



SINCE 2000

ENRICHING PEOPLE THROUGH CREATIONS.

rooms
CREATION FESTIVAL TOKYO

rooms40 Application requirements

H.P. FRANCE

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OUTLINE

rooms 40

DATE : 2020.2.20 (THU) ~22 (SAT) 10:00 - 18:00

VENUE : Yoyogi National Stadium First Gymnasium

■February 20 (Thu) Open only to business people

■February 21 (Friday), 22 (Saturday) Open to both business people and the general public

EXHIBIT BRAND : 400 BRAND (Expected)

V I S I T O R : 25,000 (Professionals/20,000 , General visitors/5,000)

HOLDING SEASON : Twice a year (Spring / Autumn)

ORGANIZER : H.P FRANCE S. A.

OPERATIONS : rooms

8F Ohararyu kaikan, 5-7-17 Minami-Aoyama Minato-ku,

Tokyo 107-0062 Japan

03-3499-0822 / rooms@hpgrp.com / www.roomsroom.com

PURPOSE OF THE EVENT

"rooms" is the place to show the near future.

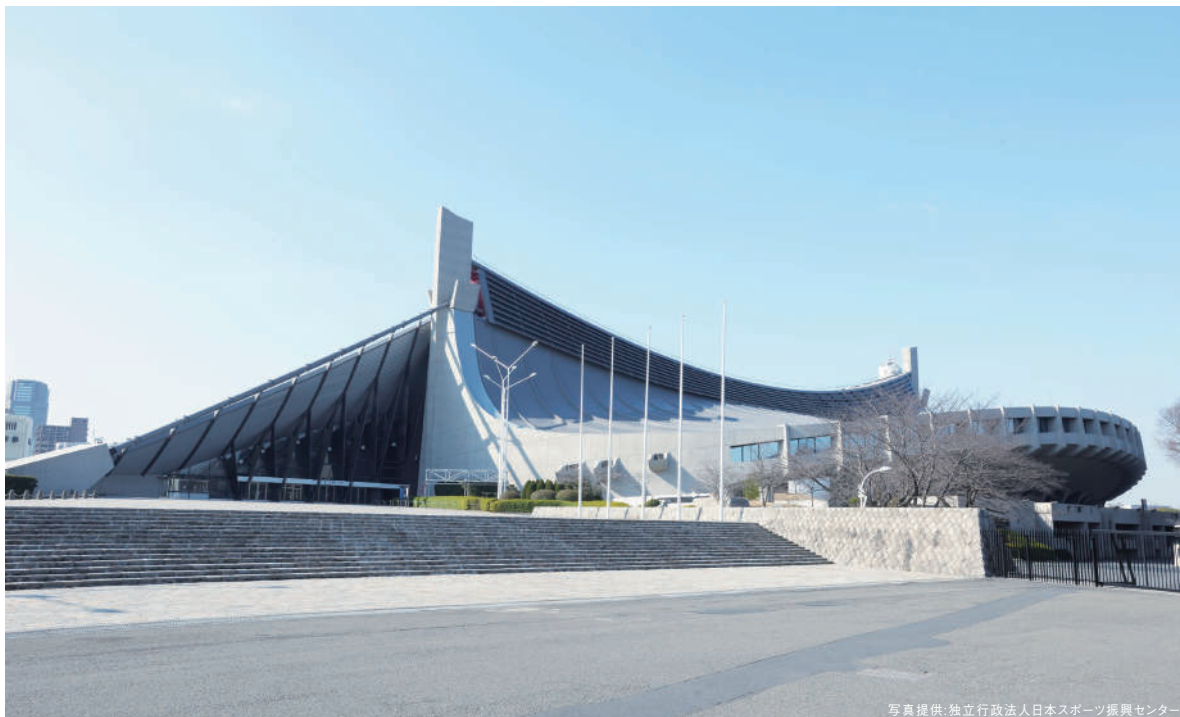
We imagined each creator's world view as a "room," and decided to name the community "rooms." People who gather in the rooms visit various rooms, meet different creators, empathize, and share their ideas. By doing so, alternative values and creations are born and spread into the world.

