



19th
LIFESTYLE Week TOKYO
JULY

Trade Fair for Gifts, Stationery, Homeware and Fashion

Post-Show Report

JULY 3-5, 2024
TOKYO BIG SIGHT

JULY 2024



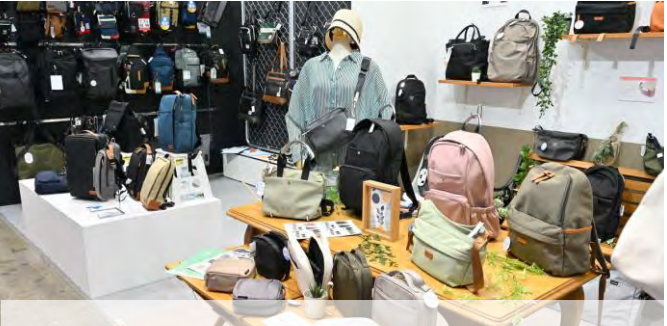
19th GIFTEX TOKYO

Gifts & Interior Expo



16th Baby & Kids

Expo Tokyo July



15th Fashion Goods & Accessories

Expo Tokyo July





11th Health & Beauty Goods Expo Tokyo July



15th Table & Kitchenware Expo Tokyo July



4th Sustainable Goods Expo Tokyo July



3rd Good Foods Expo Tokyo July





DESIGN TOKYO 2024

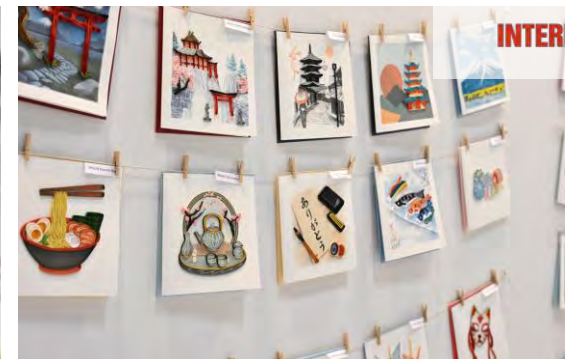


15TH TOKYO DESIGN PRODUCTS FAIR



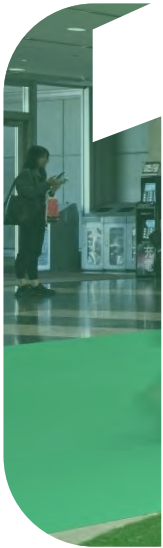
35th ISOT TOKYO JULY

INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR



OSHIKATSU - Merch Collection EXPO





OVERVIEW

Show Outline

19th

LIFESTYLE Week

TOKYO
JULY

Trade Fair for Gifts, Stationery, Homeware and Fashion

July 3 (Wed) – 5 (Fri), 2024 | Tokyo Big Sight, Japan
Organised by RX Japan Ltd.

10 SPECIALISED SHOWS

GIFTEX TOKYO - Gifts & Interior Expo	Sustainable Goods Expo Tokyo
Baby & Kids Expo Tokyo	Good Foods Expo Tokyo
Fashion Goods & Accessories Expo Tokyo	DESIGN TOKYO – Tokyo Design Products Fair
Health & Beauty Goods Expo Tokyo	ISOT TOKYO – International Stationery & Office Products Fair
Table & Kitchenware Expo Tokyo	OSHIKATSU – Merch Collection Expo Tokyo NEW

Summary

LIFESTYLE Week Tokyo July has recently concluded and has once again set the stage for the latest lifestyle trends. The event drew **967 exhibitors*** and **43,350 visitors*** from Japan and around the world, eager to discover the latest trends and innovations across **10 specialised shows**.

DESIGN TOKYO and **ISOT TOKYO**, two of the July edition's cornerstones, captivated visitors with their showcases of highly marketable design products and essential office supplies. These shows, alongside eight other dynamic exhibitions, collectively created an immersive experience for attendees and allowed them to step into the best of the lifestyle world.

