

# OVERLAP ZONE

MCF APPAREL EXHIBITION 2017  
AUTUMN & WINTER 2016.12.7<sup>WED</sup>-12.8<sup>THU</sup>

# 2017 AUTUMN & WINTER

## Mitsubishi Corporation Fashion Exhibition

DAY : 2016.12.7 (wed.) ~ 8 (thu.) 10:00 ~ 17:00 VENUE : EVENT SPACE EBIS 303

The 2017 AW Mitsubishi Apparel Exhibition will be held at EVENT SPACE EBIS 303.

Please come and join us if you can and we look forward to seeing you there.

TREND DIGEST color, fabric & garment	2017 AW seasonal trend, color, fabric and garment will be introduced. A color book will be available to all visitors.
EDITORIAL MATERIALS	Four categories of select Japanese materials will be on exhibit: wool, cotton, synthetics and originals. Wool for outerwear; season less cotton for bottoms, fleece materials, and cut and sewn fabrics made of spun yarn; a broad range of synthetic materials including triacetate, composite materials, trending velvet, etc.; and originals including ultralight materials for outerwear, worsted yarn plus originally designed yarn and materials made of Japanese paper yarn.
DIA SERIES	DiAPLEX* (high performance waterproof), DiALIGHT (waterproof), DIAMAGIC DIRECT (durable water repellent), DIAMAGIC LIGHT (fluorine-free water repellent), DIAFIBERBALL (double heat generating fiber fill), DIAETIQUETTE (sweat stain reduction), and DIASHIELD (blocks infrared photography) will be lined up. A big variety of seasonal plain fabrics with DIA SERIES finishing accomplished by fashion and functionalities.
FUNCTIONAL FABRICS	Understanding the various needs of everyday life, we approach finishing technology from raw material selection. We will present finishing treatments, fast drying treatment, and fabrics to protect against room-dried odors and pollen, plus raw materials with Cool and Warm functions, heat-generating and retaining and temperature-regulated fiber fill.
GIRYO SERIES	AEGEAN BREEZE COTTON* (ABC) 、 KARUTSUMUGI* and GIRYOAI* will be presented. In ABC we will show cut and sewn garments for all seasons, mole fur materials, corduroy, flannel, hairy foam woven fabric, and 40/2 classic knits. In the KARUTSUMUGI category, heavy weight fall and winter materials are made lighter with polyester 100, acrylic / wool composition, spun yarn and PVA, and expanded variations of those. In GIRYOAI, wool blend natural fibers composed with nylon dyed-in garment forms will be on display.
FACTORY SOURCING /ASEAN	Our strong production facilities in Thailand will be introduced this time. High quality cotton with cupra and organic cotton with fabric finishing combined with ASEAN regional factory sourcing will be proposed.
KNIT FABRICS	Approximately 90 types of fabric yarn for fall and winter will be introduced: fabrics Made in Japan and overseas factories and Fuji-Kougyo, garment samples designed by our in-house planning division, plus garments made in Japan and China.
CLOSET	Led by our client facing representatives, fall and winter themed outerwear, bottoms for different categories and markets, and Women's and Men's samples targeted for a wide range of customers will be exhibited.
HOME & ACCESSORIES	Items in the Athleisure, Spontaneous and Collaboration categories will be showcased. The Athleisure section will include sports items, in the Spontaneous section fur items and tableweares will be lined up, and Collaboration will include Disney-licensed stationary and other collaborations.
FOOTWEAR	Popular sneakers with DIAMAGIC LIGHT* finishing (fluorine-free water repellent) and DIAMAGIC DIRECT (durable water repellent) will be exhibited, plus hot topic knit upper shoes, and more over men's dress shoes made in countries with preferential tariff agreements will be showcased.

Fashion Trend Seminars will be held at the same time.

### 「2017 AW TREND SEMINAR」

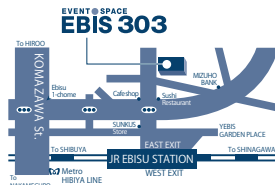
PRESENTER: Mrs. Shiroyama from Nelly Rodi Japon

VENUE: EBIS SUBARU Bldg. 3F

conference space B・C (up stairs of EVENT SPACE EBIS 303)

DAY & TIME : 7th (wed.)・8th (thu.) / DEC. 14:00 ~ 15:00

※In addition, approve the seminar for a first-come-first-served basis beforehand as there is the possibility that you cannot enter in the case of the crowdedness.



EVENT SPACE  
**EBIS 303**

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

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