

rooms

Creation festival in Tokyo
since 2000

2021.3.11(THU).12 (FRI).13 (SAT)
Shinjuku Sumitomo Bldg. Sankaku Hiroba

rooms42 Application Requirements
Ver. 2.0

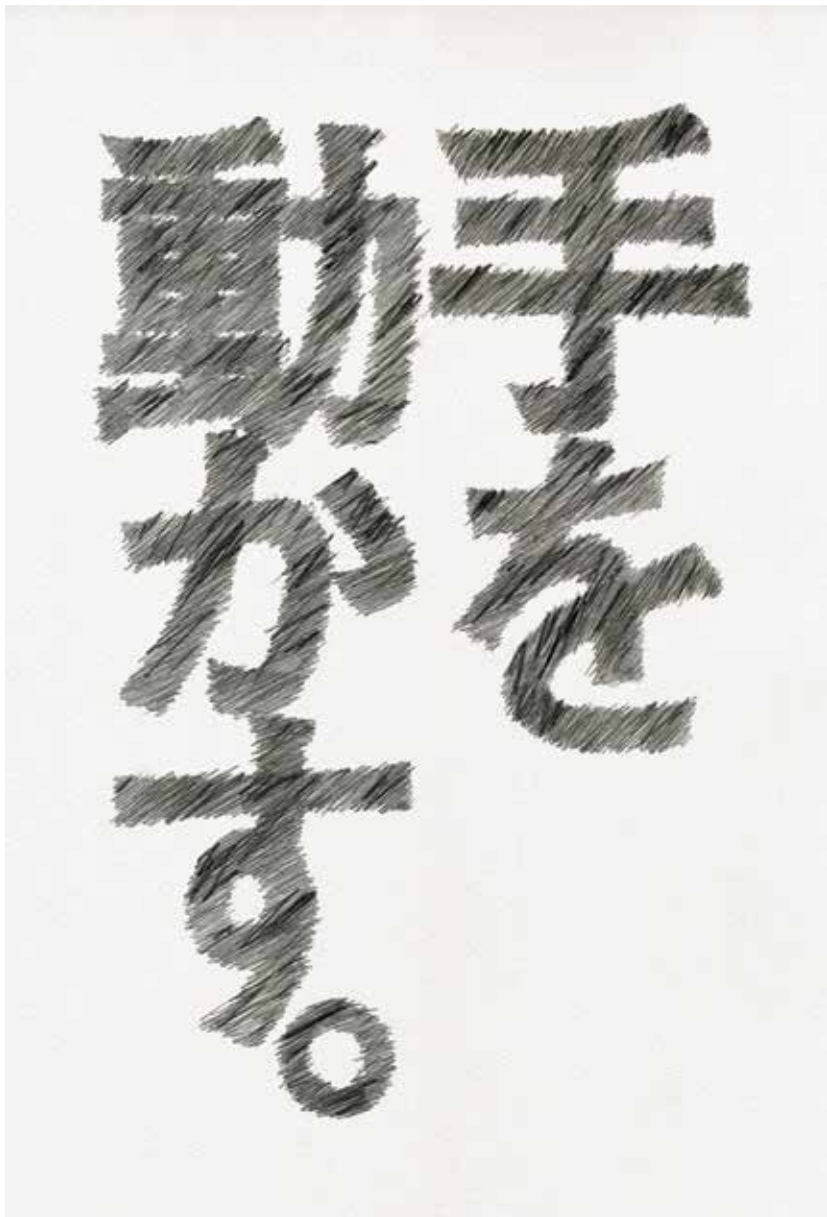
Initial Application Deadline: December 21st (Mon)

***The 2nd application will be open depending on the remaining booths.
The booths handling food and drinks will be closed on the date above.**

H.P. FRANCE

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rooms41 KEY VISUAL /Art Director : Tatsuki Ikezawa (STUDEO)

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INTRODUCTION



“What we think this country should export is ‘Sensibility’.”

Until now, we have held exhibitions by conceiving worldview of various creators as their own rooms.

And we found our thoughts are getting stronger each time:

The thoughts that we would like to deliver pleasure and impression we find there
to the lives of people all over the world.

People from various countries get gather here, get impression that they have never appreciated,
and tell that it is the creation in the future.

And then it will be added as new happiness of life.

The reason that the delicate creativity of this country exists is to amaze the world.

About rOOMS



Conceiving the worldview of each creator as its own room, we named the gathering of those creators as “rooms” .

