

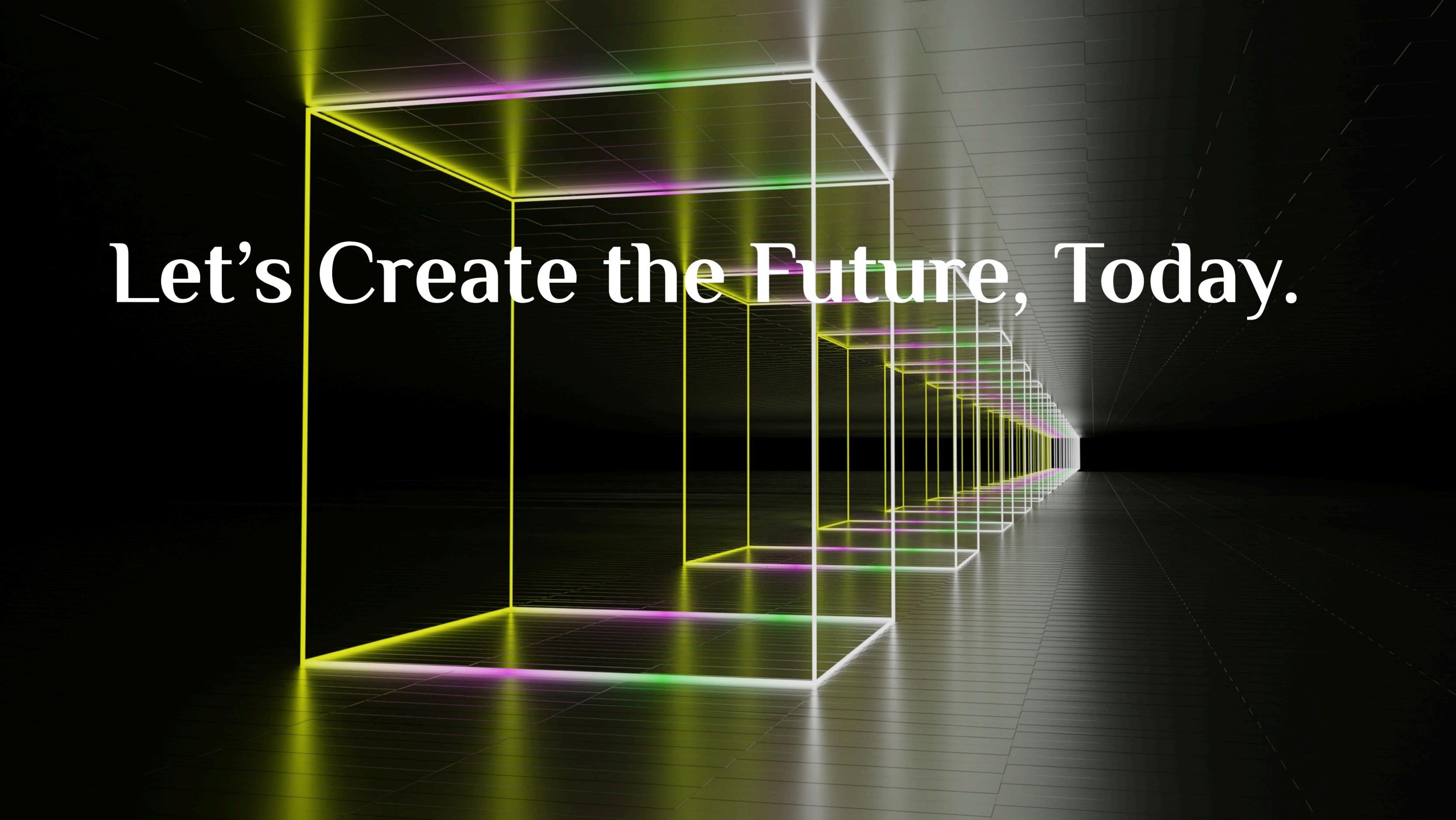
**A Future-Woven Fashion Innovation
Project from Japan**

**Statement of Purpose for the Establishment of the
Tradition & Future Fashion Council Japan**

**Tradition & Future Fashion Council Japan
TFFC Japan**

Confidential / TOUT LE MONDE Co.,Ltd



A futuristic, dark hallway with a grid floor and ceiling. A series of glowing wireframe cubes are arranged in a perspective line, receding into the distance. The cubes are illuminated with a rainbow spectrum of colors: yellow, green, cyan, blue, purple, and magenta. The text "Let's Create the Future, Today." is overlaid in white, bold, serif font across the middle of the image.