Since 2017, rooms has been open to the general public as well as business people such as buyers, media, and businesses. Quickly recognized as a place suitable not only for business negotiations, but also as a product that can be sold to the general public, rooms exist as a platform for disseminating the thoughts and creations of exhibition brands that are produced with great care to be utilized by important people.

VENUE

Yoyogi National Stadium First Gymnasium

It will be held for the first time in three years at the Yoyogi National Gymnasium, which has undergone renovation work for the 2020 Tokyo Olympics.



Yoyogi National Stadium (2-1-1 Jinnan, Shibuya-ku, Tokyo)

Designer: Kenzo Tange

Outline: Stadium constructed in preparation for the 1964 Tokyo Olympics

VISION

Enriching people through creations.

To us, a “creation” is an object that accompanies and enhances people’s lives, an object that is unprecedented, astonishing, carefully made down to the smallest details, and conveys a message based on a unique worldview and meaningful ideas.



We search for those creations from Japan and all over the world, and bring them to you.

HISTORY

In September 2000, rooms started by collecting 12 brands in a small showroom in Ueno. It has now evolved to become one of Japan's leading platforms, having been hosted 39 times so far, twice a year.

Rooms is not a traditional form of joint exhibition, but a next-generation platform where creators and those who love creations gather together.

The countless encounters that happen here give birth to new ideas and businesses.

1985 Founded H.P.France. Discovered talented creators with their own distinct stories from around the world, and introduced them in shops with various concepts. (Currently, we directly manage about 60 stores)

2000 "rooms" began with 12 brands assembled in a showroom

2004 Change of location to the Yoyogi National Stadium

2009 Reception of the Senken Award

2011 Reception of the Mainichi Fashion Award “Kujiraoka Amiko” Prize

2012 Establishment of the "Made in. AREA" designation for locales that were affected by the 2011 Tohoku Disaster.

2013 Establishment of the "Ethical AREA" designation for sustainability themes.

2017 Aimed to develop a new platform by opening to the public

2020 20th anniversary of founding rooms

DESIRED EXHIBITION GENRE

By dividing into 6 genres with different time periods, we aim to create alternative markets and sales floors.

DESIGN

FASHION/JEWELRY/PRODUCT/SPACE/KIDS...

IDEA

ACADEMY/ART/KNOWLEDGE/EDUCATION/BOOKS/
PERFORMANCE/MUSIC/PHOTOS ...

CULTURE

TRAVEL/CRAFT/ETHNIC/HISTORY/FOOD/POWER ...

ETHICAL

SUSTAINABLE/SDGS/SOCIAL ISSUES/RESOURCES...

TECHNOLOGY

INVENTION/TECHNOLOGY/VIRTUAL/UNIVERSE...

SOUL & BODY

CHINESE MEDICINE/HEALTH/SOUND/AROMA/SEX/
HEALTH CONSCIOUS/TATTOO/COUNSELING...