“rooms” is the huge creation festival in Japan, which H.P.FRANCE S.A. established to stimulate the creation scene in 2000. More than ten thousand of group of creators from various categories such as fashion, lifestyle, art, performance, food and drink, etc. have participated in last 20 years. Around 300-400 brands gather in the venue from home and abroad.

We have mobilized half a million of people until now, and this year is the 21st year of our exhibition. It is held on Saturday so that not only business people but the general customers can visit.

- 2000 ● “rooms” started gathering 12 brands in a showroom.
- 2002 ● Held in Amusement hall on the 1st floor of Tokyo Tower.
- 2004 ● Changed the venue to Yoyogi National Stadium First Gymnasium.
- 2005 ● Started the collaboration with The Fédération Française du Prêt à Porter Féminin (until 2009)
- 2009 ● Got Award of Senken Shimbun
- 2011 ● Got Award of Mainichi Fashion Grand Prix and Kujiraoka Amiko.
- 2012 ● Launched “rooms local products” to stimulate the local industry.
- 2013 ● Launched “rooms ETHICAL” themed sustainability and ethical consumption
- 2018 ● Started to attract non-business visitors. (started D2C/Direct to Consumer)
- 2019 ● Released the “I just am” project themed diversity.
- 2020 ● Marked the 20th Anniversary of rooms. Started the Online Tradeshow as well as the offline.
- 2021 ● Will start the local exhibition (rooms JOURNEY) as well as in Tokyo.

About rOOMS

“rooms” is evolving to the new platform that involves business meeting and direct sale to general customers. Increasing the new business promises by enabling the general customers to contact the creators directly, while it remains the conventional function of business meeting with buyers and business matching.



Exhibition / Business Matching

By exhibiting the new products or service and making the wide range of presentation to visitors, various business matching will be made, such as distributions to stores, pop-up shops at department stores or shopping centers, collaboration between different industries, etc.



Direct sale / Marketing

If you have items in stock, you can sell them at the venue. Through servicing customers and selling directly, you can clarify the needs of customers and the selling way of items. (With centralized cash registers and sales commission)



Workshop / Installation

By adding a participatory project, you can tell the creative spirit of your brand to visitors deeply, and it will lead a chance to get more fans.



Talkshow

We hold talk shows that various guests appear each day, entitling “rooms academy”. Through talk shows that we can peer into the mind of guests, creative sensitivity that anyone has will be stimulated. The exhibitors can participate, too.

OUTLINE

rooms will be held online and offline at the same time.

We will deliver creation in a new era by the method of a new era.

rooms 42

Premium tradeshow
in only three days



March 11th (THU)	10:00 - 18:00	BUSINESS DAY
March 12th (FRI)	10:00 - 17:00 17:00 - 21:00	BUSINESS DAY MARKET DAY
March 13th (SAT)	10:00 - 18:00	MARKET DAY

* You can do both business meeting and direct sale during all three days. The show will be open to the general visitors on March 12th (17:00-21:00) and 13th (10:00-18:00).

V E N U E : Shinjuku Sumitomo bldg. Sankaku Hiroba

B R A N D S : 300 (expected)

V I S I T O R S : 15,000 (expected)

(Professionals 12,000/General visitors 3,000)

Refer to
page 9 for
booth plans

rooms 42 ONLINE TRADESHOW

Various encounter
in three months
at maximum



February 24th (WED)
to May 31st (MON)

The available language of the ONLINE TRADESHOW system is Japanese only. If you have partners or staff who can communicate in Japanese, please ask us for more details.