*The numbers including concurrent shows

OVERVIEW

Spanning 10 distinct shows, LIFESTYLE Week Tokyo July showcased the latest innovations across various sectors within the lifestyle industry.

From stylish fashion goods and innovative homeware to the latest baby care and sustainable products, LIFESTYLE Week Tokyo July offered an unparalleled opportunity for businesses to connect, collaborate, and inspire.



Exhibitor Profile

Manufacturers/Trading Agents of:

- Variety Gifts
 - High Design Products
 - Stationery, Office Products
 - Health & Beauty Products
 - Fashion Accessories, Bags
 - Baby & Kids Products
 - Interior Goods, Home Accessories
 - Table & Kitchenware
 - Sustainable, Eco-Friendly Products
- ...and more

Visitor Profile

- Importers
 - Distributors
 - Wholesalers
 - Department Stores
 - Online Stores / e-Commerce
 - DIY / Mass Retailers
 - Lifestyle / Select Shops
- ...and more



BY THE NUMBERS*

Visitors
43,350

43,350 Visitors from Japan and other countries/regions, including lifestyle industry professionals from China, South Korea, Thailand, United States, Singapore, and more!

LIFESTYLE Week Tokyo July gathered a lineup of **967 Exhibitors**, creating an enriching, cross-cultural environment and allowing attendees to explore trends from Japan and across the globe.

Exhibitors
967



*Preliminary results

*The number including concurrent shows



Show Video



Get a glimpse into the first day of LIFESTYLE Week Tokyo July. Watch the **Day 1 Highlights** to feel the bustling energy of the event and see some of the new product launches, designer spotlights, and expert-led talks.



Emerging trends and innovations

LIFESTYLE Week Tokyo showcased exciting trends and innovations across the lifestyle sector.

Highlights included a strong emphasis on sustainability, with many eco-friendly and ethically produced products taking centre stage. Smart home technology and connected devices were also prominent, reflecting advancements in convenience and functionality.

Join us in shaping the future of the lifestyle industry. See you at the next edition!



Spotlight on health, beauty, and everyday solutions

Additionally, there was a notable focus on health and wellness, with new beauty and personal care innovations being featured. The event also highlighted the growing demand for unique, personalised items and creative solutions for everyday living.

These trends underscore the evolving preferences of consumers and set the tone for future developments in the lifestyle industry.

Discover the latest lifestyle advancements up close!



Cultivating meaningful connections

Bringing together buyers, retailers, designers, and manufacturers from around the world, the event provided a unique opportunity to connect with a wide range of potential partners.

The event featured matchmaking programs, designated networking areas, lounges, and meeting spaces to facilitate meaningful connections among attendees.

Grow your B-to-B connections at LIFESTYLE Week!



SPECIALISED AREAS



The Next Trend Gallery highlighted innovative products and emerging trends transforming the lifestyle market.

Featuring carefully curated exhibits focused on **Retro Products**, **K-Lifestyle**, and **Oshikatsu [推し活]**, the gallery provided attendees with a captivating preview of emerging trends and products shaping the market.



K-Beauty Street

With a growing global following, K-Beauty has taken the world by storm, and the **K-Beauty Street** offered visitors a unique opportunity to source the latest cosmetics, beauty, and skincare products directly from South Korean brands.



PB/OEM Counter

The **PB/OEM Counter** connected brands seeking private label or OEM partnerships with qualified manufacturers. This space facilitated efficient networking and business discussions, helping companies bring their product ideas to life.



SPECIALISED AREAS



1st OSHIKATSU - Merch Collection EXPO Tokyo July

Inspired by “oshikatsu” [推し活], the Japanese fan culture phenomenon, the first **OSHIKATSU – Merch Collection Expo Tokyo July** brought together various merchandise and creators catering to every fandom. From idols and anime to sports and hobbies, the event showcased trendsetting products celebrating fandom passion and creativity.



