

**PRESS RELEASE**

# **Japan Pavilion**

## **Sixteen highly discerning Japanese brands will represent Japan with showings at APLF-Fashion Access.**

The Japan Leather and Leather Goods Industries Association (JLIA) brings together Japanese brand products boasting both high quality and design capabilities that reflect the current times to exhibit at APLF- Fashion Access.

Sixteen highly discerning companies, including first-time exhibitors, participate as representatives for Japan by giving unique presentations.

### **Exhibiting companies at JAPAN booth**

- ETOILE KAITO & Co., INC.
- Jay Jay Japan Inc.
- Kawahoushi HIROAN Co., Ltd.
- KIKUHIRO Co., Ltd.
- KURODA Co., Ltd.
- LEAVES Co., Ltd.
- NAASU HOUKOU Co., Ltd.
- Nomura Seisakusho Co., Ltd.
- PARLEY Co., Ltd.
- Raw Create Co., Ltd.
- REGAL CORPORATION
- RUBOA Co., Ltd.
- TAIKOH Co., Ltd.
- UNOFUKU & Co., Ltd.
- WITH Co., Ltd.
- YAMAMAN Co., Ltd.

### **About APLF-Fashion Access**

Period : 2017/3/29 - 2017/3/31 09:00 - 18:00

Venue : Hong Kong Convention & Exhibition Centre

Address : 1 Expo Drive, Wan Chai, Hong Kong

Website : <http://www.fashionaccess.aplf.com>

Hall & Stand No :

Hall 3E

Stand 3E- B01, 02, 11, 12, 17, 18, 21, 22 AVE/ JP

Please refer to the following Facebook page for details on exhibiting companies.

<https://www.facebook.com/JLIAJapanLeather/>

Media Contact

H.P.FRANCE S.A. / PR01.

Mail: [pr01\\_project@hpgrp.com](mailto:pr01_project@hpgrp.com) / Tel: +81-3-5774-1420

**ETOILE KAITO & Co., INC.****Brand: YUMESHISYU****Brand concept**

The beautiful and delicate embroidery work stands for our theme "Elegance and utility for the comfort in your daily life." Please enjoy the delicate colors and the fine embroidery work typical of traditional Japanese crafts. All works including embroidery and sewing are done in Japan.

Telephone No +81-3-3661-1111  
 URL (EN/JP) <http://www.etoile.co.jp/>

**Jay Jay Japan Inc.****Brand : Johnny & Jessy**

キセカエシューズ  
**Johnny & Jessy**  
 Born in 2015

**Brand concept**

Johnny is in love with Jessie.  
 He tries various ways so hard to get her attention. However, he always misses it when he's almost there and she falls out of his love. He won't give up and he is still gonna express his love to her tomorrow and after. We will leave their love to your hand to be one! Way to tie their love...Love doesn't need its explanation. Just simply zip them together with love. Warning! They are still not at age of maturity therefore their relationship is not yet perfect. So please avoid aggressive impact to get them separated such as running, jumping or any type of sports. Wrap two of them with kindness. That's love, isn't it?

Telephone No +81-80-4566-4560  
 URL (JP) <http://www.johnnyjessy.com>

**Kawahoushi HIROAN Co., Ltd.****Brand: HIROAN****Brand concept**

The thinness and the usability of a book cover which is made seamlessly by sticking 2 sheets of 0.5 mm thick leather. Additionally, the beautifully-finished edge and the meticulously made details of the small articles were highly appreciated in general, and companies of Hong Kong, China and Thailand made business inquiries.

Telephone No +81-3-5833-7166  
 URL (EN/JP) <http://www.hiroan.co.jp>

Contact in Hong Kong  
 Company: Coldycoco Co.  
 Tel: +852-9466-4768

**KIKUHIRO Co., Ltd.****Brand: Petrarca**

*Petrarca*<sup>®</sup>  
 Hand made in TOKYO

**Brand concept**

Our brand "Petrarca" creates bags one by one with the Japanese traditional sense of "wrapping". We are proposing an elegant and a functional bag tailored to the fashion trend.