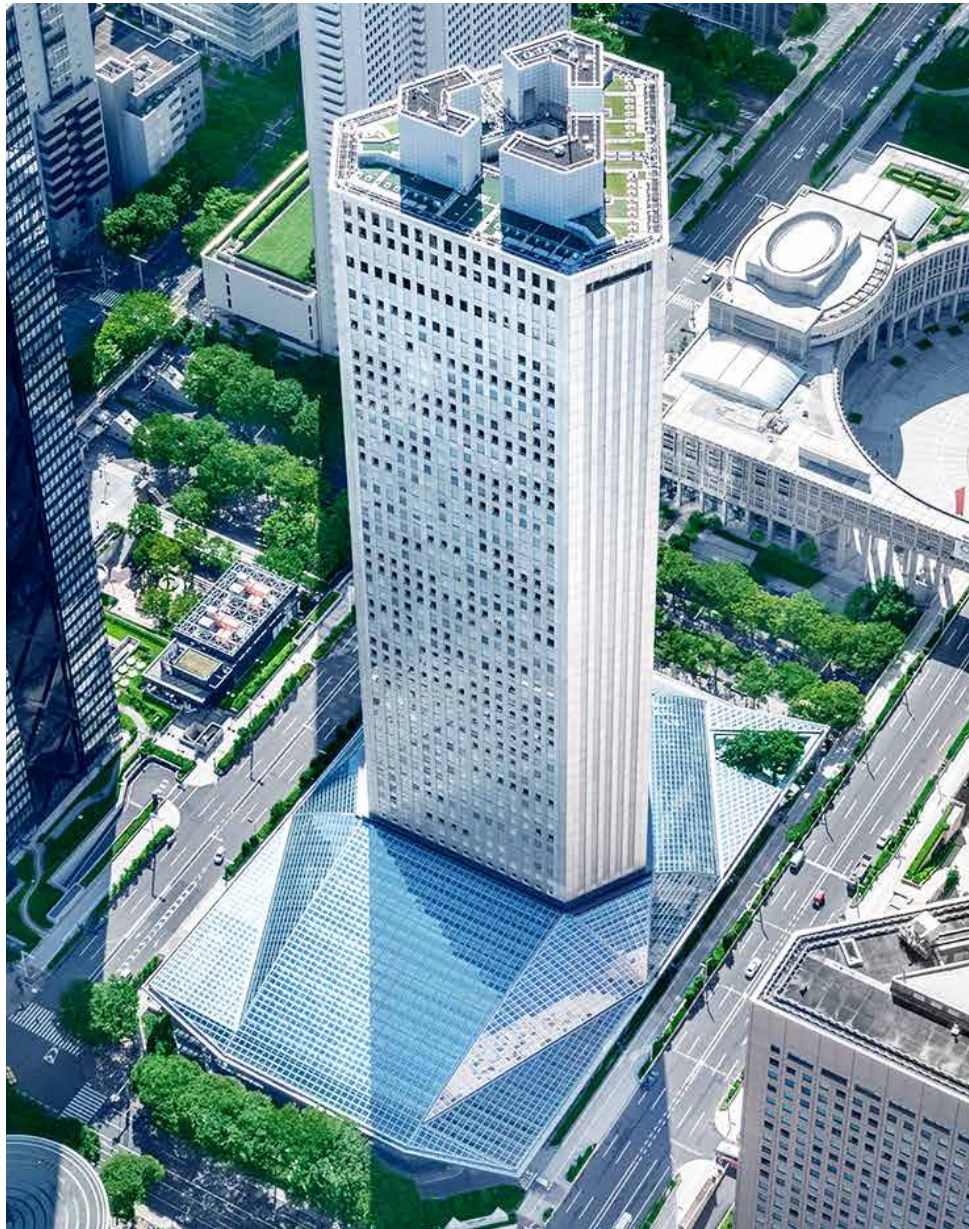
Please
ask us for
booth plans

HOLDING SEASON : Twice a year (Spring / Autumn) ORGANIZER: rooms/ H.P. FRANCE S.A.

TOKYO : 8F Ohararyu kaikan, 5-7-17 Minami-Aoyama, Minato-ku, Tokyo 107- 0062 Japan (+81-3-3499-0822)

OSAKA : 701, 3-10-2 Toyosaki, Kita-ku, Osaka city, Osaka 531-0072 Japan (+81-70-1295-6664)

rooms@hpgrp.com / www.roomstradeshow.com



Shinjuku Sumitomo Bldg. Sankaku Hiroba

2-6-1, Nishi-shinjuku, Shinjuku, Tokyo



Shinjuku Sumitomo building was built in March of 1974. It has the nickname of “Sankaku (Triangle) Building” come from its shape of the triangle prism. Since it has earthquake-proof structure like a bamboo tube, the central space is vaulted. When completed, it was a pioneering building highest in Japan, in the high-rise city of Nishi-shinjuku, and was epoch-making to be developed as a commercial complex building.

Then it was renovated extensively since 2017 due to deterioration, and the huge, all-weather atrium space “Sankaku Hiroba” was built in June, 2020, which is one of the biggest in Japan.