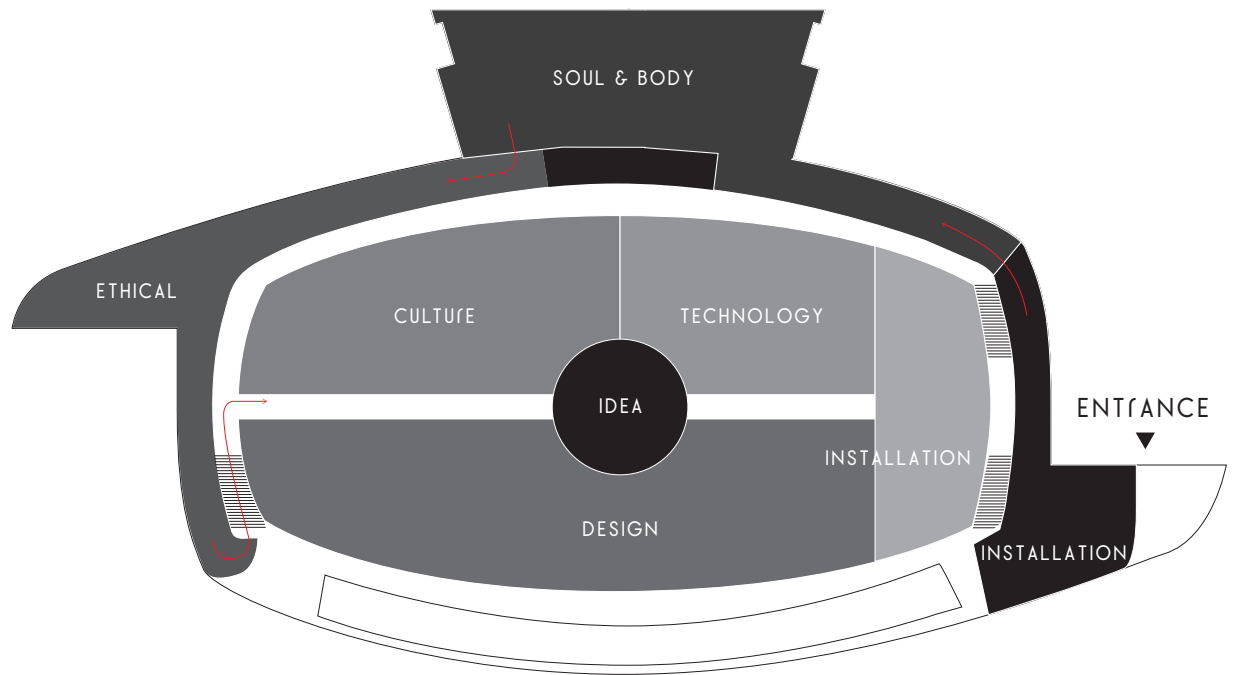
DESIRED NUMBER OF APPLICANTS FOR EXHIBITION

We are looking for approximately 400 brands

- Brands that will participate in the exhibition will be selected by an audition. No audition is required for exhibitors who have participated in the previous exhibition (rooms39).
- Besides negotiating wholesale deals, etc., you can also sell items directly. (Use the central cash register for sales / there is a 20% commission charge)
- You may exhibit materials that are not intended for wholesale or direct sales.

Please apply for the audition for the exhibition from the following website.
<https://www.roomsroom.com/to-exhibit>

VENUE COMPOSITION



※The venue composition will be changed.



DESIGN



SOUL & BODY



CULTURE



IDEA



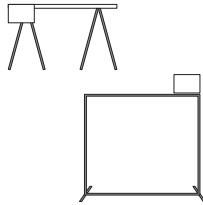
ETHICAL



INSTALLATION

BOOTH PLAN

TABLE or RACK PLAN 1.5㎡



¥150,000 +Tax (Not sale multiple booths)

Recommended for small products or a few products.
Furnitures are included, so you can easily setup.

Booth Size : W1500×D1000

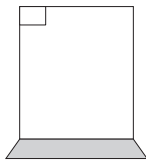
Table (Size:W1500×D450×H930)
Color change options available

Rack (Size TBD)

Booth Sign



WALL PLAN 2.7㎡



¥200,000 +Tax (Not sale multiple booths)

Plan for expressing your brand image easily using the wall

Booth Size : W1800×D1500

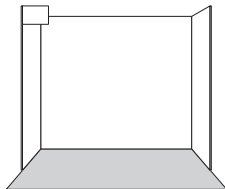
Wood panel walls/White (Wall Size W1800×H2100)
Color change options available

Carpet/Color TBD
Color change options available

Booth Sign



BOX PLAN 5㎡



¥300,000 +Tax (Sale multiple booths)

Offers a high degree of freedom in construction, ideal for those who want to express the brand image in full.

