

Intertextile Shanghai Japan Pavilion 2025 Autumn Edition – Outline -



< Photos from the previous edition in March, 2025 >

The Intertextile Shanghai Apparel Fabrics – Spring Edition 2025, held in March, concluded on a high note with strong business results and increased numbers of both exhibitors and visitors.

Approximately 3,100 exhibitors from 25 countries and regions participated in the fair, which welcomed around 95,000 visitors from 131 countries and regions.

The International Hall featured a vibrant display centred around the Trend Forum, with pavilions from eight countries and regions taking part. Among them, the Japan Pavilion stood out in particular, enjoying exceptional popularity and bustling activity throughout the event.

The Intertextile Shanghai Apparel Fabrics – Autumn Edition 2025 will be held over three days from September 2 at the National Exhibition and Convention Center in Shanghai, China. At this autumn edition, the Japan Pavilion, organised by the Japan Fashion Week Organization (JFW), is scheduled to feature 36 companies (including two new exhibitors) across a total area of 756 square metres.

At the previous edition held in March, the Japan Pavilion saw its largest-ever scale for a spring edition, with the participation of numerous new exhibitors and companies returning after several years. Many Japanese booths recorded a significantly higher number of business meetings than expected.

For the upcoming autumn edition, the number of participating companies has increased compared to last year. As with the successful business outcomes of the spring edition, strong expectations are anticipated once again for the innovative fabrics offered by Japanese companies.

■ Intertextile Shanghai 2025 Autumn Edition – Outline -

- ◇ Exhibition name: Intertextile Shanghai Apparel Fabrics – 2025 Autumn Edition
- ◇ Dates: Sept. 2 - 4, 2025 (Tue. – Thu.)
- ◇ Organisers: Messe Frankfurt (HK) Ltd.,
CCPIT, China Textile Information Center (CTIC)
- ◇ Venue: National Exhibition and Convention Center (Shanghai) China

intertextile
SHANGHAI apparel fabrics

■ The 23rd < Japan Pavilion > Outline

- ◇ Location: Within the International Hall (Hall 5.1)
- ◇ Structure: Business Corner + Japan Trend Corner
- ◇ Scale: 36 companies (711 m²) + JFW (45 m²) = Total 756 m²
- ◇ Organiser: Japan Fashion Week Organization (JFW)
- ◇ Support (provisional):
Ministry of Economy, Trade and Industry (METI)
Japan External Trade Organization (JETRO)

JAPAN
PAVILION

■ **Japan Pavilion- Exhibitor List** : 36 companies (711 sqm) * In Alphabetical order ★ **New exhibitors (2 companies)**

Company name (ENG.)	Booth no	Booth Size
ACT AS SECOND CO., LTD.	D98	18
ANTS JAPAN CO., LTD.	C80	18
ASAHI FASTENER CO., LTD.	D78	9
ASANO NENSHI CO., LTD. ★ New exhibitor	D80	9
CHAMBRAY CO., LTD. / CHAMBRAY TRADING(SHANGHAI) CO., LTD.	E63	18
CHIKUMA & CO.,LTD	E97	9
COSETTE CO. LTD. / SHANGHAI QUANXIN EMERGING MATERIALS CONTEATURE CO.,LTD	C66	18
COSMO TEXTILE CO., LTD.	D74	18
CROP OZAKI CO., LTD. / SHANGHAI CROP OZAKI CO., LTD.	D81	9
GRANTEX CN & VN / HATTORI SHOKAI CO., LTD. / SHANGHAI G-ALPHA INTERNATIONAL CO., LTD	D60	9
IRIS CO., LTD. / SHANGHAI IRIS GARMENT ACCESSORIES CO., LTD.	E87	36
KAJITECH CO., LTD. / KAJITECH(SHANGHAI) CO., LTD.	D63	9
KIRARI CO.,LTD / KIRARI(SHANGHAI) CO., LTD	C74	36
KIYOHARA & CO., LTD. / SHANGHAI KIYOHARA & CO., LTD.	D92	27
KURABO INDUSTRIES LTD./KURABO SHANGHAI CO., LTD	D84	9
KUWAMURA CO., LTD. / SHANGHAI KUWAMURA CO., LTD.	E71	27
MAEDA CO., LTD.	D65	18
MAYFIS	E61	9
MONA KNIT CO., LTD.	D62	9
NIKKE TEXTILE CO., LTD.	E91	27
NITTO BUTTON CO.,LTD. / SHANGHAI NITTO BUTTON CO.,LTD.	E81	18
OHARAYASENI CO., LTD.	D77	18
SANYO SENKO CO., LTD. ★ New exhibitor	D82	9
SHIBAYA CO., LTD.	E73	18
SHIMADA SHOJI CO. , LTD. / SHIMADA SHOJI (SHANGHAI) CO. , LTD.	D64	18
SHINDO CO., LTD. / SHINDO KNIT & TEXTILES SHANGAHI TRADING CO., LTD.	E105	54
SOJITZ FASHION CO., LTD. / SOJITZ VANCET (SHANGHAI) TRADING CO., LTD.	C72	36
STYLETEX CO., LTD.	C64	9
SUN FASTENING SYSTEMS CO., LTD.	E77	18
SUNWELL CO., LTD. / SUNWELL (SHANGHAI) CO., LTD.	C56	36
SVC CORPORATION	D61	9
TAKISADA-NAGOYA CO., LTD. / TAKISADA (SHANGHAI) CO., LTD.	C88	54
TAKU EDGE LLC	C78	9
TOYOSHIMA & CO., LTD. / TOYOSHIMA INTERNATIONAL (SHANGHAI) CO., LTD.	D72	27
UNI TEXTILE CO., LTD.	D55	27
VERYTEX CO., LTD.	E99	9

