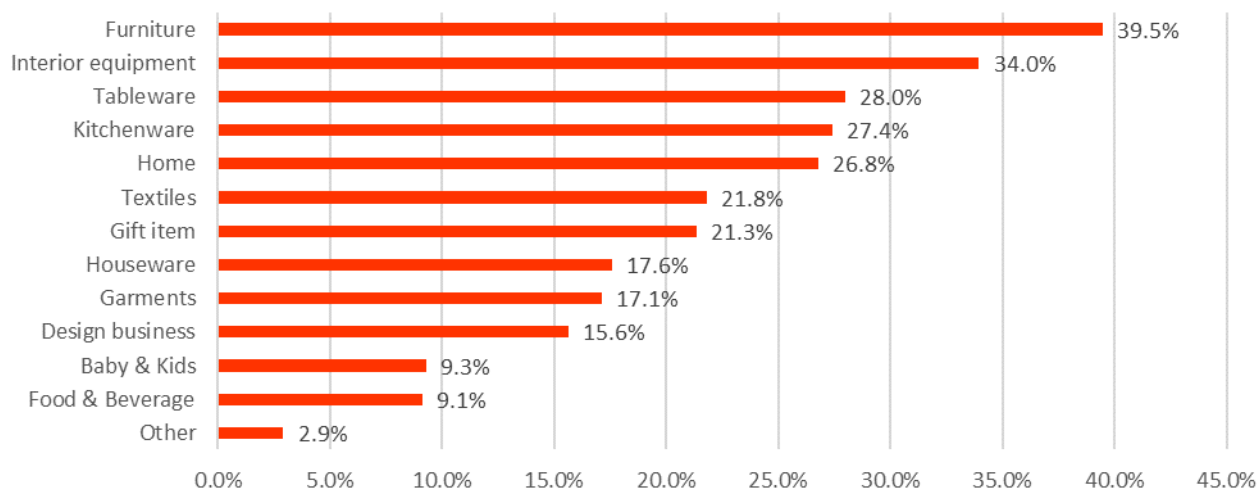
3) Through which of the following channels did you receive information about this trade fair? (Several answers possible)



4) Which objectives were you pursuing in visiting this trade fair? (Several answers possible)



5) Which product range were you interested in at Interior Lifestyle Tokyo 2023? (Several answers possible)

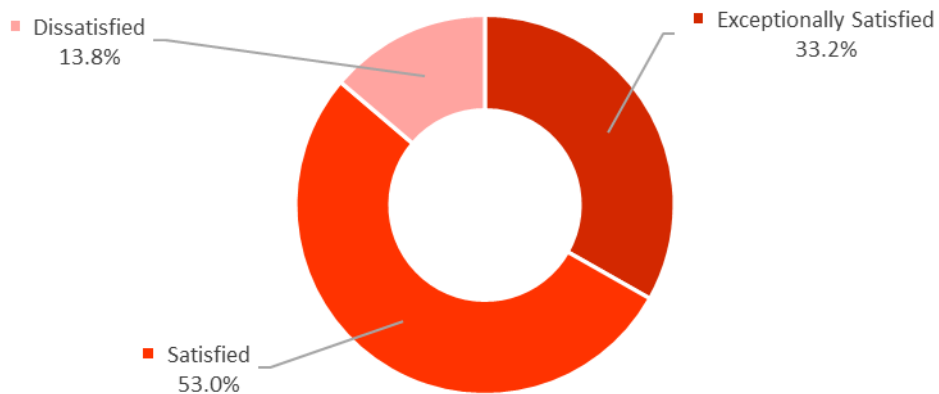


Visitor Survey

Referring Source: Official Data Tallied by Messe Frankfurt GmbH

6) Overall, how satisfied were you with your visit to this trade fair?

