

# ***POST SHOW REPORT 2021***

## **16th LIFESTYLE Week** **TOKYO JUNE**

**Trade Fair for Gifts, Stationery, Homeware and Fashion**

***2021.6.30 - 7.2***

***Tokyo Big Sight, Japan***

**Organised by RX Japan Ltd.  
(Formerly Reed Exhibitions Japan Ltd.)**

Built by



In the business of  
building businesses

# Overview

LIFESTYLE Week is one of the leading trade fairs for all things lifestyle; from gifts, stationery to homeware and fashion.

For three days during the show period, June 30 - July 2, 24,418 visitors actively participated to source trendy products and meet future business partners.

As the show attracted a recorded number of visitors, 427 companies who presented their exhibits gained satisfying results.

Exclusive supports for overseas exhibitors and visitors such as 'Remote Exhibiting Plan', 'Chinese Live Streaming' and 'One-on-One Business Matching Tour' were also provided by the show management to accelerate international business stagnated by the COVID-19.

Considering the continued challenging situation with COVID-19, June edition once again proved itself that LIFESTYLE Week is indispensable business event in the Japanese lifestyle market.



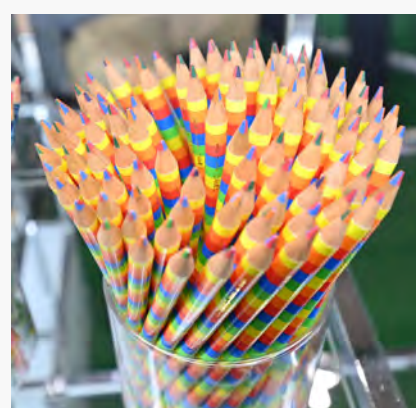
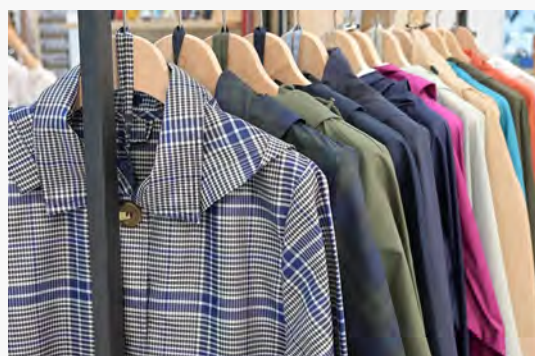
# Show Outline

Exhibition Title	16th LIFESTTLE Week TOKYO [June]
9 Consisting Shows	32nd ISOT TOKYO - INTERNATIONAL STATIONERY & OFFICE PRODUCTS FAIR 16th GIFTEX TOKYO - Variety-Gifts Expo 13th Baby & Kids Expo 12th Table & Kitchenware Expo 12th Fashion Goods & Accessories Expo 12th DESIGN TOKYO - Tokyo Design Products Fair 8th Health & Beauty Goods Expo 5th Interior & Home Decor Expo 1st Sustainable Goods Expo
Dates	June 30 [Wed] – July 2 [Fri], 2021
Time	10:00 - 18:00 (Last day until 17:00)
Venue	Aomi Halls, Tokyo Big Sight, Japan
Organised by	RX Japan Ltd. (Formerly Reed Exhibitions Japan Ltd.)
Web	<a href="https://www.lifestyle-expo.jp/en-gb.html">https://www.lifestyle-expo.jp/en-gb.html</a>
Exhibitors	◆Manufacturers/Trading Agents dealing in: - Lifestyle Goods - Stationery & Office Products - Fashion Accessories - Interior Products - Design Products - Variety Gifts - Health & Beauty Goods - Baby & Kids Products - Table & Kitchenware ...etc.
Visitors	◆Buyers from: - Lifestyle Shops - Health & Beauty Shops - Interior Shops - Select Shops ◆Wholesalers/Distributors - Stationery Shops - Apparel Stores - Department Stores ◆Importers ...etc.
Exhibitor Count	427 exhibitors (Including international exhibitors from China, Korea, Poland, Spain, Taiwan, Thailand)
Visitor Count	24,418 visitors at the showground, Tokyo Big Sight, Japan



# Exhibits

*“High-quality/high-design products and a wide range of “Made-in-Japan” products were presented at the show ”*



