

Report on the 38th ISF and the 7th Japan Shoe Expo

Total 192 Exhibitors and 5,165 Visitors - Numbers Exceeding Last Exhibition
- Casual and Elegant for Ladies and Classic for Men's -

The 38th ISF and the 7th Japan Shoe Expo were held jointly from April 21st to 23rd 2009 at Sunshine City, Ikebukuro Tokyo. The number of exhibitors was 192, which increased by 6 companies compare to last exhibition (Oct. '08). Also the number of visitors increased by 1.9% compared to last exhibition and 5,165 people came to visit the exhibition. Both numbers exceeded the last record. The mainstream ladies' footwear trend for A/W '09 is still casual. However there is a touch of elegance in the trend, too. Classic and traditional are more significant for men's. This time again the structure of booths was divided into three "SOU"s (Kanji character for "SOU" means "creativity", "dressing" and "freshness") and regular trend seminars and a talk show featuring the examples of successful stores were held. Events and seminars themed on "Price" were especially added at this time and many visitors showed keen interest in this theme. In the meantime, the Shoe Expo set up "This is the Japan Shoe Expo Info Studio" and broadcasted making of original shoes and trend information through talk shows.

● General Information

International Shoe & Leathergoods Fair

The 38th ISF

Exhibit Item : Shoes, Leather goods, Material for shoes & bags and inspection machine for shoes

Exhibitor : 178 Exhibitors

Organizer : F-Works Co., Ltd.

Co-Sponsor : Manufactured Import & Investment Promotion Organization(MIPRO)

Major Japanese leather shoe manufacturers

The 7th Japan Shoe Expo

Exhibit Item : Leather shoes

Exhibitor : 14 Exhibitors

Organizer : Japan Leather Shoes Industry Cooperative Association

Co-Sponsor : METI, Tokyo Metropolitan Government, Taito City, Japan Leather and Leather Goods Industries Association

◆ Exhibitor & Visitors ◆

- Total 178 exhibitors (91 Japanese companies and 87 overseas companies) participated in the 38th ISF. Total number of Japanese companies increased by 14 and total number of overseas companies decreased by 2 (total increase of 12 companies) compared to last exhibition. Total 14 overseas countries/regions participated the exhibition, and the group exhibitors were from Mexico, Portugal and Thailand who started the group participation from the 36th ISF as well as regular Germany and Taiwan. Italy, France and Spain from EU region and China, Hong Kong and Bangladesh from Asian Region and Brazil from South America region participated the exhibition. In the meantime, total 14 (19 for the previous exhibition) exhibitors participated the Japan Shoe Expo.
- Total 5,165 people increased by 1.9% compared to last exhibition, visited during three days of the exhibitions, 1,326 for the first day, 2,150 for the second day and 1,685 for the third day. Breakdown between business categories is 44.0% for the shoe retailers, 46.1% for the manufacturer/wholesalers and 9.8% for the others. There was a slight increase in the shoe retailers' category.



① Corner for a group from Taiwan who participate the group exhibition regularly.



② Two seminars themed on "Price" were held. The picture shows Ms. Satoko Tsuboya from Asia Ring.



③ Members of a group from Mexico who participated for the 3rd time.



⑤ Mexican Ambassador Miguel Ruiz-Cabanas to Japan, cut the tape for the opening ceremony of Mexican pavilion.



⑥ Shoe Expo Info Studio. Talk show with music was received favorably again.



④ Boots were displayed in the special event space with the price range of 4,900JPY or less.

◆Information Transmission◆

●ISF Event

(Special Event Space) Four Categories to Survive A/W Business Competition

"Price Friendly Product" to encourage sales

Four price ranges and business categories that are especially expected growing market sales in the future were forecasted; "sophisticated casual for ladies' between 8,800 and 13,800JPY", "casual for men's between 8,800 and 13,800JPY", "better-chemical above 5,900JPY" and "reasonable fashion for 4,900JPY or less". Market and product briefing for each category was given at the special event space on the 3rd floor. In the space, shoes were displayed with the price tag hidden beneath so that visitors could guess the price and actually see the "high-value & reasonable" product at the same time.