ACCESS

■ On subway lines

Toei Oedo Line: connected to “Tochomae” station
Tokyo Metro Marunouchi Line: 4 minutes’ walk from Exit 2, “Nishi-Shinjuku” station

■ On JR line

Yamanote Line: 8 minutes’ walk from Shinjuku station

VISITORS

Approximately 15,000 in 3 days (total number of visitors) (Professionals 12,000/general visitors 3,000) * It may change due to the limit of holding event by the government. 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 S.A., 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, Abahouse International, IDÉE, Itokin, Ueno Shokai, Welcome, ESTNATION, Onward Kashiyama, Sazaby League, Sanei International, Sanyo Shokai, SHIPS, STRIPE int'l, JUN, DAYTONA INTERNATIONAL, TOMORROWLAND, TOKYO BASE, Nano Universe, NOLLEY'S, Barney's Japan, PAL, BEAMS, Bshop, BAYCREWS GROUP, MARK STYLER, MASH Holdings Co.,Ltd., Melrose, United Arrows, WORLD, etc.

■ Department Store

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

■ Online shop

Amazon, Jupiter Shop Channel, Style Store, ZUTTO, Senshukai, STRIPE DEPARTMENT, ZOZOTOWN, Fujimaki Select, etc.

Publication media

@DIME, @nifty Business, 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, RBBTODAY, 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, Otakuma Economic Newspaper, Kokuchee, Japan Precious, Jordan News! Sen-i News, Senken Shimbun, Soen, Diamond Online, Toremaga News, Niconico News, Happy Mama, Fukushima Minpo, Fresh Eye, Mapion News, Living Newspaper, Living Newspaper <Tokyo Fukutoshin Edition>, Living Newspaper <Yamanote Edition>, Gendai Business, Zaikei Newspaper, Sankei News, Jiji.com, Asahi Shimbun Digital & M, Toyo Keizai Online, Yomiuri Newspaper Online, Be-ST ONLINE, Kurashinista, etc.

Media

■ Newspaper, TV

The Asahi Shimbun, The Kankyo 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, Numero Tokyo, Sweet, Soen, sotokoto, Nikkei Woman, Nikkei Trendy, Mrs. liniere, Apparel Web, ELLE Online, Fashionsnap.com, WWDJAPAN.COM, WGSN, etc.

Industry Professionals

Culture Convenience Club, Adidas, ATRÉ, ITOCHU, Walt Disney Company Japan, 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.

ONLINE TRADESHOW



150,000 PV is expected for three months on the top page of the ONLINE TRADESHOW website.

CATEGORY

Approximately 300 brands of various categories will participate.

- The exhibitors are selected through audition, but those who exhibited in the latest exhibition (rooms41) can exhibit without an audition.
- You can sell products directly as well as business meeting of wholesale. (The direct sale needs the centralized cash register and sales commission is 30%.)
- It is of course welcome to make a presentation instead of a wholesale or direct sale.

Access here for application

<https://en.roomstradeshows.com/41-to-exhibit>



FASHION

Fashion, jewelry, accessories, bags, leather items, shoes, hats and so on...



TRADINNOVATION (tentative)

Folk art, craft, ethnic culture, trip...



ETHICAL

Sustainability, SDGs, earth environment...



SOUL&BODY

Beauty, health-conscious style, scent, herbal medicine, sixth sense...



BATOMA

Products, home decorating, furniture, food, flower, plants...