■ Introduction to Featured Exhibitors:

COSETTE CO. LTD. / SHANGHAI QUANXIN EMERGING MATERIALS CONTEATURE CO.,LTD / Highlighting Specialty Functional Fabrics

Cosette Co., Ltd. specialises in the development and proposal of functional fabrics. The company has actively engaged in material innovation, leading to the creation of numerous new fabrics, which prompted its participation in this exhibition. At its booth, Cosette will introduce a wide range of functional textiles to visitors.

For summer applications, the company will present “iN DRY”, a fabric focused on cooling sensations. It features a sustained cooling effect through the combination of natural fibres and multi-lobed cross-section polyester. The fabric draws moisture away from the skin to the surface in a single direction, providing quick-drying functionality on the skin side and sustained cooling through evaporative heat loss.

For winter, Cosette will showcase materials designed for insulation and warmth, such as “Blue Smoke,” which uses “aerogel”, a material with extremely low thermal conductivity, to achieve heat insulation; “HEATABS,” a heat-generating fabric that absorbs light; and various high-loft waddings with excellent bulkiness. In total, the company plans to present 10 to 15 fabric types, along with reference products that demonstrate their application.

Hollow structure



STYLETEX CO., LTD. / Competing with High-Density Yarn-Dyed Fabrics

STYLETEX CO., LTD. specialises in high-density woven fabrics made with yarn-dyed Sulphur dyes. This will be the company’s second consecutive participation in the fair. STYLETEX aims to generate new demand by showcasing high-value-added coat fabrics, including ultra-high-density textiles and high-density cotton-silk blends.

Sulphur dyes are known for their excellent light fastness and durability, but they require advanced techniques for accurate colour matching. As such, there are few companies in Japan producing coat fabrics using yarn-dyed Sulphur-dyed threads. While medium to light shades are achievable with Sulphur dyes, dark shades are proposed using fabrics dyed with vat dyes.

The main focus will be on six stock-supported fabric items. Since standard coat fabrics are already widely available in the Chinese market, STYLETEX will present distinctive, uncommon fabrics. These unique products received high praise during the previous edition of the fair, and the company expects similarly positive feedback this time as well.

SANYO SENKO CO., LTD. / Introducing Indigo Gradation Discharge Printing and More ★ New exhibitor

SANYO SENKO CO., LTD. is participating in this exhibition for the first time. Having achieved positive results through repeated participation in fabric trade fairs in Europe, the company has now decided to exhibit in order to actively expand into the Chinese market. They will showcase products as “indigo gradation discharge prints” and pigment-coated fabrics.

The Indigo Gradation Discharge Print is an evolved form of the traditional discharge printing technique, which removes color from fabric to create lines or patterns. By adjusting the concentration of the discharge agent, it is possible to gradually remove the indigo dye from denim, allowing for subtle and detailed gradation effects. This technique has received high praise both in Japan and overseas.

Their pigment-coated fabrics, printed using a rotary printing machine, are washed at subcontracted factories to give them a distinctive texture and appearance. In addition, more than 100 fabric samples will be presented, including "Dusty," a yarn-dyeing technique using a ring-dyed core-white method by partner mills, as well as denim products from their affiliated company, CHUGOKU BOSHOKU CO., LTD.

