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2nd TWF Announces New Concept: Tokyo Trend Watch Collection

The much anticipated Tokyo International Watch Fair (TWF) debuted in January 2009 as a concurrent show of International Jewellery Tokyo (IJT), and being Japan's only international watch show, closed after four days of great success. Show organisers announced that the next edition of TWF will return in 2010 under a new concept: Tokyo Trend Watch Collection, with aims of making this a trendsetting watch show with increased emphasis on fashionable and affordable watches.

TWF's New Concept Answers Market Needs

With many unique and functional watches available on the market, watches are an essential part of a person's everyday life and a key factor in their fashion. There is now an especially growing need for fashion watches in Japan which are affordable to the consumer.

It is this category that the next TWF will place special emphasis on under the new concept, "Tokyo Trend Watch Collection" in a stylish setting to attract watchmakers and distributors of a wider variety of fashionable watches to this show held in the world's renowned trendsetting city of Tokyo.



New Zones and Expansion

In addition to already existing zones such as New Arrival Brand Zone and OEM Zone, the next TWF will feature two new special exhibit areas: the Ladies Fashion Watch Zone and the Military/Pilot Watch Zone. With many companies confirming their participation such as o.d.m. (Hong Kong), Ice-Watch (Belgium), Doxa (Switzerland), bonbon watch (France), Angel Clover (Japan), and Jacob Jensen (Denmark), just to name a few, and with more inquiries coming in, TWF is expected to double in size for its second edition. The new zones will help accommodate the comprehensive products to be exhibited at TWF. The next TWF will be held from January 27-30, 2010 at Tokyo Big Sight.

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TWF is organised by Reed Exhibitions Japan Ltd. For more information about TWF and this article, please contact Katherine Kanami Nishimura at nishimurak@reedexpo.co.jp. To find out how TWF can expand your business in the Japanese watch market or to receive free information about TWF, contact TWF Show Management at: twf-eng@reedexpo.co.jp or access: www.twfjapan.jp.