

ENGLISH VERSION

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WSN AND THE JAPAN FASHION WEEK ORGANIZATION STRENGTHEN THEIR PARTNERSHIP TO FOSTER NEW CONNECTIONS BETWEEN THE JAPANESE AND EUROPEAN FASHION ECOSYSTEMS

On the occasion of Rakuten Fashion Week TOKYO 2027 S/S, the Japan Fashion Week Organization (JFWO) and WSN announce a new milestone in their strategic partnership, reaffirming their shared commitment to strengthening exchanges between the Japanese and European fashion industries.

Building on a successful first collaboration launched in 2026, the two organisations are extending their partnership through three key initiatives: the second edition of the RUN x ANDAM SHOWROOM TOKYO, the co-production of an exclusive runway and presentation show's featuring Sonia Carrasco and Anthony Calydon, and the exploration of new areas of cooperation from 2027 onwards.

A long-term partnership supporting international growth

As fashion brands increasingly seek international development opportunities, JFWO and WSN share a common ambition: to build lasting bridges between Europe and Asia, encourage exchanges between designers, buyers, retailers and media, and support the next generation of creative talent.

This partnership reflects a long-term vision designed to strengthen the circulation of brands, ideas and business opportunities between Tokyo and Paris, two leading capitals of contemporary fashion.

The second edition of RUN x ANDAM SHOWROOM TOKYO

Following a successful debut, the RUN x ANDAM SHOWROOM TOKYO returns during Rakuten Fashion Week TOKYO.

Organised by WSN through RUN, in partnership with ANDAM and JFWO, the showroom continues its mission of connecting emerging European brands with the Asian market while creating business opportunities with Japanese buyers, retailers, media and industry professionals.

This second edition will showcase **Studio Martini, Berbec Corp, Lucie Neouze, Silpa, Terje Vincentz**, alongside **Sonia Carrasco** and **Anthony Calydon**, presenting a curated selection of emerging European designers to the Japanese market.

Sonia Carrasco and Anthony Calydon featured in an exclusive runway and presentation show's

In addition to participating in the showroom, Sonia Carrasco and Anthony Calydon will present their latest collections in a runway and presentation show's co-produced by JFWO and WSN.

By combining a professional showroom with a runway presentation, the two organisations offer a comprehensive platform designed to increase both the creative visibility and commercial opportunities of emerging designers within the Asian market.

Japan's continued commitment to supporting fashion creativity

At a time of global economic uncertainty, Japan continues to demonstrate a strong commitment to supporting creativity and promoting its fashion industry internationally.

Season after season, Japanese institutions continue investing in programmes that help designers expand internationally. This commitment is reflected in the growing presence of Japanese brands in Paris through runway shows, presentations and WSN trade events, confirming Japan's position as one of the most committed partners within the global fashion ecosystem.

This shared vision of international development has become one of the foundations of the partnership between JFWO and WSN.

Looking ahead

Building on the success of their collaboration, JFWO and WSN intend to continue exploring new initiatives that will further strengthen ties between the Japanese and European fashion industries.

While no specific projects have yet been announced, both organisations share the ambition of expanding their cooperation from 2027 onwards through initiatives that support creativity, international visibility and long-term business development.

Hiroshi Komoda, Executive Director, Japan Fashion Week Organization

The RUN x ANDAM SHOWROOM TOKYO, held for the first time this March, introduced numerous up-and-coming designers from Europe and Asia, and among them, ALAINPAUL generated significant buzz by holding its first runway show in Japan. Through our ongoing collaboration with WSN to host these initiatives supporting young designers, we are once again reaffirming the significance of our activities. Our collaboration aims to further expand our support for the development of the industry and its creators through the cooperative relationship between France and Japan.

Frédéric Maus, CEO, WSN

"Japan holds a strategic position within WSN's international ecosystem. Despite a challenging economic environment, we continue to see an exceptional commitment from Japanese institutions to supporting designers and their international development. Our partnership with JFWO reflects a shared belief: stronger connections between the world's leading fashion capitals are essential to creating new opportunities for emerging talent and for the industry as a whole."