Let's Create the Future, Today.



The Tradition & Future Fashion Council Japan (TFFC Japan) aims to fuse Japanese culture with cutting-edge technology to promote future-oriented fashion that Japan can proudly showcase to the world.

Your participation has the power to shape the future.

Why This Initiative is Needed Now

The world is being rapidly reshaped by unprecedented environmental, social, and economic shifts.

Climate change mitigation, the transition to sustainable economic models, and the preservation of cultural heritage are now global priorities.

Among industries, fashion has been identified as one of the most environmentally impactful. Japan's Ministry of the Environment has spotlighted issues such as "fashion waste" and microplastics from synthetic fibers, encouraging a strong shift toward recycled materials and circular economies.

The Ministry of Economy, Trade and Industry has likewise positioned "greening of the textile industry" as a key policy pillar, promoting the development of recycled and new materials, the use of local resources, and initiatives that leverage fashion to support regional revitalization.

As traditional crafts and regional cultures face rapid decline, reimagining them with fresh perspectives and delivering them to global markets will be essential to drive cultural economics forward.



The Future We Aim to Build

**FASHION
&
FUTURE**



The Tradition & Future Fashion Council Japan proposes a new model for a sustainable, internationally relevant fashion industry by integrating traditional Japanese culture, modern fashion, and eco-conscious technologies.

Cultural Heritage × Fashion Innovation

By combining Japan's time-honored textile and dyeing techniques with contemporary fashion, we create new forms of added value.

Tokyo as a Global Fashion Capital

We seek to elevate Tokyo's global presence as the “fifth fashion capital” alongside Paris, Milan, New York, and London.

Establishing Sustainable Fashion Shows

By incorporating next-generation textiles using waste materials, recycled resources, natural dyes, and biomass-based materials, our fashion shows will themselves embody sustainability.

A close-up photograph of a person's hands gently touching a white lace fabric. The hands are positioned in the center of the frame, with fingers slightly curled. The lace has a delicate, intricate pattern. The background is softly blurred, showing hints of a light-colored wall and a window with blinds. The overall mood is calm and focused on the texture of the fabric.

Showcasing Emerging Global Designers from Japan

We will provide a platform for emerging designers, particularly from Asia, to integrate their work with Japan's cultural context—positioning Japan as a cultural crossroads for global exchange.

A top-down view of a meeting table. On the left, a person's hand is on a silver laptop. In the center, a calendar for September 2018 is visible. On the right, a person's hand is pointing at a tablet displaying a building image. A yellow folder with 'TUM' and 'ODI' logos is also present. The background shows other people at the table, including one in a blue and white striped shirt.

A National Collaboration Across Sectors

This initiative will unite policymakers, academic institutions, corporations, students, and local communities under a shared vision rooted in Japanese culture, environment, and industry.

We offer recognition and PR opportunities for our sponsor companies, enhancing corporate value and visibly promoting social contribution.



**Transforming
Culture, Economy,
and the Future**

CHANGE



CSR

This project is more than just an event—it holds the potential to reshape national cultural policies, corporate CSR strategies, and even citizen lifestyles.

For Policymakers and Government

A pillar of regional revitalization and tourism strategy

A support mechanism for reviving fashion
as an export industry

For Business Leaders and Corporations

- Enhancing international competitiveness through sustainability
- Encouraging young talent, innovation, and brand value growth
- Alignment with ESG investments and global reporting standards (GRI, SASB, etc.)



This is a national-scale initiative to be advanced jointly by Japan's leading corporations, universities, and public institutions.