<Photos from the show>

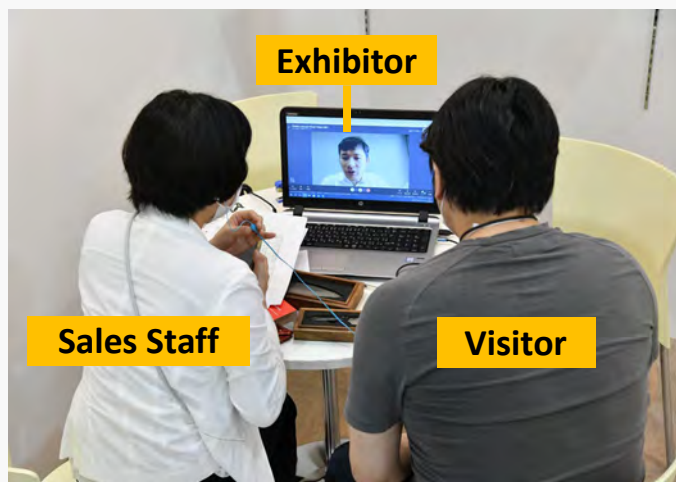
# Exhibitors

With the new normal lifestyle, exhibiting style have also transformed : Remote Exhibiting. International companies who could not come to Japan successfully showcased their new products remotely. To support remote exhibiting companies, bilingual sales staffs were arranged at each booth



<Photos from the show>

by the Show Management. Booth set-up and PC devices were also provided so that exhibitors could participate at the show through the screen. Exhibitors had constant video calls with the on-site buyers. It could be said that this surely created huge business chances for both parties without travelling. LIFESTYLE Week will continue to generate corresponding business opportunities adapting to the challenging times.



<Photos from the show>

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*International companies from China, Korea, Poland, Spain, Taiwan and Thailand exhibited at the venue with the “Remote Exhibiting Plan”*

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# One-on-One

## Online Business Matching

A customized online business matching service was credited with rebooting stagnated international business. 688 online business meetings were conducted by 110 international buyers from 19 countries during three days of the show period. With the support of the Show Management staffs, buyers interacted actively with exhibitors to get price estimates, order samples, discuss agency contract, etc.

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**110** *International Buyers*  
*from 19 Countries*

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**688** *Business Meetings*

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<Photos from the show>

# **LIVE STREAMING** *(in Chinese only)*

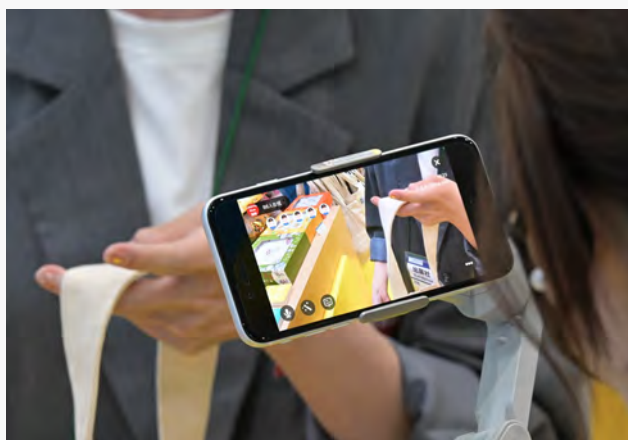
**980**

**Viewers of  
Live Streaming**

The show was live streamed in Chinese from for 4 hours (from 1pm to 5pm JST) on the first day of the show. Total of 980 viewers watched the live streaming to get further information on Japanese suppliers and to contact them in person.



18 Japanese companies and their leading products were introduced, and 343 inquiries were made from Chinese/Taiwanese buyers. Some even requested for the 'One-on-One Business Matching' to make order during the show.



<Photos from the show>



# STATIONERY OF THE YEAR 2021

## A Trend Setting Event

STATIONERY OF THE YEAR Award is given to 10 products of this year's best stationery for categories; functionality and design. The award ceremony was held inside 32<sup>nd</sup> ISOT [TOKYO].



<Photos from the show>

## Grand Prix

### Functionality



Hobonichi Globe  
HOBONICHI CO., LTD.

### Design



IROIRO KIMOCHI KIPPU  
YAMAGUCHI SECURITIES PRINTING INC.



