





We provide a platform where emerging designers from around the world can come together, share cultures and ideas, and create the next generation of fashion.

This show aims to promote cross-border cultural exchange through fashion and serve as an opportunity for all participants to explore new possibilities.

■EVENT DATE

Saturday, October 18, 2025

■VENUE

American Club

JAPAN COUTURE FASHION WORLD Mission

movement in the fashion industry.

Transforming Tokyo into a

Providing a Platform for Emerging Designers & Promoting Cultural Exchange

Positioning Japan as a globally recognized "Japan Collection Week," officially supported by the government, similar to Paris and Milan, and establishing a new

A Stage to Soar onto the

Discovering and nurturing young, talented designers and models with the potential to shape the future of Japan's fashion industry, providing them with a platform to launch their careers internationally.

Expanding Opportunitie Participating Models & Empowering Women Expanding opportunities for participating models and promoting the excellence of Japanese female models on the global stage.

Business Expansion for Participating Providing a networking platform for participating designers to Designers seize business opportunities and expand their ventures.

Expansion of Re-Fashion Business Supporting sustainable fashion aligned with the SDGs by offering a stage for designers to present works made from renewable fibers.

Benefits of Designer Participation

- Opportunity to participate in business matching events
- A chance to showcase each designer's unique identity to the world through social media
- Exchange knowledge on cross-cultural textile techniques and sustainable materials
- Winners of the Best Designer Award will earn the right to participate in official international fashion weeks such as those in Paris and Milan

RECRUITING DESIGNERS

ENTRY FEE

10 outfits 750,000 JPY (excluding tax)

The entry fee will be converted to USD and may fluctuate based on the exchange rate.

APPLICATION DEADLINE

Late June 2025

HOW TO APPLY

Please apply by scanning the QR code on the right.

INTRV FEE INCLUDES

1.10 models

2. Hair and makeup for models 3. Photography

4. Videography

5. Media exposure

6. Backstage services 7. Floor operation

8. Dinner & drinks

9.2 VIP seats



For those aiming to become international models, we offer the fastest route to the global stage.

Models who pass the audition will receive professional training, and 10 finalists will be selected within Japan.



ELIGIBILITY REQUIREMENTS

- First Deadline: Saturday, April 26
- Must be 14 years or older as of March 2026 (no restrictions on nationality, experience, or height)
- Conditions for Selected Models
 Must be able to travel overseas.
 All travel and accommodation expenses will be fully covered by JAPAN COUTURE FASHION WORLD.



SPECIAL BENEFITS FOR THE 10 SELECTED MODELS

- Right to walk the runway in Paris or Milan Fashion Week
- Full support for travel, accommodation, and photographer expenses
- · Invitation ticket to a Louis Vuitton show
- Invitation ticket to a CHANEL show



Apply official LINE account

Participation Fee

• Entry Fee: ¥11,000 (tax included)

 Lesson Fee: ¥80,000 (tax included, only for those selected)





- First Selection: Document review and interview (online interviews are acceptable).⇒ Candidates who pass the first selection are confirmed to participate in the show on October 18, at which point a lesson fee of ¥80,000 (including tax) will be charged.
- Second Selection: A total of six walking and practical lessons held in Tokyo, Nagoya, and Osaka.
- Final Selection: Runway evaluation during the show on October 18, where 10 finalists will be chosen.

YUNA HATTORI PROFILE

A pioneer in eyelash extensions and body jewelry in Japan, Yuna Hattori has been a leading figure in the beauty industry for 30 years, managing five companies. Currently, she operates esthetic salons in Nagoya and Azabu-Juban, Tokyo, with a focus on Hyper Energy Therapy*, a treatment featuring world-patented technology.

She developed the groundbreaking "Handheld Microcurrent Guidance Technology," which has been implemented in 200 beauty salons worldwide, including overseas locations.

As a model and beauty expert, Hattori has appeared in or been featured in approximately 200 media outlets. She also served as the chairman of Yokozuna Hakuho's Nagoya Support Group for seven years.

With connections spanning politics, business, sports, and entertainment—including figures like Alchi Governor Hideaki Omura and Deputy Prime Minister Taro Aso—Hattori has also sustained over 20 years of volunteer work under her initiative "Smile to the World."

For around seven years, Nation has been active as the designer of the kinnon of ress brand "RANON." She is dedicated to supporting kinnon-pondicing regions and artisans by producing kinnon dresses. She believes that hosting "Kinnon Dress Fashion Shows" both in Japan and internationally not only promotes the allure of Japanese traditional culture but also creates a new market for kinnon creival.

Her versatile talents, professionalism, and high level of expertise have earned her numerous significant opportunities across various industries.



- JAPAN COUTURE FASHION WORLD Organizer
- President & CEO of TOUT LE MONDE Co., Ltd.
 - President & CEO of Etna Beaute Co., Ltd.
 - Representative Director of the International Microcurrent Association
 - Representative Director of Medical Clover Association
 - President & CEO of Hachi Co., Ltd.
 - Vice President and Board Member of ASIA GOLDEN STAR AWARD
 - Representative Director of MIRAI WOMEN SUMMIT

Contact Us

TOUT LE MONDE Co..Ltd

Tokyo Office

Minato-ku, Azabu Juban 2-13-1, Tokyo, Japan

Nagova Office

Avenue Fushimi 1601 Building 4F, 2-16-1 Nishiki, Naka-ku, Nagoya, Japan