Exceptionally Satisfied	33.2%
Satisfied	53.0%
Dissatisfied	13.8%

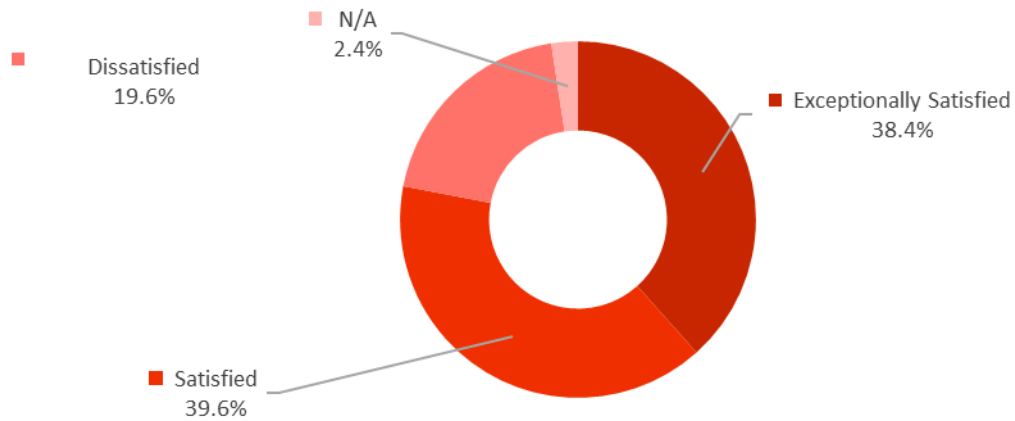


Exhibitor Survey

Referring Source: Official Data Talled by Messe Frankfurt GmbH

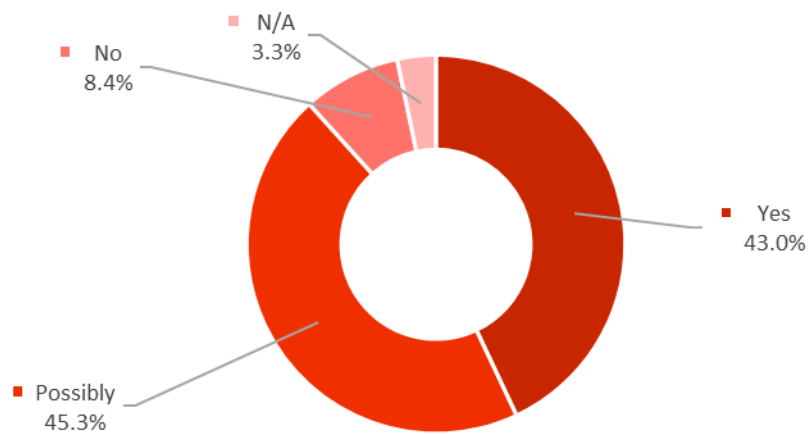
1) Overall, how satisfied are you with your participation in this trade fair?

Exceptionally Satisfied	38.4%
Satisfied	39.6%
Dissatisfied	19.6%
No Answer	2.4%



2) Will you participate in the next trade fair again?

Yes	43.0%
Possibly	45.3%
No	8.4%
N/A	3.3%



Exhibitor Comment

Our new brand "TSUTSU" had been aiming to exhibit at Interior Lifestyle Tokyo 2023 since 2021 already. Because origin regression was our keyword, we renewed the brand concept to rebrand. Although we felt a little nervous about our new direction, the feedback we heard from domestic and overseas buyers was very positive and we could have some nice encounters for our business. Now we are planning to launch a new brand and also planning to exhibit at Interior Lifestyle Tokyo again.

SUS Inc.

Our objectives for the exhibit were enhancing our relations with domestic and overseas clients and finding direct business partners. Even though our distributors and we already have some sales channels to overseas, we want to widen the channels more to raise a profit. This time we placed emphasis on building relations with visitors and our target was 50 of them for three days; however, we could achieve it within two days. Since our booth location was good, we should have bought more spaces. We are thinking to exhibit at Interior Lifestyle Tokyo 2024 positively.

KANEKO KOHYO.

Our targets were getting new four hundred Instagram followers and having six hundred business cards. And, we succeeded to exceed the both targets dramatically. Although our main customers are architects and coordinators, we feel retailers also can be one of them. And, actually our main purpose of this exhibit was that we wanted to introduce our new product to the visitors of Interior Lifestyle Tokyo, and we learned this exhibition has visitors from various business industry. Since we received a favorable reputation from them, we would love to consider next exhibit positively.

Lilycolor Co., Ltd.

Upcoming Event

APPLY NOW!

Interior Lifestyle Tokyo 2024

12 – 14 (Wed. – Fri.) June 2024

Tokyo Big Sight West Exhibition Halls

Apply before 15 December 2023

www.interior-lifestyle.com

Enquiry

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Interior Lifestyle Tokyo Organiser's Office

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www.jp.messefrankfurt.com

Worldwide Fair

Intertextile Shanghai Home Textiles – Autumn Edition 2023
16 – 18 (Wed. – Fri.) August 2023
National Exhibition and Convention Center (Shanghai)

Interior Lifestyle China 2023
13 – 15 (Wed. – Fri.) September 2023
Shenzhen World Exhibition & Convention Centre

Gifts & Lifestyle Middle East / Paperworld Middle East 2023
21 – 23 (Tue. – Thu.) November 2023
Dubai International Convention & Exhibition Centre

Heimtextil 2024
9 – 12 (Tue. – Fri.) January 2024
Messe Frankfurt Fairground

Ambiente/Christmasworld/Creativeworld 2024
26 – 30 (Fri. – Tue.) January 2024
*Creativeworld starts from 27 January 2024
Messe Frankfurt Fairground