

# LIFESTYLE Week **TOKYO** **OSAKA**

Held as Hybrid Exhibition [On-Site + VIRTUAL]

**TOKYO:** Sep. 2-4, 2020 | **OSAKA:** Sep. 9-11, 2020

LIFESTYLE Week Concluded with Success!

**16,817 Visitors Gathered at Tokyo Show** (on-site)

15<sup>th</sup> LIFESTYLE Week [TOKYO] (Sep. 2-4) & 1<sup>st</sup> LIFESTYLE Week [OSAKA] (Sep. 9-11) was successfully held 2 weeks in a row at Tokyo Big Sight and INTEX Osaka. The shows were held as “hybrid exhibition”, giving visitors the option to visit the show on-site or online. Tokyo show gathered 16,817 on-site visitors in addition to 283 exhibitors that came together from all over Japan.

With safety measures against COVID-19 carefully conducted by Show Management, exhibitors and visitors were able to have fruitful and passionate business meetings all around the venue. The show gave a positive and hopeful push to the industry, and both exhibitors and visitors now seem determined to make business chances they acquired from the show into reality.



## TOKYO Show Outline

Exhibition Title	<b>15<sup>th</sup> LIFESTYLE Week [TOKYO]</b>
Dates	September 2[Wed] – 4[Fri], 2020
Venue	Tokyo Big Sight, Japan
Consisting Shows	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>15<sup>th</sup> GIFTEX TOKYO</b> Variety-Gifts Expo</p> </div> <div style="text-align: center;"> <p><b>31<sup>st</sup> ISOT TOKYO</b> INTERNATIONAL STATIONERY &amp; OFFICE PRODUCTS FAIR</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p><b>DESIGN TOKYO 2020</b> <small>11<sup>TH</sup> TOKYO DESIGN PRODUCTS FAIR</small></p> </div> <div style="text-align: center;"> <p><b>12<sup>th</sup> Baby &amp; Kids Expo Tokyo</b></p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p><b>11<sup>th</sup> Table &amp; Kitchenware Expo Tokyo</b></p> </div> <div style="text-align: center;"> <p><b>4<sup>th</sup> Interior &amp; Home Decor Expo Tokyo</b></p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p><b>7<sup>th</sup> Health &amp; Beauty Goods Expo Tokyo</b></p> </div> <div style="text-align: center;"> <p><b>11<sup>th</sup> Fashion Goods &amp; Accessories Expo Tokyo</b></p> </div> </div>
Co-held Show	12 <sup>th</sup> Japan Marketing Week [Tokyo]
Exhibitors Count	283 Exhibitors (490 exhibitors including co-held show)
Visitors Count	16,817 Visitors (32,066 visitors including co-held show)

## OSAKA Show Outline

Exhibition Title	<b>1<sup>st</sup> LIFESTYLE Week [OSAKA]</b>
Dates	September 9[Wed] – 11[Fri], 2020
Venue	INTEX Osaka, Japan
Consisting Shows	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>1<sup>st</sup> GIFTEX OSAKA</b> Variety-Gifts Expo</p> </div> <div style="text-align: center;"> <p><b>1<sup>st</sup> ISOT OSAKA</b> INTERNATIONAL STATIONERY &amp; OFFICE PRODUCTS FAIR</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;"> <p><b>1<sup>st</sup> Interior &amp; Home Decor Expo Osaka</b></p> </div> <div style="text-align: center;"> <p><b>1<sup>st</sup> Health &amp; Beauty Goods Expo Osaka</b></p> </div> </div> <div style="text-align: center; margin-top: 10px;"> <p><b>1<sup>st</sup> Fashion Goods &amp; Accessories Expo Osaka</b></p> </div>
Co-held Shows	1 <sup>st</sup> COSME Week [OSAKA], 1 <sup>st</sup> Japan Marketing Week [Osaka]
Exhibitors Count	95 Exhibitors (304 exhibitors including co-held shows)
Visitors Count	8,123 Visitors (24,944 visitors including co-held shows)

## Int'l Exhibitors Successfully Exhibited Remotely

International exhibitors' booths were seen at the show venue where they successfully approached visitors remotely. Various products were displayed at on-site booths and their sales representatives were able to approach on-site visitors directly.