Booth Size : W2400×D2100

Wood panel walls/Color TBD
Color change options available

Carpet/Color TBD
Color change options available

Booth Sign

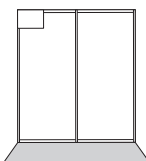


YELLOW PLAN 2㎡

REQUIREMENTS

Within 3 years of brand establishment or STUDENTS

¥100,000 +Tax (Not sale multiple booths)



No direct decoration on the wall (use of tape, setting pin, nail, etc.)

Booth Size : W2000×D1000

System Panel(Wall)/White
Color change options available

Carpet/Color TBD
Color change options available

Booth Sign



The above price includes 50 DMs for business people and 10 general admissions.

VISITOR

Number of visitors: Approximately 20,000 in 3 days (total number of visitors)

Many visitors come from various industries such as interior design, culture, food, as well as the fashion industry. Also, since the press work is outsourced to PR agents, there will be many coming for media coverage also. There have been many matchings with companies through rooms, allowing for many different opportunities to expand your business. For general visitors, the organizer, H.P.FRANCE, aims to attract approximately 100,000 customers with a retail history cultivated over 30 years. (We are also making efforts to attract customers from exhibitors, sponsors, and affiliates)

BUYER

■Select shop

Urban Research, Actus, Adastria, H.P. France, Aba House International, IDÉE, Itokin, Ueno Shokai, Welcome, ESTNATION, Onward Kashiya, Sazaby League, Sanei International, Sanyo Shokai, SHIPS, STRIPE int'l, JUN, DAYTONA INTERNATIONAL, TOMORROWLAND, Nano Universe, NOLLEY'S, Barney's Japan, PAL, BEAMS, Bshop, BAYCREWS GROUP, MARK STYLER, Melrose, United Arrows, WORLD, etc.

■Department Store

Odakyu Department Store, Keio Department Store, Sogo・Seibu, Daimaru Matsuya Department Store, Takashimaya, Tokyu Department Store, Tobu Department Store, Hankyu Hanshin Department Store, Fujii Daimaru, Matsuya, Mitsukoshi Isetan Holdings, etc.

■Online, TV Shopping

Amaon, IROZA, Jupiter Shop Channel, Style Store, ZUTTO, Senshukai, ZOZOTOWN, Fujimaki Select, etc.

MEDIA

■Newspaper・TV

The Asahi Shimbun, The Environmental News, The Sankei Shimbun, Senken Shimbun, NIKKEI, Mainichi Shimbun, WWD JAPAN, FUJI TV, TV ASAHI, TV TOKYO, NTV, NHK, TBS, VIVID DIGITAL etc.

■Magazine・Online

CREA, Discover Japan, FUDGE, Japan Precious, NumeroTokyo, Sweet, SO-EN, sotokoto, Nikkei Woman, Nikkei Trendy, Misses, Iniere, Apparel Web, ELLE Online, Fashionsnap.com, WGSN, etc.

INDUSTRY PROFESSIONALS

Culture Convenience Club, Adidas, ATRÉ, ITOCHU, Walt Disney Company, Calbee, METI, Samantha Thavasa, Citizen, Johnny's Entertainment, Studio Ghibli, Seiko Epson, Sony, Sony Music, Organization for Small & Medium Enterprises and Regional Innovation, Tokyu Corporation, Tobu Railway, Toray, JETRO, PARCO, Hankyu Railway, NTT docomo, East Japan Railway, Meiji, Mori Building, Yoshimoto Kogyo, Laforet, LUMINE, etc.

Publication media (for rooms 39)