Telephone No +81-3-3859-3851  
 URL (EN/CN/JP) <http://www.petrarca.jp>

**KURODA CO., LTD.****Brand: KURODA****Brand concept**

- ① high quality, price to value, diversification
- ② design is not only classic & elegant, also including new ideas, elements
- ③ good hand feeling, functional product

Telephone No +81-879-25-9581  
 URL (EN/CN/JP) <http://www.kuroda.co.jp>

Contact in China  
 Company: SHANGHAI KURODA FASHION GOODS CO.,LTD.  
 Tel: +86-21-5778-6691

**LEAVES Co., Ltd.****Brand: Foglia****Brand concept**

Foglia OIL LEATHER A4 Brief Case.

The pocket inside has long wallet containing function, next to the inside of the bag can be loaded with a small manual/business card holder and other small things. In addition to the inside of the bag, there are zipper bags can be stored valuables, so that valuables are not exposed. The leather material used in the process of dyeing has added a sufficient oil. In daily use, it will be made the original look foggy leather material will be used more and more gloss. It can be used for many years, showing a different style of leather material.

Foglia Italy Leather Zipper Long Clip.

Use the entire piece of leather material to continuously open the way to make the zipper long clip. Inside the pocket part of the small change to add a small piece of space to large. Change money is more convenient. The zipper is EXCELLA metal teeth, use the highest level in YKK (metal teeth place hand polished) compared to the general zipper is more smooth. Our product with high technology and high technology for the most advanced leather finishing.

Telephone No +81-92-714-7658  
 URL (JP) [www.leaves-jp.com](http://www.leaves-jp.com)

**NAASU HOUKOU CO., LTD.****Brand: GALLERY BOX**

**GALLERY BOX**

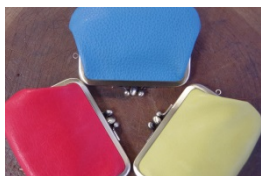
**Brand concept**

The quality of the commitment technology of a bag craftsman of foundation for 68 years makes with the utmost care. "of the impression which found the high painting displayed in a corridor"

Telephone No +81-3-3887-8377  
 URL (JP) <http://www.naas.co.jp>

## Nomura Seisakusho Co., Ltd.

### ■ Brand: Nomura Seisakusho Co., Ltd.



#### Brand concept

We are a professional OEM leather goods manufacturer. We have the largest production facility in Japan, which allows us to provide knowledgeable and timely service for our customers. With craftsman ranging in ages from 20's to 70's, our company has an excellent balance of wisdom and fresh ideas that are key in leather goods manufacturing.

Telephone No +81-3-3837-2314

URL (EN/JP) <http://www.nomura-purse.co.jp/en/>

## PARLEY Co., Ltd.

### ■ Brand: PARLEY



#### Brand concept

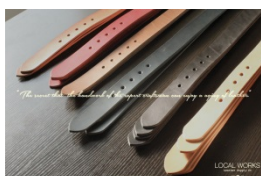
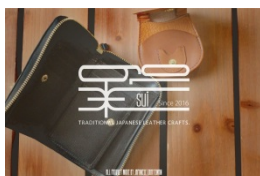
We always think about innate characteristic of leather itself and create formal/casual products designed for denims.

Telephone No +81-3-3920-3850

URL (JP) <http://www.parley.co.jp>

## RawCreate Co., Ltd.

### ■ Brand 1: SUI ■ Brand 2: LOCAL WORKS



#### Brand concept

##### Brand1: SUI

We are a Japanese leather goods brand which is sending the beauty sense of "Iki" - the Edo period's idea of stylishness and the Japanese experienced craftsmanship to the world.

Our main products are made from "Tochigi leather" - one of the most famous leathers in Japan and "Italian leather" - Leather of the leathers. We introduce high-quality Japanese manufacturing culture with our fine material made by the craftworkers in Japan through downtown Tokyo.