- By engaging major players in Japan's economy—such as Fast Retailing, Louis Vuitton Japan, Kiyomura Corporation, Pro Labo Holdings, and Aderans—this project will contribute significantly to enhancing Japan's cultural and economic value.**
- At the same time, we are building an inclusive fashion ecosystem, open to startups, regional companies, and individual designers, fostering a multi-layered industrial structure.**

About Project

JAPAN COUTURE FASHION WORLD



From Tokyo to the World

A Future Connected Through Fashion

Aiming to create an artistic fashion exchange space that transcends a mere fashion event by integrating Japanese culture, technology, and spirituality.





JAPAN COUTURE FASHION WORLD OVERVIEW

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

The Current Landscape of Japan's Fashion Industry

Japan's fashion industry is facing a series of critical challenges:

a shrinking domestic market, labor shortages, and inventory excesses.

In particular, young designers and models have few opportunities to showcase their talent on global stages.

This event offers a solution—serving as a platform to spotlight Japan's emerging talent to the world.

JAPAN COUTURE FASHION WORLD MISSION



**Transforming Tokyo into a
Global Fashion Capital**

Providing a Platform for Emerging Designers & Promoting Cultural Exchange

A New Movement

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

**A Stage to Soar onto the Global
Scene**

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 Opportunities for 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 Designers**

Providing a networking platform for participating designers to 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.



Discovering a New Aesthetic That Embraces Individuality and Diversity

In Japan's fashion industry, opportunities for models to thrive are limited, and there are few avenues to leverage diversity and individuality.

This event seeks to challenge conventional beauty standards by proposing new criteria that celebrate diverse backgrounds and unique personal expressions. By doing so, it aims to create an inclusive space where models of all kinds can flourish.

A Direct Path to the International Stage for Aspiring Models

Models selected through auditions will undergo professional training. From there, ten finalists will be chosen to represent Japan.



A group of five models standing in a row, showcasing various styles of dresses. From left to right: a black dress with a gold and silver patterned bodice; a dark blue dress with white floral patterns and a large black hat; a white dress with colorful floral prints and a gold sash; a red dress with a gold sequined collar and a silver clutch; a white dress with a floral pattern and a gold belt; and a purple dress with a white butterfly detail. The background is a dark, patterned wall.

SPECIAL PRIVILEGES FOR THE 10 SELECTED MODELS

- Participation in Paris or Milan Fashion Week
- Full coverage of travel, accommodation, and photography costs

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

VIPゲスト①

JAPAN COUTURE FASHION WORLDでは、「RE・FASHION～未来への再構築～」をテーマに、日本を代表するトップ企業家によるランウェイステージを実施いたします。

Hiroyuki Sasaki
Chairman & CEO,
Pro Labo Holdings



Kiyoshi Kimura,
President,
Kiyomura Co., Ltd.



Yoshihiro Tsumura,
CEO, RAIBY Inc.



VIPゲスト②

JAPAN COUTURE FASHION WORLDでは、「RE・FASHION～未来への再構築～」をテーマに、日本を代表するトップ企業家によるランウェイステージを実施いたします。

Svitlana Kashcheieva,
Influencer
with 2.4 million followers



GYUTAE,
Makeup Artist



Nanae Karasawa,
Owner, Ginza Club Nanae



VIPゲスト③

JAPAN COUTURE FASHION WORLDでは、「RE・FASHION～未来への再構築～」をテーマに、日本を代表するトップ企業家によるランウェイステージを実施いたします。

LUFT Holdings Co., Ltd.
CEO Tatsuki Nanbara



Member of the House of
Councillors, Liberal
Democratic Party
Satsuki Katayama



Director, Japan BE
Institute
Tetsuo Gyōtoku



VIPゲスト④

JAPAN COUTURE FASHION WORLDでは、「RE・FASHION～未来への再構築～」をテーマに、日本を代表するトップ企業家によるランウェイステージを実施いたします。

