



START YOUR STORY

MCF APPAREL EXHIBITION 2017 Spring & Summer 2016.6.15Wed-6.16Thu

# 2017 SPRING&SUMMER Mitsubishi Corporation Fashion Exhibition

We would like to extend to you a cordial invitation to the 2017 Spring & Summer Textile & Apparel Exhibition by Mitsubishi Corporation Fashion. The venue of the exhibition is EVENT SPACE EBIS 303 in Tokyo, Japan. The exhibition will be held on June 15 and 16, 2016 from 10am to 5pm. We would be greatly honored if you can attend and we really hope to see you there.

TREND	2017 SS color and fabric trends will be introduced. A color book will be available to all visitors.
MATERIAL DEVELOPMENT	A "passion for quality" section will be created at the center of the floor introducing - a wide range of high quality fabrics made of cupra yarn and seasonal Japanese fabrics - original dye, high twist yarn, Indigo, a variety of linen and lightweight fabrics. In addition, fabrics made of Japanese paper, also known as Washi, all-season fabrics, cupra bicomponent fibers (FTY, two-layer structure), and recyclable polyester, etc.
FUNCTIONAL FABRICS	A line up of functional materials for spring and summer. In the "skincare" category, plant-based fabrics, in the "cool feeling" category, moisture wicking and cool hand feel fabrics, in the "anti-odor" category, perspiration and skin oil resistant fabrics, and "sheer resistant" fabrics will be exhibited.
AEGEAN BREEZE COTTON	Grown in the mild climate near the Aegean Sea, the long length fiber cotton is a universal raw material for various fabrics (plain jersey, waffle textured, Oxford, Voile, rib knit fabric).
DIA SERIES	A line up products with finishing technology including fiber and fabric treatment such as DIAIQUETTE (perspiration stain resistant), DIAMAGIC LIGHT* (fluorine-free water repellency), DIAMAGIC DIRECT* (durable water repellency), DIAPLEX* (high functional and SMP-based), DIALIGHT* (waterproof), DIASHIELD* (blocks infrared photography). A very wide variety of fashionable and functional products.
GIRYO SERIES	Our GIRYOAI* complements perfectly spring and summer color trends, and we have added variations to our 2nd & 3rd finishings. We have also further developed KARUTSUMUGI*, expanding from the popular knit fabric with fleece lining to incorporate woven fabrics with fleece lining as well. Excellent in absorbing and releasing moisture, GOKUBOSO, the ultra-thin yarn made of worsted wool, is the ideal material for sportswear / 1st layer. Other materials like MOKUMEN and JIYUJIZAI will be showcased as well.
ASEAN FACTORY SOURCING	Our strong production facilities in Cambodia will be introduced this time. To ensure steady supply, we have developed a combined sourcing strategy of production both in mainland China and – in cooperation with major Chinese manufacturers – also in ASEAN Member States.
KNIT	Garments designed for sophisticated cosmopolitan women using the four trend themes Double-FACE, Changing Patterns, Milano Rib, and Long Silhouette will be proposed.
CAREER	Virtual boutiques setup for Women's and Men's. At the Women's boutique, you will find sophisticated denim and original materials coordinated with high quality items, all showcasing global sourcing. At the Men's boutique, we foresee customer needs and add functionalities to popular and classic styles. The best items among Japanese, Chinese and Mitsubishi Corporation Fashion's originals will be exhibited.
CASUAL	We will showcase the three themes of NEO DENIM (incorporating SPA, young casualwear and seasonal trends), SPORTS TASTE (active and sporty trends), and BOHEMIAN SWEET (summery and bohemian styles). Additionally, we will show QR items from Korean ODM makers incorporating rich Chinese and Korean fabrics, plus inners using Aegean Breeze Cotton, and cut and sewn light wear items.
HOME & ACCESSORIES	In the specialized functional materials area, fabrics originally developed for the "skincare" category are used to create lifestyle home wear and accessories. In the editorial accessories area, prints, patterns and natural fabrics are used to create handbags, scarfs, yoga products and sports equipment.
FOOTWEAR	Popular campus sneaker with DIAMAGIC LIGHT* finishing (fluorine-free water repellency), knit upper shoes, sandals, etc. will be showcased. Plus men's dress shoes made in countries with preferential tariff agreements.

Fashion Trend Seminars will be held at the same time.

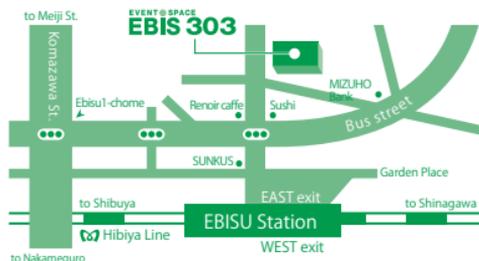
## 「2017 SSTRAND SEMINAR」

Presenter: Mrs. Shiroyama from Nelly Rodi Japon

Venue: EBIS SUBARU Bldg. 5F  
conference B・C  
(upstairs of EVENT SPACE EBIS 303)

Time: 14:00~15:00

※Sorry, We prepare in Japanese only.



EVENT SPACE  
**EBIS 303**

EBIS SBARU Bldg. 3F, 20-8, Ebisu 1-chome, Shibuya-ku, TOKYO  
<http://www.ebis303.com>

It is approximately 5min. walk from JR Ebisu St. east exit.