@DIME、@niftyビジネス、30min. Sun Zero Minute、47NEWS、BEST TIMES、BIGLOBE NEWS、CLASSY.ONLINE、CNET JAPAN、CREA WEB、CubeNEWS、devvero-japan、dMENU NEWS、eltha、Fashion-J、FashionNetwork.com、Fashionsnap.com、goo NEWS、haconiwa、Infoseek NEWS、isuta、iza、JBpress、JJnet、J-WAVE、Let's ENJOY TOKYO、LIFULL HOME'S PRESS、LINE NEWS、livedoor NEWS、LIVING TOKYO、Men's Beauty、mixi NEWS、NEWS Collect、NewsCafe、Nikkei The Style、Number Web、ORICON NEWS、Peachy、PRESIDENT Online、RBBTO-DAY、RENOSTA、RIDE MEDIA & DESIGN、SEOTOOLS、SOEN ONLINE、STORY、STRAIGHT PRESS、Techable、Traicy、Trill、U-NOTE、VERY、VOGUE Girl、Walker +、WWD Beauty、WWD JAPAN、Yahoo! NEWS、ZDNet Japan、Umai-meshi、Ure Pia Research Institute、Excite News、Otaku Economic Newspaper、Kokucheeze、Japan Precious、Jordan News! Sen-i News、Senken Newspaper、Soen、Diamond Online、Toremaga News、Niconico News、Happy Mama、Fukushima Minpo、Fresh Eye、Mapion News、Living Newspaper、Living Newspaper <Tokyo Sub-center Edition>、Living Newspaper <Yamanote Edition>、Gendai Business、Zaikai Newspaper、Sankei News、Jiji.com、Asahi Newspaper Digital & M、Toyo Keizai Online、Yomiuri Newspaper Online、Be-ST ONLINE、Kurashinista

ROOMS PARTNER SHOP & COMPANY STORE

rooms have entered into partnerships with the following stores for holding exhibition brands (permanent, POP-UP, etc.). The brands are selected by the buyers of each store, but since the buyers are also involved in managing rooms itself. As such, there are opportunities to directly handle stores from rooms exhibitions.



destination TOKYO
@LUMINE EST Shinjuku B2F



CONCENTO PARIS H.P.FRANCE
@Tokyu Plaza Ginza 3F



roomSHOP
@LUMINE Shinjuku 2 2F



rooms Ji-Ba
@Shibuya Hikarie 2F



CINEMA H.P.FRANCE
@ATRE EBIS 4F、LUCUA 1100 3F etc...



drama H.P.FRANCE
@Hankyu Department Store Umeda Main Store 1F etc...

Others: Fujimaki Select Ginza Store (online), H.P.F MALL (online) roomsPOP-UP events (major department stores nationwide), LUMINE Singapore, LUMINE Jakarta, etc.

rooms has been putting its effort into ethical actions.

“Ethical” is the act of making choices that are considerate to the earth and our society. Rapid globalization generates emissions from the fashion and apparel industry, where mass production, consumption, and disposal are on the rise

It is widely known that CO2 is the second largest sense of pollution after the oil industry. While meeting creators around the world, we have created brands that address social and environmental issues through fashion, including Juana de Arco, which created jobs for the unemployed people in Argentina.

To reexamine the way in which the exhibition business creates a large amount of waste, rooms has been working with industrial waste disposal company “Nakadai” since 2015 recycle needle punch carpets used during the exhibition. From 2019, we will supervise all the waste created from the venue and aim for a recycling rate of 100%.



Thermal recycling results

Breakdown of punch carpet



SCHEDULE

Audition Application / Submitting Audition Material

※rooms39 exhibitors do not need an audition.

Those who wish to exhibit must apply for an audition.

Apply for the audition from the rooms website and send the audition materials.

We will notify you of the examination results within 2 weeks to 1 month after arrival.

Exhibit Application

We will send you a dedicated ID and password by email. Please apply online. If you cancel your exhibition after applying, a cancellation fee will be incurred.

The booth will be closed as soon as the booth are filled.

Guide to the dedicated exhibitor site

Early November

The billing form, exhibit manual, and invitation request form, as well as all guides, can be found on the dedicated exhibitor website.

Payment of exhibit fees

※Invoices can be downloaded from the Exhibitor Site. Please note they will not be sent by mail.

Please pay the exhibit fee in full by the date printed on the billing form.

Please check the exhibition agreement on below for the payment date.

* If we determine that your exhibit fee has not been paid within the payment period, your exhibit will be automatically canceled.

In that case, a cancellation fee will be incurred as well.