Yoshimasa Hoshiba,
Editor-in-Chief,
FORZA STYLE



Osamu Higashio
Riko Higashio



President & CEO, Mikihouse
Group (Sanki Shoko Co., Ltd.)
Koichi Kimura



DESIGNER



JAPAN
COUTURE
FASHION WORLD

JAPAN
COUTURE
FASHION
WORLD

KENNETH
BARLIS



DESIGNER



JAPAN
COUTURE
FASHION
WORLD

WAEEL
JAMAL



DESIGNER



JAPAN
COUTURE
FASHION WORLD

JAPAN
COUTURE
FASHION
WORLD

NORIHIRO
MAEDA



DESIGNER



JAPAN
COUTURE
FASHION WORLD

JAPAN
COUTURE
FASHION
WORLD

MARVIN
BENDANA



DESIGNER



JAPAN
COUTURE
FASHION
WORLD

AKITSU Chemi
Akutami



DESIGNER



JAPAN
COUTURE
FASHION WORLD

JAPAN COUTURE FASHION WORLD

YUKA NISHINO



DESIGNER



JAPAN
COUTURE
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JAPAN
COUTURE
FASHION
WORLD

MARLA LUCIA
CARDINO



DESIGNER



JAPAN
COUTURE
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FASHION
WORLD

YUNA
HATTORI





SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGES①

¥ 150,000

① YOUR COMPANY LOGO DISPLAYED ON THE OFFICIAL WEBSITE

② ONE COMPLIMENTARY INVITATION TICKET

SPONSORSHIP PACKAGES②

¥ 500,000

- ① YOUR COMPANY LOGO DISPLAYED ON THE OFFICIAL WEBSITE
- ② YOUR COMPANY LOGO DISPLAYED ON THE EVENT STAGE
- ③ INCLUSION OF YOUR PROMOTIONAL FLYERS OR BROCHURES IN THE GIFT BAGS
- ④ THREE COMPLIMENTARY INVITATION TICKETS

SPONSORSHIP PACKAGES③

¥ 1,000,000

- ① YOUR COMPANY LOGO DISPLAYED ON THE OFFICIAL WEBSITE
- ② YOUR COMPANY LOGO DISPLAYED ON THE EVENT STAGE
- ③ INCLUSION OF YOUR PROMOTIONAL FLYERS OR BROCHURES IN THE GIFT BAGS
- ④ SAMPLING OF YOUR PRODUCTS TO ATTENDEES
- ⑤ SIX COMPLIMENTARY INVITATION TICKETS

SPONSORSHIP PACKAGES④

¥ 1,500,000

- ① YOUR COMPANY LOGO DISPLAYED ON THE OFFICIAL WEBSITE
- ② YOUR COMPANY LOGO DISPLAYED ON THE EVENT STAGE
- ③ INCLUSION OF YOUR PROMOTIONAL FLYERS OR BROCHURES IN THE GIFT BAGS
- ④ SAMPLING OF YOUR PRODUCTS TO ATTENDEES
- ⑤ OPPORTUNITY TO DELIVER A SPEECH AND PARTICIPATE IN THE RIBBON-CUTTING CEREMONY ON STAGE
- ⑥ TEN COMPLIMENTARY INVITATION TICKETS

SPONSORSHIP PACKAGES⑤

¥ 2,000,000

- ① YOUR COMPANY LOGO DISPLAYED ON THE OFFICIAL WEBSITE
- ② YOUR COMPANY LOGO DISPLAYED ON THE EVENT STAGE
- ③ INCLUSION OF YOUR PROMOTIONAL FLYERS OR BROCHURES IN THE GIFT BAGS
- ④ SAMPLING OF YOUR PRODUCTS TO ATTENDEES
- ⑤ OPPORTUNITY TO DELIVER A SPEECH AND PARTICIPATE IN THE RIBBON-CUTTING CEREMONY ON STAGE
- ⑥ EXHIBITION BOOTH SPACE (2 TABLES)
- ⑦ FOURTEEN COMPLIMENTARY INVITATION TICKETS

About KANON

Kimono is an essential part of Japan's traditional culture that expresses the inherent beauty of Japanese women.

However, opportunities to wear kimono in daily life have declined significantly.

Believing there are still new possibilities for kimono, I began producing kimono-inspired dresses, not only to revitalize interest but also to support kimono-producing regions and artisans.

Through kimono dress fashion shows held across Japan and worldwide, I aim to create a new market for kimono revival.

By doing so, I hope to share the elegance of Japanese femininity with the global audience.