# Award Winning Products

## Functionality



isshoni. notebook desk  
DAIGO CORP.



XS Compact Punch  
DESIGNPHIL INC.



CAMOUFLAGE STAMP IS-580CM  
PLUS CORP.



OUTDOOR TAPE  
YAMATO CO., LTD.

## Design



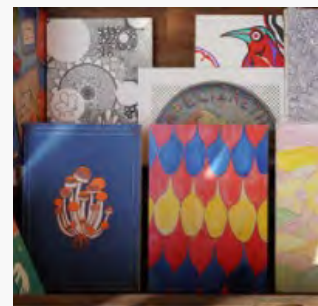
mahora  
OHGURI SHIKOU CO., LTD.



enpitsu sharp  
KOKUYO CO., LTD.



Laporta SUMATATE-PEN  
SEKISEI CO., LTD.



EggnWorks  
TAG STATIONERY CO., LTD.

# Measures Against COVID-19

Safety measures against COVID-19 were carefully conducted by the Show Management. Measures included thermography at show entrances, mandatory mask wearing, social distancing, placement of hand sanitizers throughout the venue and more. >> [Click for more details](#)



< Thermography at the entrances >



< Mandatory Mask Wearing >



< Social Distancing >



< Hand Sanitizer at the entrances >

<Photos from the show>

See the video of the show held under the measures.  
▼ Click to watch ▼





# Save the Dates for the Next Shows!

LIFESTYLE Week is held 3 times a year

## 2<sup>nd</sup> **LIFESTYLE Week** **OSAKA** **SEPTEMBER**

September 29 (Wed) – October 1 (Fri), 2021

INTEX Osaka, Japan

### < 8 Consisting Shows >

2<sup>nd</sup> GIFTEX OSAKA - Variety-Gifts Expo

2<sup>nd</sup> Health & Beauty Goods Expo

2<sup>nd</sup> ISOT OSAKA - INTERNATIONAL STATIONERY  
& OFFICE PRODUCTS FAIR

1<sup>st</sup> Sustainable Goods Expo

2<sup>nd</sup> Fashion Goods & Accessories Expo

2<sup>nd</sup> Interior & Home Decor Expo

1<sup>st</sup> Baby & Kids Expo

1<sup>st</sup> Table & Kitchenware Expo

## 5<sup>th</sup> **LIFESTYLE Week** **TOKYO** **APRIL**

April 6 (Wed) – 8 (Fri), 2022

Tokyo Big Sight, Japan

### < 9 Consisting Shows >

5<sup>th</sup> GIFTEX TOKYO - Variety-Gifts Expo

5<sup>th</sup> Fashion Goods & Accessories Expo

5<sup>th</sup> Health & Beauty Goods Expo

3<sup>rd</sup> ISOT TOKYO - INTERNATIONAL STATIONERY  
& OFFICE PRODUCTS FAIR

5<sup>th</sup> Baby & Kids Expo

5<sup>th</sup> Table & Kitchenware Expo

5<sup>th</sup> Interior & Home Decor Expo

1<sup>st</sup> Food & Beverage Gifts Expo

1<sup>st</sup> Sustainable Goods Expo

## 17<sup>th</sup> **LIFESTYLE Week** **TOKYO** **JULY**

July 6 (Wed) – 8 (Fri), 2022

Tokyo Big Sight, Japan

### < 10 Consisting Shows >

17<sup>th</sup> GIFTEX TOKYO - Variety-Gifts Expo

13<sup>th</sup> Fashion Goods & Accessories Expo

9<sup>th</sup> Health & Beauty Goods Expo

2<sup>nd</sup> Sustainable Goods Expo

ISOT TOKYO - 33<sup>rd</sup> INTERNATIONAL STATIONERY  
& OFFICE PRODUCTS FAIR

14<sup>th</sup> Baby & Kids Expo

13<sup>th</sup> Table & Kitchenware Expo

6<sup>th</sup> Interior & Home Decor Expo

1<sup>st</sup> Food & Beverage Gifts Expo

DESIGN TOKYO - 13<sup>th</sup> TOKYO DESIGN PRODUCTS  
FAIR



## ■ **Contacts**

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Tokyo, Japan

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Korean) Taeyong Shin (Mr.)

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***We Look Forward to Welcoming You to the Upcoming Shows!***