

FOR IMMEDIATE RELEASE:



JETRO PRESENTS JAPAN TEXTILE SALON IN NYC

NEW YORK (December 13, 2017) – Government-based organization, JETRO has announced a textile salon to be held on January 17 - 18, 2018 at The Altman Building (135 West 18th Street) from 10AM - 5PM each day. A cocktail reception will be held on the 17th directly after the event.

Japan Textile Salon will host 22 textile exhibitors, each will highlight and discuss design techniques and the use of fabrications and materials such as eco-friendly fabrics like organic cotton, coolmax and water-repellent stretch fabrics. Other highlights will be inkjet printing techniques alongside traditional hand-printing derived from original Japanese methods. As well as premium fabrics made by a special circular loom that incorporates a traditional silk braiding technology. The focus of each exhibitor is to increase sales and distribution channels within the US market as well as displaying the season's trend colors for Japanese textiles: Moon Night Diver and Biotech Lab. Moon Night Diver refers to a compilation of hues of blues, purples and greens depicting the interplay of light and shadow. Biotech lab refers to a nature-inspired palette; ingeniously revealing bio-feel green and blue-green tones, imbued with vegetal-nature vitality. Please see additional information [here](#).

“It is our great pleasure to present the new and improved Japan Textile Salon to kick start 2018. JETRO last organized a fabric show in January 2014 and we utilized the past 4 years reflecting, preparing, and listening to what is needed in the industry.” says Asuka Yatabe, Project Coordinator, Business Development & PR of JETRO. “The Textile Salon is a platform curated for the fabric buyers who are interested in discovering quality, unique, and authentic Japanese fabrics that will evoke their inspiration and creativity. This is what Japanese novelty fabrics are all about. We are confident buyers will leave our show with many special gems.”

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Each exhibitor contributes a uniqueness to the show with their creative ideas in terms of novelty (rich textures, innovative fabrics, natural materials), craftsmanship (printing techniques, technology), functionality (coolmax and water-repellent fabrics) and ecology (sustainable, eco-friendly). To attend, please register [here](#).

The full list of textile exhibitors is below:

**DESIGN HOUSE KAZE CORPORATION / HATAOKA COMPANY, ASUWA KOGYOSYO COMPANY
KANEMASA KNITTING CO., LTD. / KAWAGOSHI MASA CO., LTD. / KIRYU SEISEN SHOJI CO., LTD.
KUROKI CO., LTD. / MASUI CO., LTD. / MITSUBISHI CHEMICAL CORPORATION
NIHON SANMO DYEING CO., LTD. / NUMAJIRI TEXTILE LABORATORY, INC. / OMIYA CO., LTD.
ORIGAL LLP / SAIEI ORIMONO CO., LTD. / STYLETM CO., LTD. / STYLETEX CO., LTD.
SUNWELL CO., LTD. / TAKISADA-NAGOYA CO., LTD. / TATSUMI WEAVING CO., LTD.
TEIJIN FRONTIER CO., LTD. / TOBAN TEXTILE CO., LTD. / TOYOSHIMA & CO., LTD.
UNI TEXTILE CO., LTD.**

About JETRO

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

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