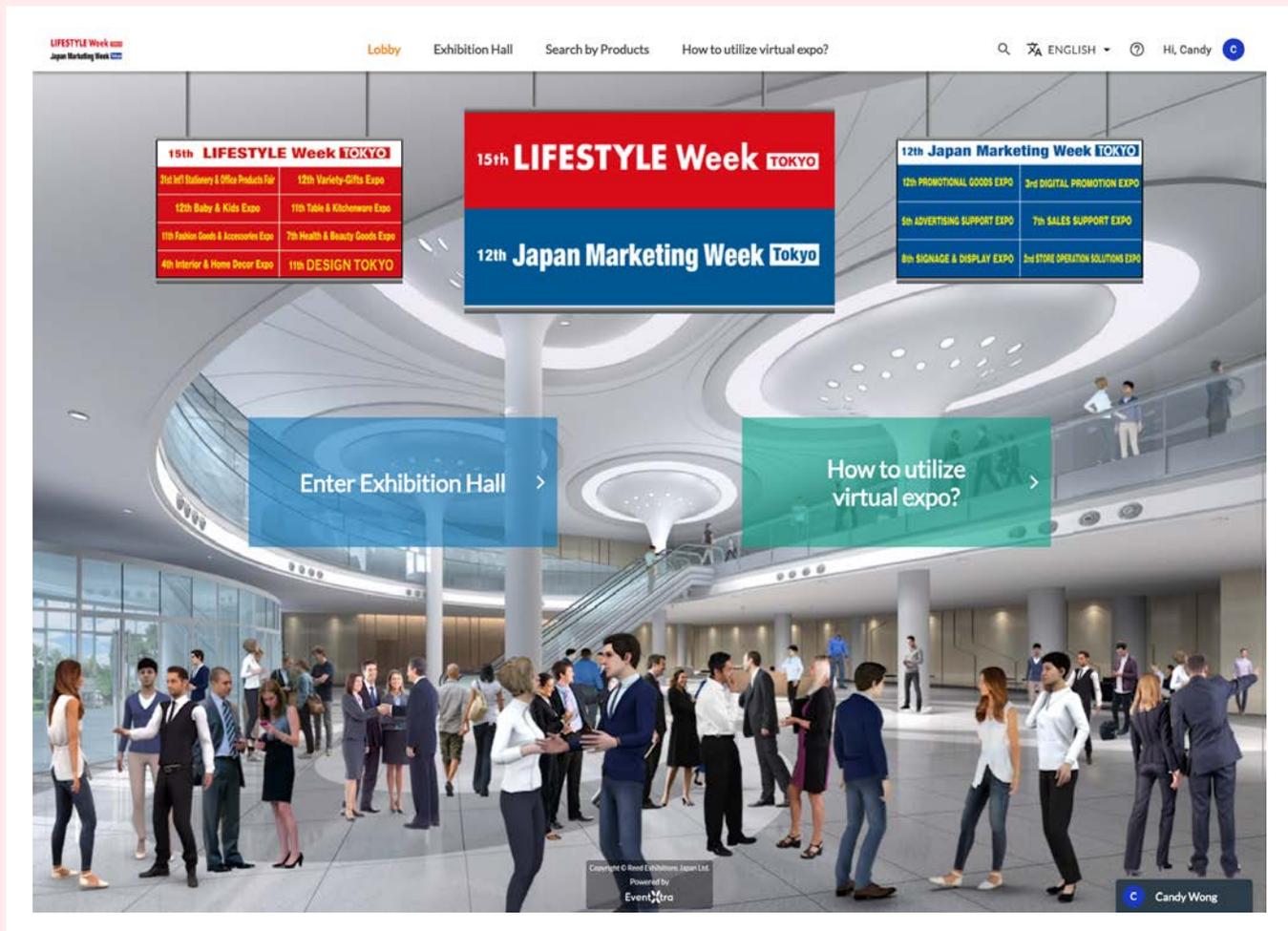
International exhibitors were also able to have in-depth discussions with visitors using video calls/chat (online messages) through laptops that were stationed at on-site booths. International gifts/lifestyle products are very popular among Japanese buyers, and many of them seemed excited to see all of the unique products from overseas.