##### Brand2: LOCAL WORKS

Our concept: Leather goods to grow your affection

We are aspiring to becoming the brand to bring much more people a good encounter with leather goods through our products-we would like to be their good opportunity. Our products are designed mainly for gifts, anyone young and old feel happy to receive and we are always thinking if our products are easy&happy-to-use for customers in their daily life. We will produce to fit in furthermore user's lifestyle from now on.

Telephone No +81-3-5820-3677

Contact in Shanghai

Company: NISSHIN SHOJI CO.,LTD.

Tel: +81-3-3501-5361



## REGAL CORPORATION

## ■ Brand: REGAL



REGAL

**Brand concept**

REGAL, having its roots as leading manufacturer of authentic leather shoes since 1902, was the first to introduce Goodyear Welted shoes to Japan. We have grown to establish "REGAL", a famous shoe brand as the standard leather footwear, which more than 80% of Japanese adults recognize. Through the product line, REGAL will strive to establish a "new standards" which not only preserves the tradition, but also promotes innovation and originality. We have a wide range of products from dress to casual, as well as comfort shoes, for both men and ladies. We also develop new functions shoes from time to time.

Telephone No +81-47-304-7110  
 URL (EN/JP) <http://www.regal.co.jp/>

Contact in Hong Kong  
 Company: HONG KONG REGAL SHOE CO., LTD.  
 Tel: +852-2114-1010

## RUBOA Co., Ltd.

## ■ Brand 1: hmny ■ Brand 2: CORGA



hmny  
 CORGA

**Brand concept****Brand1: hmny**

For your everyday hmny, we stitch pliable leathers up in simple with addictive design. With succinct line on your hand, what you want is already what you have.

**Brand2: CORGA**

We care your uses by simple and natural, we care your carries by tailor-made designs. A new dimension by grouping different dimensions, CORGA brings you a primal life.

Telephone No +81-879-25-1237  
 URL (EN/IT/FR/CN/JP) <http://www.ruboa.com>

## TAIKOH Co., Ltd.

## ■ Brand: LEATHER JEWELS

**Brand concept**

Material procurement tanning and dyeing, planning design, sewing, sale, direct sales at the group company, Exotic leather brand originating from Taikoh to do all consistently. Leather items and finished in a variety of facial expressions.

Telephone No +81-48-953-9602  
 URL (EN/CN/JP) <http://www.taikohnet.com>

**UNOFUKU & Co., Ltd.****■ Brand: UNOFUKU**
**Brand concept**

Unofuku is a Bag & Luggage Company established since 1921 in Toyooka, Hyogo Prefecture, Japan. Its collections mix high quality materials such as leather, nylon and organic cotton handcrafted in the traditional Japanese way. Unofuku carries different brands to meet specific modern styles and needs. Marvelous materials and mature sewing technique with "Basic and Something New". Made in Japan bag brand; UNOFUKU. Baggex complements businessman attire in an elegant manner, while 129 Corp. is a lifestyle brand both for men and unisex.

Telephone No +81-796-23-1155  
 URL (EN/JP) <http://www.unofuku.com/en/>

HONGKONG OFFICE  
 Tel: +852-9109-0550

**WITH Co., Ltd.****■ Brand: Shion****Brand concept**

Shion means Heart Warming. The warmth and comfortable touch. Delivering the warmth to as many as people possible, it will be used with deep affection for all time. From such brand concept, Shion gave it's first breath.

Telephone No +81-48-969-4196  
 URL (JP) [www.shion-w.jp](http://www.shion-w.jp)

**YAMAMAN Co., Ltd.****■ Brand: FESON****Brand concept**

Commitment to Impeccable and Outstanding Quality in Every Detail. Developed in 2003, our FESON brand has been fully produced in Japan, taking on the essence and highest quality of men's hide products and stationery. Each of our products is delicately finished with finesse to every detail and technical specification. Through the use of "edge painting" technique, all our products fully underpin our commitment to meticulous perfection, in our strife to turn them into special attractions for our valued customers.

Telephone No +81-3-5664-3680  
 URL (JP) <http://www.yymn.jp/>

Contact from Overseas (English available)  
 Company: YAMADA INT'L(H.K.) CO.,LTD.  
 Tel: +852-2314-1748