PAKISTAN TEXPO 2024



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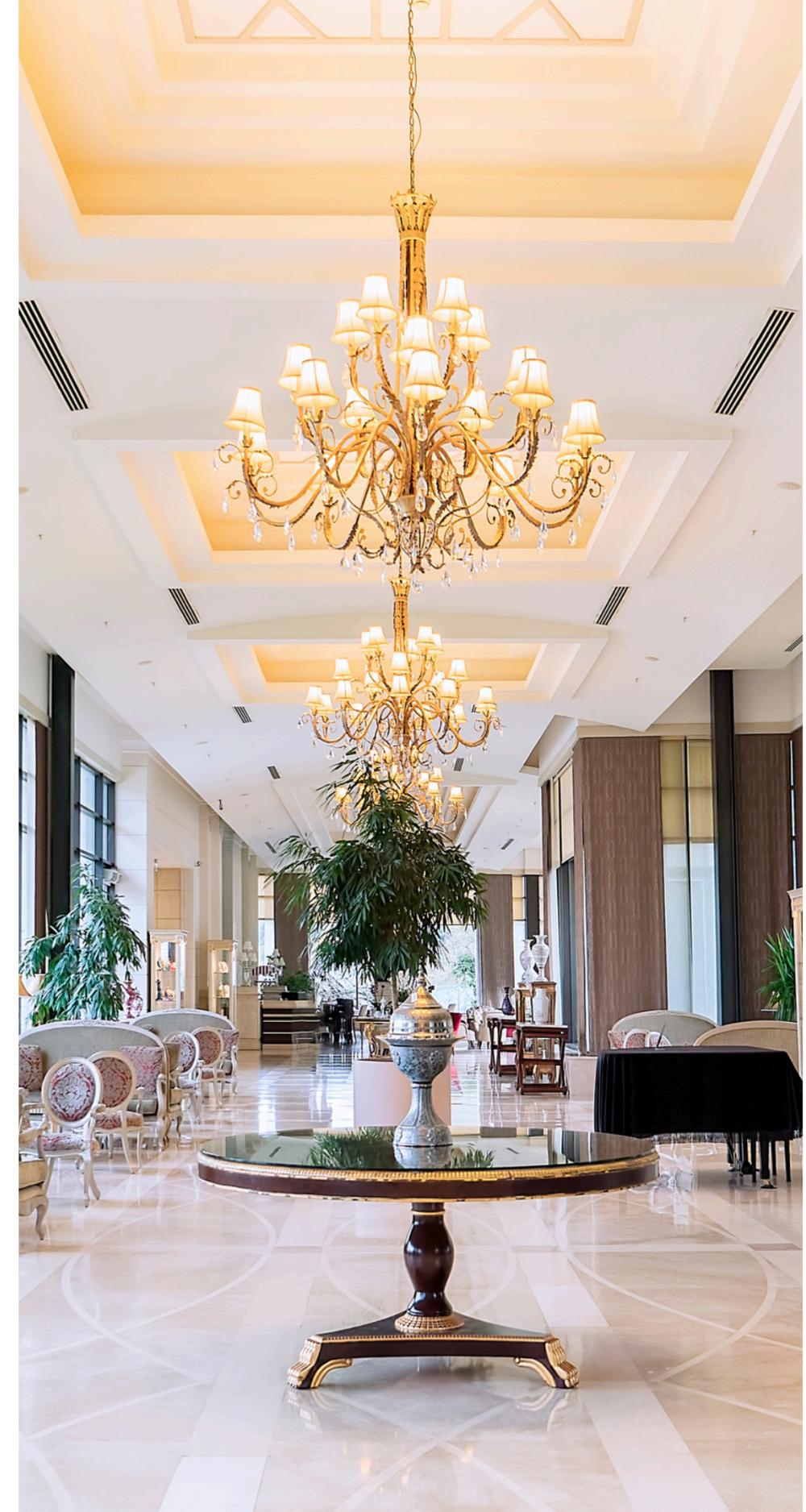


