

## 2023 show facts

Dates	14 – 16 June 2023
Venue	Tokyo Big Sight West Exhibition Halls 1, 2 + Atrium
Exhibitors	542 from 19 countries and regions (Japan 459, Overseas 83)
Visitors	18,634 from 28 countries and regions (Japan 18,316, Overseas 318)

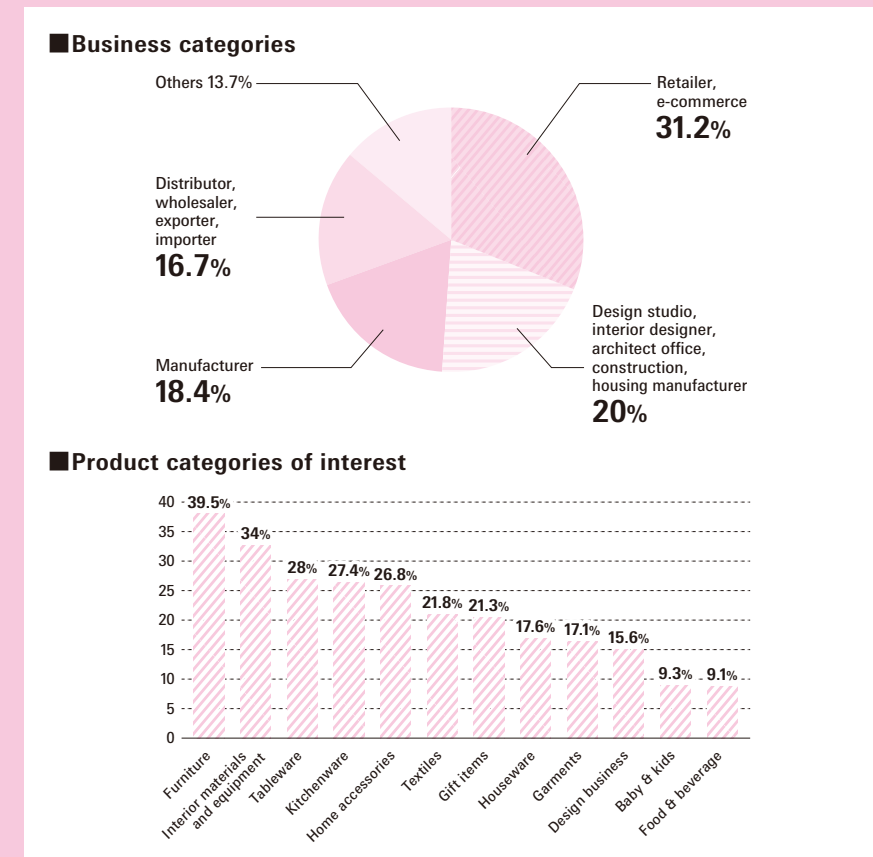


## 2023 buyer profile

\*Source: organiser visitor survey

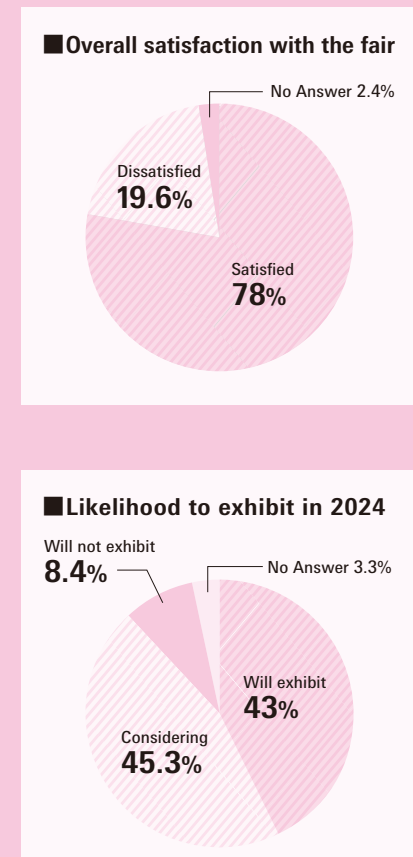
Department stores	Volume sellers	Contract business	Fashion houses	Interior design retailers	E-commerce
Daimaru Matsuzakaya	Aeon Retail	All Nippon Airways Trading	Adastria	Actus	Amazon Japan
Hankyu Hanshin	Cainz	Hoshino Resorts	Barneys Japan	Akomeya Tokyo	Aming
Isetan Mitsukoshi	Ito-Yokado	Mitsui Designtec	Baycrew's	Asplund	Askul
Keio	Ryohin Keikaku	Mori Building	Beams	Axis	Cataloghouse
Matsuya	Shimachū	Nikken Sekkei	Sazaby League	Cassina Inc.	Dinos Corporation
Odakyu	StylingLife Holdings	Nippon Design Center	Ships	Conran Shop Japan	FLYMEe
Sogo & Seibu	The Loft	Nomura	Tomorrowland	Culture Convenience Club	Kurashicom
Takashimaya	Tokyo Interior	Oriental Land	United Arrows	D&Department	Nissen
Tobu	Hands	Royal Park Hotels and Resorts	Urban Research	Illums Japan	QVC Japan
Tokyu	Watashi no Heya Living	Sumisho Interior International		Itoya	Senshukai
		Tokyu Land		Sempre Design	Yahoo Japan
				Welcome	