CHIKUMA & CO., LTD. / Building a Platform for Expanding Business in China



CHIKUMA & CO., LTD. is returning to Intertextile Shanghai. The company had temporarily suspended fabric sales to general apparel markets in China, but has now resumed operations. By participating in Intertextile Shanghai, CHIKUMA aims to reinforce and accelerate its exports to the Chinese market.

They are targeting both women's and men's fashion segments. The company plans to exhibit fabrics that express a variety of textures through special finishing on cotton and wool, as well as functional multi-layered fabrics suitable for sportswear, and high-density cotton fabrics ideal for trench coats.

These fabrics have also been showcased at fabric fairs in Italy and have received positive feedback. Some of their high-end wool fabrics were especially well received. CHIKUMA is hoping to gain similar recognition at Intertextile Shanghai and sees this opportunity as a means to cultivate new clients.

ASANO NENSHI CO., LTD. / Pioneering the Market with Specialty Twisted Yarn ★ New exhibitor

ASANO NENSHI CO., LTD. is participating in Intertextile for the first time, aiming to expand into the Chinese market with its signature specialty yarn, "Super Zero." While the yarn will be highlighted primarily for towel applications, the company will also showcase items such as denim and other fabrics, actively proposing its use in the fashion sector.

Super Zero is a unique yarn made by twisting spun yarn with a water-soluble yarn, then applying a reverse double twist to the spun yarn before dissolving the water-soluble component. This process results in a soft texture and lightweight feel. Towels made with this yarn, such as the "Air Kaol", have been well received in China. Yarn exports to countries such as Vietnam are increasing, and full-scale sales in China are now underway.

The company is also turning its attention to the fashion apparel sector. It will showcase fabrics and finished products such as denim using Super Zero as the weft yarn, and 100% wool knits made with Super Zero. The denim is produced in cooperation with partner factories in Okayama Prefecture.



Super Zero Yarn Twisting Factory

■ JFW Textile View < Japan Textile Trends >

The trend concept for Autumn/Winter 2026 is “Wandering” — a reflection of our times as the world changes rapidly and we find ourselves adrift in uncertainty. It is a time to perceive the unseen, capture emerging movements in society, listen to many voices, and connect them to the future. Yesterday, today, and tomorrow — time continues to flow and repeat itself without change.

This season’s trend corner envisions a mindset of “moving forward,” inspired by the evolution of society. The space will express the notion of progress and the essence of life, offering a creative interpretation of advancement toward the future.

☐ 2026AW Trends : Overview < Wandering >

In our ever-changing world, the number of inconceivable unpredictables continues to proliferate. Amid this endless evolution, the Earth and its people are also wandering. Treading unfamiliar paths, striving to see the unseen, hear voices behind the silence and navigate the world of uncertainties we face today, within diverse and evolving new movements. How best can we respond?

As society evolves, the future that supports it must follow suit. Towards a universe that comfortably supports and encourages everyone’s yesterday, today and tomorrow.

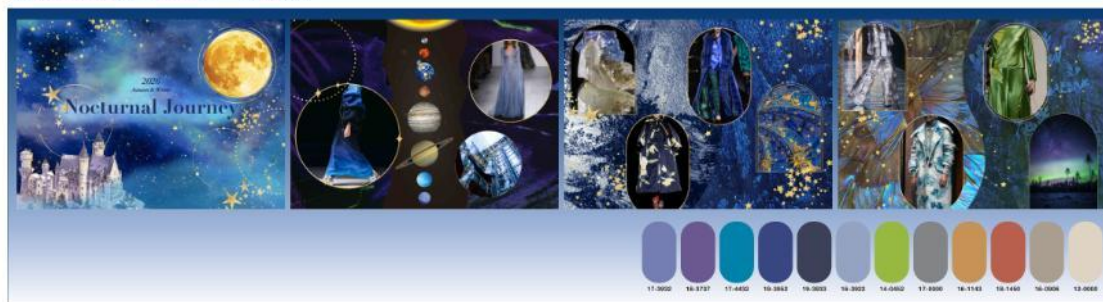
◆ Overall colour trends:

A sense of warmth infused with a touch of transparency. A colour palette evoking sensible hues and shades. Colours express both coolness and gentle tranquility, deep and yet leisurely light all at the same time, dramatically and dynamically.

◆ 2026 Autumn/Winter - 4 themes - :

- Nocturnal Journey – 夜間飛行
- Wave Performance – ウェーブパフォーマンス
- Resonating Tunes – あまねきの旋律
- Unwinding Moments - ほっこり時間

Nocturnal Journey - 夜間飛行



Wave Performance - ウェーブパフォーマンス



Resonating Tunes - あまねきの旋律



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Japan Fashion Week Organization (JFW) / Textile Division

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