ELITE JAPAN LAUNCH PARTY 2024



Recommended Hotels

- Hotel Monterey Hanzomon
- Akasaka Urban Hotel Annex
- Hotel Musse Premier Akasaka
- Keio Presso Inn Akasaka
- Centurion Hotel Residential Akasaka
- APA Hotel Pride Akasaka Kokkaigijidomae
- Hotel Sui Akasaka By Abest



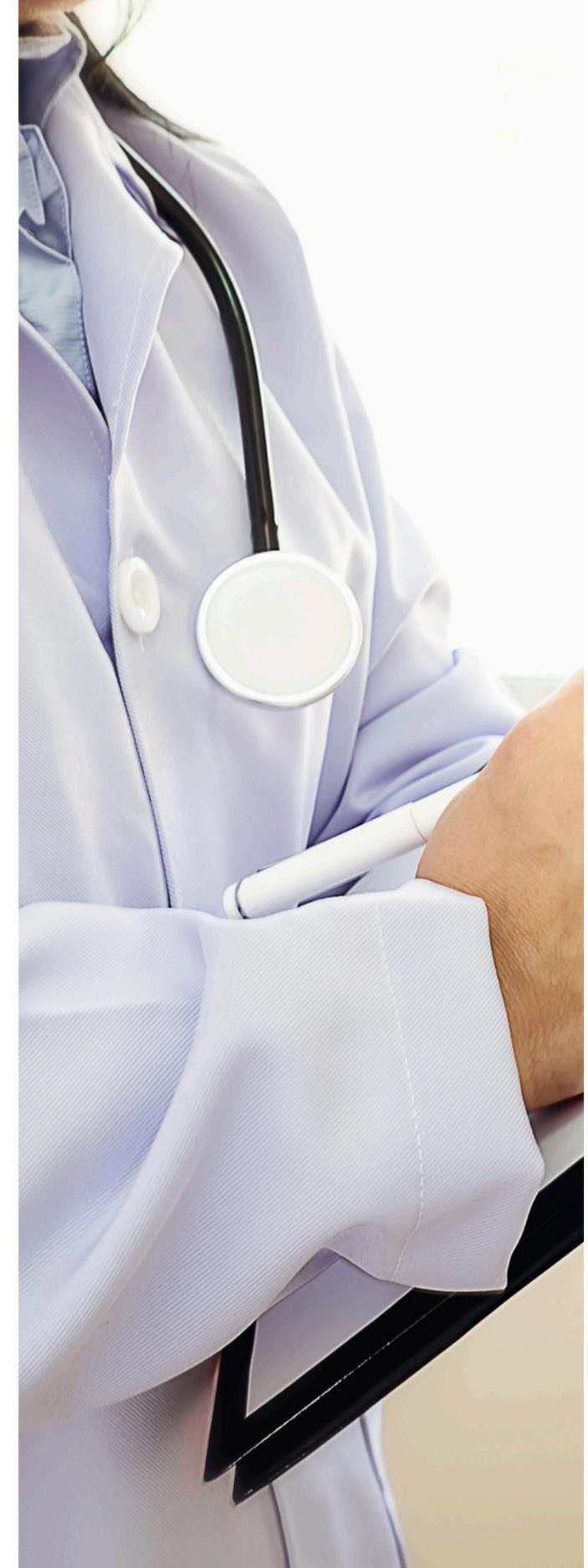
VISA Information

- Pakistan: Embassy application (~2-4 weeks)
- China: Tourist/Business visa, via embassy
- Taiwan: Visa-free for 90 days
- South Korea: Visa-free for 90 days
- Dubai: eVISA or exempt for UAE nationals
- Saudi Arabia: eVISA via online application
- France: Visa-free for 90 days
- Italy: Visa-free for 90 days



Medical Facilities

- St. Luke's International Hospital
- Tokyo Metropolitan Hiroo Hospital
- Keio University Hospital
- The University of Tokyo Hospital
- Fujita Health University Hospital, Haneda





YUNA HATTORI Profile

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 Aichi 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, Hattori has been active as the designer of the kimono dress brand "KANON." She is dedicated to supporting kimono-producing regions and artisans by producing kimono dresses. She believes that hosting "Kimono Dress Fashion Shows" both in Japan and internationally not only promotes the allure of Japanese traditional culture but also creates a new market for kimono revival.

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

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