## Active Business Meetings were Also Conducted at Digital Platform

Along with on-site business meetings, many active business meetings were conducted at the digital platform. This platform gave those who could not visit the venue a chance to source and have business meetings with exhibitors safely from their home/office. Not only domestic buyers but also international buyers visited exhibitors' online booths to have in-depth meetings using video calls/chat (online messages).

### - Image of Digital Platform (Entrance Page) -



### - Useful Features of Digital Platform -

#### Check Exhibit Products



Check and download product brochures.

#### Video Call



Appoint a date/time with exhibitors in advance to have in-depth business meetings in real time.

#### Chat (Online Message)



## ***"Made-in-Japan" Quality Products***

Japan is known for its high quality/high design products and a wide range of "Made-in-Japan" products were exhibited at the show. Everything from traditional Japanese goods, handmade potteries, cutlery and crafts, as well as eco-friendly/sustainable items were showcased. Visitors were seen holding/trying out the products in their hands and negotiating excitedly with exhibitors.



## ***"New Normal" Lifestyle Goods Fair***

With the recent pandemic of COVID-19, safety measures to prevent infection have been the hot topic for everyone. Disinfection products such as masks, hand sanitizers, non-contact goods, as well as stay-home goods attracted much attention at the show.



**- 29<sup>th</sup> STATIONERY OF THE YEAR Award 2020 -**

This award was given to 10 products of this year's best stationery for categories; functionality and design. The award was held inside 31<sup>st</sup> ISOT [TOKYO].

**■ CATEGORY: FUNCTIONALITY**



**Honto no Kaminendo Real Paper Clay**  
SOUMA CO., LTD.

Fun-to-use clay kit made from 100% paper.  
Only water is needed.



**Daylight Rechargeable Magnifier Halo Go**  
JANOME SEWING MACHINE CO., LTD.

Portable lamp with magnifier.  
Comes with USB rechargeable battery.



**Kanogu**  
GRASSE TOKYO CO., LTD.

Beautifully scented watercolor paint with  
essential oil.



**Clean Board CREA**  
PLUS CORPORATION

New type of white board that uses no ink  
and produces no dust.



**OFURO NOTE - HAQUR -**  
R CORPORATION CO., LTD.

Notebook that you can draw on in the  
bathtub. Waterproof, for children.

## ■ CATEGORY: DESIGN



**GLASS PEN for daily use BRIDE/GROOM, INK POT BOUQUET**  
HARIO SCIENCE CO., LTD.

Glass pen that can be used for everyday.  
Comes with separate ink pot.



**Design Refill Pad**  
ASHFORD CO., LTD.

Design and create your very own schedule book using refillable pads.



**Globe**  
DESIGNPHIL INC.

Globe made of special paper that you can write on. Perfect for interior.



**JAPANESE COLORS NAME STICKERS**  
KAMIOJAPAN INC.

Stickers with beautiful colors with the image of Japan.



**Barrier-free Calendar**  
SHINBIDO TEDUKA HAKUOSHIJO CO., LTD.

Simply designed calendar with braille.  
Can be used by anyone.

## Exhibitor's Comments

### “Over 10 million JPY orders expected on the first day”

I was not expecting to be so busy during the show.

Through business meetings with visitors, I could tell that everyone was waiting for this show to be held for so long.

I have high hopes for the company's future.



HANSHIN COMMERCIAL CO., LTD.

### “Trade shows are a MUST in business”

I was so surprised at the number of visitors we had. I strongly felt that with this trade show, the businesses that were on pause will now move forward.

It is also an important platform to exchange information amongst exhibitors.



SUGAI WORLD INC.