Booth position determination/layout distribution/exhibitor orientation

Early January

Booth location will be decided by rooms.

Exhibitor loading(15:00~22:00)

February 19 (Wed)

rooms40

February 20 (Thu)~22 (Sat)

Payment of sales proceeds

April 15 (Wed)

EXHIBITION TERMS

1.Validation of the agreement

The exhibition contract between the exhibitor and the organizer shall become valid upon the delivery of the "notification regarding the finalization of the exhibition" via email.

2.Payment of the exhibition fee

The exhibitor shall complete the payment of the exhibition fee by the payment deadline specified in the invoice. If the payment is not made by the payment deadline, the organizer will be able to terminate the exhibition contract, without further notice to the exhibitor. Even in those cases in which the exhibition relies on subsidies, including those offered by the government or local municipalities, and the payment of the subsidy is after the payment deadline, the exhibition fee must be paid in full by the payment deadline.

3. Exhibition cancellation

For exhibition cancellation, please contact the organizers in writing. For exhibition cancellation after exhibition acceptance, cancellation is possible after payment of a cancellation fee.

Terms	Cancellation fee
At time of submitting exhibition	50% of exhibition fee
At time of confirming exhibition	100% of exhibition fee

Exhibitors must pay the above amounts in order to complete cancellation.

4. Exhibition fee payment deadlines

Date of applying	Payment deadline
Applying before 10/31/2019(Thu)	11/29/2019 (Fri)
Applying before 11/29/2019(Fri)	12/27/2019 (Fri)
Applying before 12/27/2019(Fri)	1/31/2020 (Fri)
Applying later than 12/28/2019 (Sat)	Until the date printed on the invoice

Q1. When is the deadline for applications?

└ A. The booth will be closed as soon as the booth are filled.

Q2. When will the results of the audition arrive?

└ A. We will usually notify you from within two weeks to a month.

Q3. Is any kind of format or style required for the audition materials?

└ A. There are no particular specifications. Please prepare the following materials.

1. Materials explaining the work. * Please make sure to provide the product price.
 2. Brand profile.
 3. Designer profile. (Not required if the brand does not have a specific designer)
 4. Corporate profile (not required if an individual) / contact details / name of contact personnel

Q4. We require a receipt for expense purposes. Can this be issued?

└ A. Yes.

Q5. Do you accept applications from students?

└ A. Students can apply to the audition. The Yellow plan is designed for students and incubation.

Q6. Can children be brought to the exhibits?

└ A. Yes. Kid' s space is also available.

Q7. Is vehicular transport of materials possible?

└ A. Is possible. Details will be provided in the "Exhibition Manual" after the exhibition has been decided.

Q8. What other expenses are there when exhibiting in addition to the exhibit fee?

└ A. Please see the Exhibit Manual provided after your exhibit is confirmed for information regarding appliance leasing and optional fees.

H.P. FRANCE



photo by Ports Bishop

PHILOSOPHY

Being Creative
Being Global
How People Live

Company name	H.P. FRANCE S.A.
Established	1984
Head office	6F Ohararyu kaikan 5-7-17 Minami Aoyama Minato-ku, Tokyo 107-0062 Japan
Annual Sales	8,551 million (Fiscal February 2018)
CEO	Takanao Muramatsu
Employees	483 (As of the end of February 2018)



JAMIN PUECH



IOSSELLIANI



SERGE THORAVAL



JACQUES LE CORRE



Wholesale (JAMIN PUECH / JACQUES LE CORRE / Tramando / OSKLEN / Approx. 40 brands)
Own original brand (Fil D'araignee / Rivet&Blue)



destination Tokyo



goldie H.P.FRANCE



CONCENTO PARIS H.P.FRANCE



WALL



drama H.P.FRANCE



H.P.FRANCE Boutique



H.P.DECO



H.P.FRANCE BIJOU

Around 60 concept shops across Japan. Our main products are imported fashion and accessories from Europe and North and South America. We continue to expand into a variety of life and culture-related fields, such as art and interior design goods.