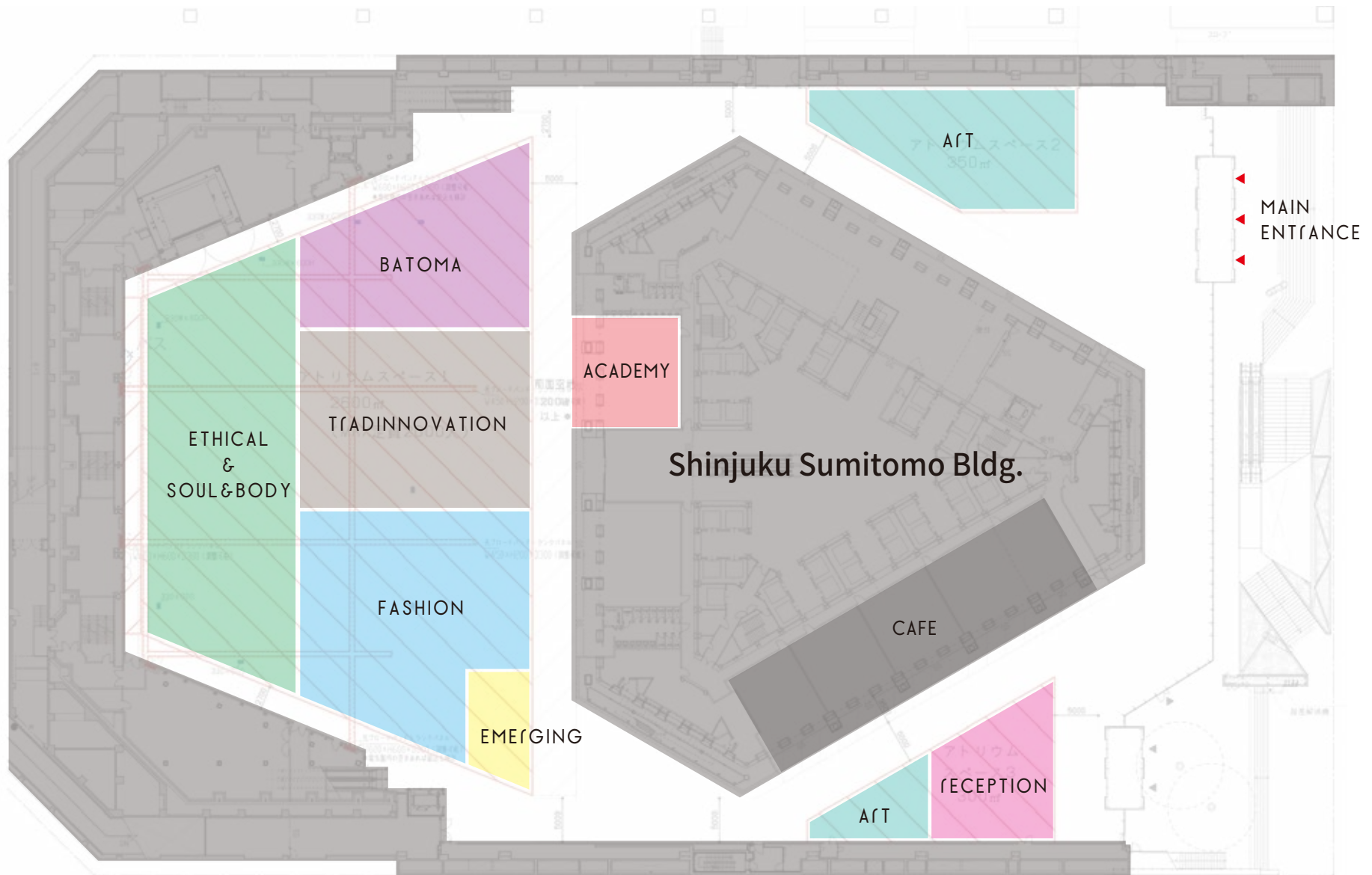


ART

Art, performance, music, projection...



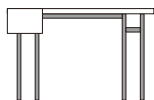
ROOMS42 VENUE COMPOSITION



- * Refer to page 10 for details of the “EMERGING” area.
- * The venue layout is subject to change.

ROOMS42 BOOTH PLAN

TABLE PLAN 1.5㎡



¥130,000 +Tax (Not sale multiple booths)

Recommended for small products or a few products.
Furniture is included, so you can easily setup.

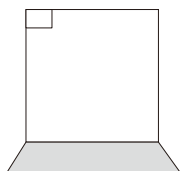
Booth Size: W1500×D1000

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

Booth Sign



WALL PLAN 3.15㎡



¥200,000 +Tax (per booth)

Plan for expressing your brand image using the wall.

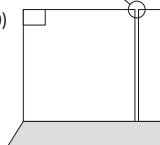
Booth size: W2100×D1500

Wood panel walls/Color TBD (Wall size W2100×H2100)
Color change options available

Carpet/Color TBD
Color change options available

Booth Sign

There is a gap
between the
background
panels.



FREE PLAN 10㎡



We will examine the booth
decoration in advance.
Please contact at
rooms@hpgrp.com for
details.

¥500,000 +Tax (per booth)

Possible to express the brand image in full for those who can
construct on their own.

Booth Size: Please consult us.

Booth Sign



ROOMS INCUBATION/EMERGING

rooms Incubation Project (1)

EMERGING

A newly-born creator wanted

The creation that makes incredible impact will come into the world
by bringing the emerging axis and taking time each other
to enhance the talent.

Believing power of creation together...

EMERGING is the new plan that “rooms” finds, fosters and supports a newly-born creator to bring him/her to the world. The audition is the strait gate, with a more rigid way than usual, but the exhibition fee is free.

It is the aggressive plan that rooms moves hand-in-hand with the creator aiming for the global expansion.

• Originality

Requirements: • Creativity

• Any categories

<Reference> Designers selected at rooms41

Leon art jewelry created by 海と梨 (umi to nashi)



RIV NOBUHIKO



SARTOGRAPH



* We will decide the booth plan after consultation.