## Visitor data



\*Source: organiser visitor survey

## Exhibitor data

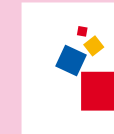


\*Source: organiser visitor survey

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interiorlifestyle  
TOKYO

Exquisite designs  
gathered  
in Tokyo

12 – 14 June 2024  
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 2024

## Where tomorrow's lifestyle products come alive

Interior lifestyle Tokyo is the international trade fair for the interior design market, revealing upcoming trends half a year in advance. It's where trendsetters gather to showcase a whirlwind of home and lifestyle marvels – from gift items, fashion, tableware, and foods, to high-end furniture, and Interior decor.

In 2023, we witnessed a significant surge in overseas exhibitors and visitors compared to 2022. The venue was abuzz with enthusiastic business discussions between exhibitors and Japanese buyers including retailers and contract visitors such as hoteliers, architects, interior designers, and home builders. This synergy again confirmed Interior Lifestyle Tokyo as the perfect place for exhibitors to expand sales in Japan, and for brands launching in the country for the first time.

## Three advantages of exhibiting

### 1 Expand your sales channels with Japanese retailers

Retailers constitute the highest number of visitors at Interior Lifestyle Tokyo. This diverse group ranges from major department stores to specialty stores dealing in furniture, stationery, gifts, and more.

### 2 Conduct business negotiations with decision-makers

According to the visitor data, 71.8% of visitors have either full or partial purchasing authority, or influence on purchasing decisions.

### 3 Meet buyers from the contract sector

These include architects, interior designers, and home builders who source for furniture, lighting, bedding, curtains, rugs, interior greenery, and home accessories.



## Fair overview

Dates	12 – 14 June 2024
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.



### MOVEMENT ★

#### Must-see trendsetting designs

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



### ETHICAL

#### For a sustainable society

Dedicated to environmentally mindful, socially responsible, and community-supportive products, including those promoting conservation, up-cycling, fair trade, inclusion, organic farming and local consumption.



### EXTERIOR **NEW**

#### Seamless Indoor-Outdoor Living

Outdoor furniture, gardening tools, accessories, BBQ grill, camping tools, and more.



### KITCHEN LIFE

#### Add flavor to the kitchen and dining table

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



### FOODIST

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

Sweets or seasonings beautifully packaged, imported food, organic tea, and more.



### ACCENT

#### New accents to living

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



### HOME

#### A fresh approach to living

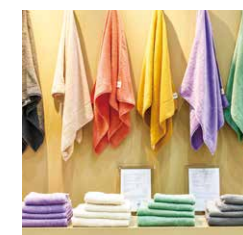
Furniture, lights, home textiles, bedding, green interiors, office interiors, and more.



### CREATIVE RESOURCE

#### Materials and fixtures that invoke creativity

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



### EVERYDAY

#### Accessories for a more comfortable living environment

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

### Supporting programme zones

### TALENTS ★

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

A stage to showcase 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 and reshaping the market landscape.

★ Exhibits are carefully selected in accordance with each theme.

## Participation fees \*10% consumption tax excluded

	Availability	Booth size	Fees (tax excluded)	Basic booth fittings image
ACCENT CREATIVE RESOURCE ETHICAL EVERYDAY EXTERIOR HOME KITCHEN LIFE MOVEMENT*	Raw space + Basic booth fitting 1 booth	1 booth = 9 m <sup>2</sup> (W3m x D3m x H2.7m)	¥515,400	 <small>* Applicants limiting their application to one booth can only apply for one of these packages.</small>
		1 booth = 6.3 m <sup>2</sup> (W3m x D2.1m x H2.7m)	¥408,300	
FOODIST NEXT *1 TALENTS *2	Raw space only 2 booths or more	1 booth = 9 m <sup>2</sup> (W3m x D3m)	¥380,700 per booth	 <small>* Construction costs such as booth furnishings, as well as electricity and water supply are the exhibitors' responsibility. * A basic booth fitting package is available at an additional charge.</small>
		1 booth = 6.3 m <sup>2</sup> (W3m x D2.1m)	¥282,200 per booth	
	Raw space + Basic booth fitting 1 booth only	1 booth = 4.5 m <sup>2</sup> (W3m x D1.5m x H2.7m)	¥215,000	
	Raw space + Basic booth fitting 1 booth only	1 booth = 4.5 m <sup>2</sup> (W3m x D1.5m x H2.7m)	¥250,000	
	Raw space + Basic booth fitting 1 booth only	1 booth = 9 m <sup>2</sup> (W3m x D3m x H2.7m)	¥100,000	

**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.

\* Applications for booth size 6.3 m<sup>2</sup> are limited.  
\* 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.

### ■ Schedule

15 December 2023	Application deadline
↓	
Exhibitor manual will be sent by e-mail and further preparations will commence	
↓	
February – April 2024	Booth location offer and assignment
↓	
10 – 11 June	Move-in
↓	
12 – 14 June	Interior Lifestyle Tokyo 2024

#### 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.