●She Expo Event

"This is the Japan Shoe Expo Info Studio".

The broadcasting station was setup in Shoe Expo Lounge again since it was received favorably in the previous exhibition and from there they broadcasted various information related to shoe with music. They also broadcasted a talk show program called "Let's try creating original shoes!" in which they created an original shoes for shops and key points of the process were explained. Message from companies, one-point-memo about material and next season trends were broadcasted in between guest interview during "Hot shoe info from the exhibitors". "Most Recommended from New Collection" was exhibited and each pair of shoes was framed as though they were fine art.



⑦ "Most Recommended from New Collection" by Shoe Expo.



⑧ Scene from the popular talk show by Mr. Oguro (left) from Robin Foot (shoe retailer).



⑨ DANSKO from USA in the Incubation Zone.



⑩ Scene from shoe fitting demonstration by the German group exhibitor.



⑪ Demonstration of the shoe inspection machine using X-ray.

⑫ Scene from a popular trend seminar.



◆A/W Product Trends◆

-Ladies' Shoes

The mainstream for ladies' shoes is still casual. However, there are many products with elegant taste among them. Three main themes were focused here. "Outdoor" features short boots with furry liner or furry surface texture with a hint of mountain boots. "Folklore" features Western look such as use of fringe. This trend started in A/W '08 and it's still strong. For this year, it's more elegant than casual compared to last year. "Rock" features studs, eyelets and metallic decorations to give wild look or 80's style with stars and bright colors.

- Design : Design that insists presence and voluminous design are favored including thick sole, round toe, thick heels and innovative color combinations.
- Heel : Thick heels, pin heels and deformed heels that would attract attention are favored and a variety of heels that give strong impact has been introduced.
- Color : Colors that suggest nature originated from the outdoor and folklore trend aside from purple and gray, which are strong in A/W collection.
- Material : Material such as nubuck and velour that would suggest elegant atmosphere is the mainstream along with furry material such as suede, mouton and boa that gives a casual taste.



L① "EJECT" by NOSAKA



L② "NICE CLAUP" by TOHO LAMAC



L③ "Dolce Incanto" by RACINE



L④ "mio notis" by DANYU



L⑤ "arche" by arche



L⑥ "YOSUKE" by CROSSROAD



L⑦ "LA MODE ROZE" by MAMIAN



L⑧ "COLUMBIA" by COLUMBIA

- Men's Shoes

Classic and traditional trend that has been favored over the last couple of seasons is even stronger for A/W 09. What pursued in men's shoes now is controlled and simple look that can be worn for a variety of occasions. Roundish and short wooden mold and grayish black or dark brown leather are used to give composed atmosphere. Belt and medallions are used discreetly. Not much change from S/S 09 in the casual trends. Many shoes and boots are designed with a hint of outdoor. There are also men's boots with the mouton boots design that was boomed last season for ladies' collection.

Last : Narrower margin and round shape are the mainstream. Square toes increased centering on moccasin, which is attracting attention in regard to American casual trend.

Material / Color : Black and brown are dominant for both dress and casual shoes. Trend is to show the color change using materials such as the gradation of colors from black to brown, scorched/mottled work as well as the combination of different materials with similar colors.



M① "MEN'S CLUB" by START



M② "MEN'S BA-TSU" by SHIBA SHOES



M③ "Up to you Kansai Yamamoto" by Oriental Shoes



M④ SHIBUYA SEIKA



M⑤ VAN CORPORATION



M⑥ "KENT" by SHAMMY



M⑦ MIYAGI KOGYO



M⑧ "gorilla" by KOWA INTERNATIONAL

NEXT ISF

The 39th ISF / The 8th Japan Shoe Expo

Name : The 39th ISF
 Date : 6 (tue.) - 8 (thu.) Oct., 2009
 Site : 2F and 3F., Culture Center Bldg., Sunshine City, Ikebukuro, Tokyo
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