ROOMS INCUBATION/SPOT LIGHTS by TOMO KOIZUMI

rooms Incubation Project (2)

SPOT LIGHTS by TOMO KOIZUMI

Success in retail is not everything

This project is to find and support a fashion designer who is trying to make something that does not exist ever.

The exhibition fee is free.



©Tim Walker

Curator: TOMO KOIZUMI

TOMO KOIZUMI is one of the world-wide fashion designers. His collection and costumes are characteristic with vivid colors and bold silhouette, and he is supported by actresses and artists not only in Japan but abroad, as a living designer on a number of fronts, engaging in bespoke costumes and so on. The news that he was selected as one of the LVMH prize winners of 2020 is still fresh in our minds.

• Originality

Requirements: • Clarity of what he/she wants to make

• Fashion only

<Reference> Designers selected at rooms41

HIBIKI KAWAHARA



SAKURA SEN



natsumi osawa



* We will decide the booth plan after consultation.

SCHEDULE

ROOMS 42 March 11th (THU) to March 13th (SAT)

Audition Application / Submitting Audition Material: Anytime

* rooms41 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: Initial deadline: Dec. 21st (Mon)

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 2nd application will be open depending on the remaining booths. The booths handling food and drinks will be closed on the date above.

Participation Acceptance Notice/Guide to the Exhibitor' s website : Anytime

The invoice, Exhibitor' s manual and option plan as well as all other guides, can be found on the exhibitor' s site.

Payment of exhibition fees

Invoices can be downloaded from the Exhibitor' s site. Please note they will not be sent by postal mail. Please pay the exhibit fee in full by the date indicated on the invoice.

The payment deadline depends on the date of application. Please see below:

Date of applying	Payment deadline
Applying before Dec. 25th (Fri), 2020	Feb. 5th (Fri), 2021
Applying before Jan. 29th (Fri), 2021	Feb. 12th (Fri), 2021
Applying later than Jan. 30th (Sat), 2021	Until the date on the invoice

* If we find 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: Beginning of Feb.

Booth location will be determined by rooms.

Loading (14:00 – 22:00): March 10th (Wed)

rooms42: March 11th (Thu) – 13th (Sat)

Payment of sales amount : May 17th (Mon)

ONLINE TRADESHOW Feb. 24th (WED) to May 31st (MON)

ROOMS 42 Exhibitors

Application as an option on the Exhibitor' s website

① Initial deadline: Jan 26th (Tue)

② Second deadline: Feb 12th (Fri)

Participation Acceptance Notice

Registration on the information form of Online Tradeshow

Meeting with the EXIV staff as regards to constructing the page

Payment of the option fee: March 5th (Fri)

Suggestion of page design

Submission of materials: Registration on the dedicated format for EXIV

① Feb. 2nd (Tue)/② Feb 24th (Wed)

Confirmation of completed pages

① Until Feb. 18th (Thu)

② Until March 3rd (Wed)

Publish on a website (Start of Online Tradeshow):

From ① Feb 24th/ ② March 3rd to May 31st

Online Tradeshow only

Audition Application/ Submitting Audition Material: Anytime

Exhibit Application

① Initial deadline: Jan 26th (Tue)

② Second deadline: Feb 12th (Fri)

Participation Acceptance Notice Guide to the Exhibitor' s website: Anytime

Registration on the information form of Online Tradeshow

Meeting with the EXIV staff as regards to constructing the page

Payment of exhibition fees: same schedule as rooms42 (see the left page)

Suggestion of page design

Submission of materials: Registration on the dedicated format for EXIV

① Feb. 2nd (Tue)/② Feb 24th (Wed)

Confirmation of completed pages

① Until Feb. 18th (Thu)

② Until March 3rd (Wed)

DIRECT SALE AT ROOMS42

Please take advantage of selling your products as brand promotion or marketing.
The exhibitors who exhibit only on Online Tradeshow cannot sell directly to consumers.

■ Result of rooms41

Participation rate of direct sales: 80%

Maximum amount of sales: 300,000 JPY/3 days (Average of 70,000 JPY/booth)

■ Sales commission

30%

■ Sales methods

We handle payments at the centralized cash registers instead of each booth.

Payment by cash, credit cards or other cashless methods is available, but

mainly cashless payment is recommended.