MEDIA PARTNERS

LIFESTYLE Week Tokyo July leveraged the power of media partnerships to expand its reach. Collaborations with key media outlets, both in Japan and overseas, amplified the event's visibility and connected with a wider audience. Additionally, **major Japanese broadcasting media** were onsite, providing coverage of the show.



Held inside **LIFESTYLE Week**

DESIGN TOKYO 2024

15TH **TOKYO** DESIGN PRODUCTS FAIR

DESIGN TOKYO is Japan's premier trade fair showcasing "marketable" design products. Renowned for its rigorous screening process, only products that pass the evaluation by a specialised committee are exhibited. This ensures that visitors can source sophisticated yet functional products of high quality.



SCREENING COMMITTEE

A dedicated Screening Committee, comprised of design industry specialists, meticulously reviewed and qualified applicants to maintain DESIGN TOKYO's standards and concept.



EISUKE TACHIKAWA

CEO of NOSIGNER
President of Japan Industrial
Design Association
Design Strategist / Visiting
Professor at Kanazawa
College of Art



RYUKO KIDA

ELLE DECOR Brand Director
Hearst Fujingaho Co., Ltd.



TANJA WANG

Curator
Architecture & Design, MoMA –
The Museum of Modern Art



Held inside **LIFESTYLE Week**

35th **ISOT** TOKYO **JULY**

INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR

ISOT, the International Stationery & Office Products Fair, is Japan's leading platform for the stationery industry. With a rich 35-year history, it is the go-to event for discovering the latest trends, innovations, and must-have stationery and office supplies.

Beyond showcasing the newest stationery and office supplies, ISOT also hosts the prestigious Stationery of the Year Award, recognising the most exceptional products in the market.



Conference Highlights

KEY TOPICS



Consumer Behavior

Analysis of current and emerging consumer trends, with a focus on the Gen Z demographic.



Oshikatsu

A deep dive into the "oshikatsu" phenomenon, including its impact on the market and practical strategies for merchandise creation.



Product Development

Insights into product sourcing, OEM strategies, and the formula behind successful product launches.



Industry Trends

Discussions on industry trends and the challenges and opportunities presented by inbound tourism.

The conference program offered in-depth discussions about the latest consumer trends, with a particular focus on the "oshikatsu" phenomenon. It provided attendees with insights into product development, market strategies, and consumer behaviour.

See the full conference program [here](#) (available in Japanese).



Conference Highlights



The program also featured panel discussions and workshops to provide interactive learning experiences for attendees.

Natsuho Tada, Representative Director of Oshicoco Co., Ltd., explored the world of "oshikatsu," including future outlooks and what "oshi" consumption involves. This session included a hands-on workshop on merchandise creation.

See the full conference program [here](#) (available in Japanese).

UPCOMING EDITIONS: 2024 & 2025



2024
2025

SAVE THE DATES

5th
LIFESTYLE Week **OSAKA**
SEPTEMBER
Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: September 25 (Wed) – 27 (Fri), 2024
Venue: INTEX Osaka, Japan

8th
LIFESTYLE Week **TOKYO**
JANUARY
Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: January 15 (Wed) – 17 (Fri), 2025
Venue: Tokyo Big Sight, Japan

20th
LIFESTYLE Week **TOKYO**
JULY
Trade Fair for Gifts, Stationery, Homeware and Fashion

Dates: July 2 (Wed) – 4 (Fri), 2025
Venue: Tokyo Big Sight, Japan

Organised by RX Japan, Ltd.

CONTACT US

EXHIBITING



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VISITING



lifestyle-expo.jp/summer/en-gb/visit.html



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PRESS INQUIRIES

For coverage on the show, media partnership, etc.



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LIFESTYLE Week

Trade Fair for Gifts, Stationery, Homeware and Fashion

Show Management, RX Japan Ltd.

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