

31st INTERNATIONAL OPTICAL FAIR TOKYO **IOFT 2018**

Oct. 22-24, 2018

Tokyo Big Sight, Japan

Organisers: Reed Exhibitions Japan Ltd. / Fukui Optical Association



IOFT 2018 will be 20% Bigger than the previous edition!

Reed Exhibitions Japan and Fukui Optical Association, organisers of Asia's leading optical trade fair - International Optical Fair Tokyo (IOFT) announces that this year's 31st edition of the show will be a very exciting one.

Expanding its size by 20% from the previous edition a great range of eyewear and related products will be showcased at IOFT 2018 ready for business trade. The exhibition halls are expected to be filled with 390 Exhibitors (50 Exhibitors more than 2017) and 15,000 buyers and, to see an increasing number of international brands involved.

■ Firm business platform in Japan and Asia

Continuing from previous years, the concept of IOFT 2018 is simple – "Firm business platform in Japan and Asia". The concept has not change but yet the show is expected conger up an even hotter edition. Many previous exhibitors and new companies have already secured their space.

■ 5 Exhibiting Zones

All exhibitors will be dispersed across the exhibition hall, depending on the category the exhibitors want to promote their products.

This year consists from the 5 zones named and themed as below;

- ◆ **Fukui Zone**- "Made in Japan" products especially from Fukui.
Fukui prefecture is Japan's major production area for eyewear.
- ◆ **Designers Zone**- Featuring Japan and international designers' brands (tide*).
- ◆ **Luxury Zone**- An area for all kinds of luxury eyewear, including platinum, gold, and jewels.
- ◆ **IOFT Boutique**- Dedicated to the most avant- garde and expressive eyewear.
- ◆ **General Zone**- An area for eyewear accessories, testing equipment, lenses and frames.

* "tide" is a special exhibiting area created inside IOFT, which is exclusively offered to stylish and unique international eyewear designers.

■ Events held at IOFT

Opening Ribbon-Cutting Ceremony

The show kicked off with an opening ribbon-cutting ceremony. A total of 50 leaders from major retailers, wholesalers, association members and buyers of the industry joined from both Japan and overseas to show their support.

【22nd Oct 2018. AM 9:30- at In front of IOFT reception】

22nd Japan Eyewear Award(JEA) 2019 Presentation Ceremony



JEA takes place annually inside International Optical Fair Tokyo (IOFT). It selects and honors the best new design eyewear to be introduced in this fall and winter. It consists of 5 categories Men's Eyewear, Ladies' Eyewear, Kids Eyewear, Sunglasses, Functions & Technologies, and from each category, three winning products and a Grand Prix product will be announced.

【22nd Oct 2018. PM 13:00- at Special Stage in the Exhibition Hall】

IOFT Reception Party & 31st Japan Best Dressed Eyes Awards

The reception party is where to share the latest information and to encourage networking for the executive professionals.

In the reception party, the Japan Best Dressed Eyes Awards will be held awarding Japanese celebrities (including prominent politicians, actor/actresses, models, comedians and other high profile figures) with outstanding eyewear fashion sense to raise the awareness and interest of eyewear to the consumer level. The winners will reward with many fashionable and quality eyewear from IOFT exhibitors.

【22nd Oct 2018. PM 18:30- at Reception Hall, 1F Conference Tower, Tokyo Big Sight】



<30th Japan Best Dressed Eyes Awards >



Save the dates for IOFT!! Visit IOFT 2018 to catch the latest industry trends!

Since the show is coming in two months, the application of IOFT 2018 is rushing in. Most of the space has been taken already, and available booth locations are very limited. If you are interested in having a booth this time, please contact us instantly to hold your booth.

IOFT is sure to be the ultimate industry event this fall and will contribute greatly to the business between brands and buyers for their future success. Participate and grab the chance to tap into the Japanese/Asian market!

To exhibit at IOFT:

Online exhibiting info. request form >> <https://www.ioft.jp/en/ex/>
Exhibiting enquiries >> ioft-eng@reedexpo.co.jp

To visit IOFT:

Online invitation ticket request form >> <https://www.ioft.jp/en/inv/>
Visiting enquiries >> visitor-eng.ioft@reedexpo.co.jp

IOFT Press Coverage/Media Partnerships:

Online press registration >> <https://www.ioft.jp/en/shuzai/>
Coverage/media partnership enquiries >> ioft_pr@reedexpo.co.jp

Note to Editors:

Show Outline:

Exhibition Name: 31st INTERNATIONAL OPTICAL FAIR TOKYO (IOFT 2017)
Dates: October 22-24, 2018
Venue: Tokyo Big Sight, Japan
Organised by: Reed Exhibitions Japan Ltd. /Fukui Optical Association
Official Webpage: <https://www.ioft.jp/en/>

What is IOFT?:

IOFT is Asia's leading optical trade fair gathering latest eyewear and related products from all over the world. A wide variety of importers & wholesalers as well as buyers from leading opticians, multi-brand boutiques, apparel stores from all over Japan and Asia visit the show to place orders.

What is Reed Exhibitions Japan?:

Reed Exhibitions Japan Ltd. was founded in 1986 as a member of the world's leading exhibition organiser - Reed Exhibitions. Through continually striving to create trade exhibitions that generate business for the exhibitors and visitors alike, the company has in 2003 become the largest trade show organiser in Japan. In 2018, 215 trade shows are to be held. Expected to be held 300 trade shows in the near future. By organising successful international exhibitions, the company is fully committed to promoting the trade between Japan and the world. <https://www.reedexpo.co.jp/en/>

IOFT Show Management/Reed Exhibitions Japan Ltd.

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