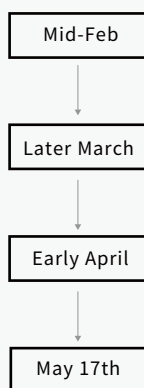
* You can check the details of sales flow on the “Exhibitor’s manual” or at the orientation session (Japanese only) later.

* The information above is subject to change.

■ Payment schedule

We’ll deduct the sales commission and pay the balance of sales amount after the exhibition.

- ① Submission of your bank information
- ② Report of sales amount
We will tell you the sales amount.
- ③ Sending an invoice
Please send an invoice to us.
- ④ Payment
We will make a payment to your designated bank account.



* Subject to change

Q&A

Q1. When is the deadline of application?

- A. The application of rooms42 will be closed as soon as the booths are filled, and the application of online tradeshow is open anytime.

Q2. 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. Display images (if you have when you exhibited at other tradeshow or pop-up event)
 5. Corporate profile (not required if an individual) / contact details / name of contact personnel

Q3. Do you accept applications from students?

- A. Students can apply to the audition.

Q4. 【rooms42】 Is it possible to contact regarding decorations?

- A. Please feel free to ask us about the decoration plan tailored to your favorable design or budget.

Q5. 【rooms42】 What other expenses are there in addition to the exhibition fee?

- A. There are fees of loading-in/out by a vehicle, furniture rental or the electricity, etc.
Details of options will be provided in the Exhibitor’s manual after the exhibition has been confirmed.

Q6. 【rooms42】 Can children be brought to the exhibits?

- A. Yes.

Q7. 【rooms42】 Is it possible to exhibit together with the other brand(s)?

- A. Group and/or joint exhibition entry or use of the booth is prohibited by principle.

Q8. 【rooms42】 Is vehicular transport of materials possible?

- A. Yes, but time and number of cars are limited, and an optional fee is charged.
Details will be provided in the Exhibitor’s manual after the exhibition has been confirmed.

Q9. 【rooms42】 Is it possible to serve a food or drink sample at a booth?

- A. Yes, but submission of documents regarding serving food or drink and an optional fee for the equipment of washing hands or a sink at a booth will be necessary according to the standard determined by the public health center.

Q10. 【rooms42】 Is it possible to take photos or videos in a venue?

- A. Yes, it is allowed in a venue. However, it’s necessary to get a permission of each exhibitor when taking photos or videos in a booth.

Q11. 【ONLINE】 Is there limitation of number of products to upload?

- A. Yes. 30 items per tradeshow can be uploaded. The additional fee will be charged per 10 item when the number of items is more than 30.

Q12. 【ONLINE】 The variation of colors or sizes is counted as the different items?

- A. Colors and sizes are counted as the same item.

EXHIBITION TERMS

ROOMS 42 March 11th (THU) to March 13th (SAT)

① Validation of the agreement

The exhibition contract between the exhibitor and the organizer shall become valid upon the delivery of the "Participation Acceptance notice" 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 fee

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

Terms	Cancellation fee
At time of applying for the exhibition	50% of exhibition fee
At time of confirming the exhibition	100% of exhibition fee

④ Group and/or joint exhibition entry

Group and/or joint exhibition entry or use of the booth is prohibited by principle.

⑤ Cancellation of rooms 42

The organizer may reschedule, postpone or cancel the exhibition on the occurrence of any event of Force Majeure. In such cases, the Exhibition Participation Fee will not be refunded and the organizer will not bear or compensate loss or damages in such respect of the exhibitor; provided, however, that in case of cancellation due to the request to refrain from events by the government, the amount deducted 30% from the exhibition fee will be refunded.

ONLINE TRADESHOW Feb. 24th (WED) to May 31st (MON)

① rooms ONLINE TRADESHOW is the service for exhibitors who has applied for an option of rooms42 or just the online tradeshow .

② Validation of the agreement

The exhibition contract between the exhibitor and the organizer shall become valid upon the delivery of the "rooms ONLINE TRADESHOW Participation Acceptance notice" via email. In addition, by conclusion of this contract, it is regarded that the exhibitor is agree with the terms of using EXIV (<https://exiv.io/terms/>) determined separately by the provider of the system.

③ Content of service

The exhibitor participates in the "rooms ONLINE TRADESHOW" held by the organizer, using the online trade show system named "EXIV" provided by park&port Co., Ltd. (hereinafter referred to as "System provider"). The specifications, expressions and other details of trade show pages shall refer to the terms of service written above and the guideline determined by the Sytem provider.

④ 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.