## Thorough Measures Against COVID-19

Safety measures against COVID-19 were carefully conducted by Show Management. Measures include thermography at show entrance, prevention films at registration counters, placement of hand sanitizers throughout the venue and more.

>> [Click for more details](#)

### Thermography at Entrance



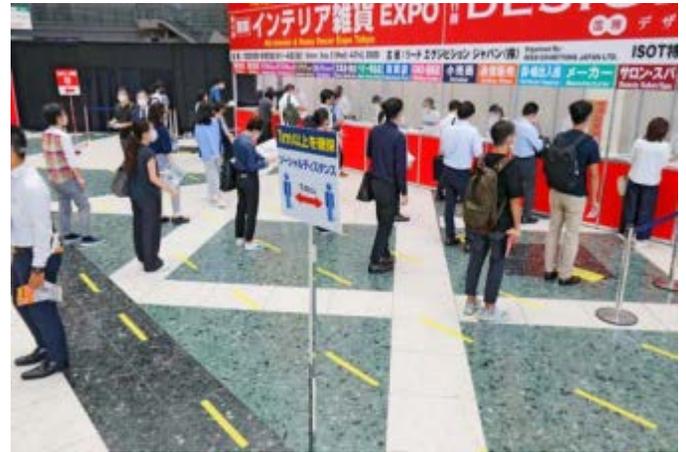
### Prevention Film at Counter



Placement of Hand Sanitizers



Social Distancing



Medical Room with Doctor



Distribution of Face Masks



**High Expectations for Future Editions**

With the on-going pandemic of COVID-19, the “hybrid exhibition” will be held once again for the 2021 January show\*. 2021 June and September shows will be held only as a physical show, and will be back stronger than ever gathering exhibitors from all over Japan and overseas.

Most of the exhibiting spaces were booked by the end of the shows by satisfied exhibitors and new-comers who saw the show as a great business opportunity. Don't miss these future editions of LIFESTYLE Week!

\*subject to change

**4th LIFESTYLE Week TOKYO JANUARY**

Jan. 27(Wed) - 29(Fri), 2021  
Makuhari Messe, Japan

**16th LIFESTYLE Week TOKYO JUNE**

June 30(Wed) - July 2(Fri), 2021  
Tokyo Big Sight, Japan

**2nd LIFESTYLE Week OSAKA SEPTEMBER**

Sep. 29(Wed) - Oct. 1(Fri), 2021  
INTEX Osaka, Japan

## ■ Interested in Exhibiting?

Show Management can assist you with cost, booth locations, visitor's list, etc.

- Exhibiting Info Request >> [https://www.lifestyle-expo.jp/ex\\_en/](https://www.lifestyle-expo.jp/ex_en/)
- Brochure Download >> [https://www.lifestyle-expo.jp/BRC\\_dl/](https://www.lifestyle-expo.jp/BRC_dl/)

## ■ Pre-Register to Visit Upcoming Shows

**2021 January | Tokyo**

Jan. 27(Wed) - 29(Fri), 2021

Pre-Register >> [https://www.lifestyle-expo-spring.jp/inv\\_en/](https://www.lifestyle-expo-spring.jp/inv_en/)

**2021 June | Tokyo**

June 30(Wed) - July 2(Fri), 2021

Pre-Register >> [https://www.lifestyle-expo.jp/inv\\_en/](https://www.lifestyle-expo.jp/inv_en/)

**2021 September | Osaka**

Sep. 29(Wed) - Oct. 1(Fri), 2021

Pre-Register >> [https://www.lifestyle-expo-k.jp/inv\\_en/](https://www.lifestyle-expo-k.jp/inv_en/)

Note: One ticket per person is needed for each show.

## ■ Contacts

### LIFESTYLE Week Show Management

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E-mail: [visitor-eng.lifestyle@reedexpo.co.jp](mailto:visitor-eng.lifestyle@reedexpo.co.jp)

Jan. Web: <https://www.lifestyle-expo-spring.jp/en-gb.html>

June Web: <https://www.lifestyle-expo.jp/en-gb.html>

Sep. Web: <https://www.lifestyle-expo-k.jp/en-gb.html>