⑤ Exhibition cancellation

For exhibition cancellation, please contact the organizers by email or in writing. For exhibition cancellation after exhibition acceptance, cancellation is possible after payment of whole amount of rooms ONLINE TRADESHOW exhibition fee.

⑥ Transaction using accounts

The transaction on this service, which includes purchase of products or service, application of purchase and manifestation of intension as regards to the other transactions, shall be used with the account by the exhibitor, and carried out directly between the exhibitor and the other party in the transaction.

rooms PARTNER SHOPS & COMPANY STORES

rooms has entered into partnerships with the following stores for exhibited 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, there are opportunities that your items can arrive in those stores after the exhibition.



CINEMA H.P.FRANCE
@ATRÉ EBISU 4F, LUCUA 1100 3F, etc...



POP-UP Shop



destination TOKYO
@LUMINE EST Shinjuku B2F



drama H.P.FRANCE
@Hankyu Department Store Umeda Main Store 1F, LUMINE Shinjuku 1 2F, etc...



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

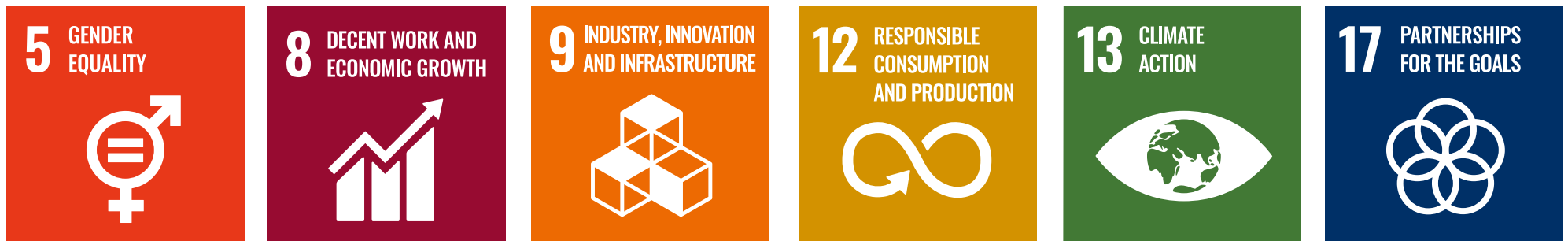


rooms SHOP
@LUMINE Shinjuku 2 2F

Others: Fujimaki Select Store (online), H.P.F MALL (online), rooms POP-UP events (major department stores nationwide), etc.

SDGs ACTIVITIES

We follow SDGs and contribute to realization of better society through our activities.



5 : We produce the place for creators to express as to promote liberty of identity through “I just am” project.

8 : rooms aims for revitalization of local creation industry collaborated with local government and local groups through local industry projects since 2012.

9 : We make effort to develop foundation useful for small and medium sized brands, such as online tradeshow or digital tools supporting business of exhibitors.

12 : To reexamine the way in which the exhibition business creates a large amount of waste, rooms has been working with an industrial waste disposal company

“Nakadai” since 2015 to recycle needle punch carpets used during the exhibition, and aims to recycle 100% of total waste.

13 : Fashion and design industries have bad influence on earth, such as mass disposal and CO2 emission. We have set up an Ethical area since 2013, and collected

brands that are earth- or society- conscious. It allows ethical things to extend far and wide to visitors and the market.

17 : We aim for realizing better society united by promoting these activities to organizers, exhibiting companies and visitors.

COMPANY'S OUTLINE



photo by Ports Bishop

COMPANY PHILOSOPHY

Creative
Global
How People Live

H. P. FRANCE

Name:	H.P.FRANCE S.A.
Established:	1984
Registered Address:	2-22-6 Higashi Ueno, Taito-ku, Tokyo 110-0015, Japan
Annual Sales:	¥ 7,703,500,000 (As of March, 2019)
Representative Director:	Takanao Muramatsu
Number of Employees:	453 (As of March, 2019)
Directly managed store:	65 (As of March, 2019)
Major Business Areas:	Retail, Wholesale, Production, Trade Show, Consulting and PR in fashion and life style field. Arts Support.
Head Office:	6F, Ohara-ryu kaikan, 5-7-17, Minami Aoyama, Minato-ku, Tokyo, Japan
Overseas Branch:	FRANCE/ DESTINATION 27 S.A.R.L. : 191, Rue Saint Honore 75001 Paris FRANCE USA/ hpf CHRISTOPHER Inc. : 98 Christopher Street, Grand Floor New York, NY 10014 U.S.A.

We believe creation enriches people.



See you at ROOMS42.