



織研新聞

SENKEN SHIMBUN
Corporate Profile

FASHION



BUSINESS

SENKEN SHIMBUN
corporate Profile

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Senken Shimbun

□ Activities



Newspaper



Tabloid Magazine



Exhibition Business



Network Business



Global Network

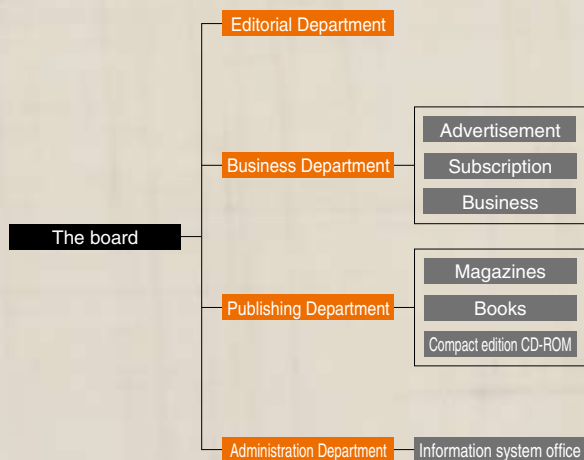


Publication Business



Senken Awards

□ Organization chart



□ Company Profile

Date of Foundation	July 20th, 1948
Established Date	February 11th, 1956
Capital	22 million yen
Number of Employees	200
President	Osao Shirako
Head Office	31-4 Nihonbashi Hakozaki-cho, Chuo-ku, Tokyo, 103-0015
Sales Office	Tokyo, Osaka, Nagoya, Kyoto, Kyushu, Shanghai, Paris

□ History

- July 1948 _ The forerunner, "The Japan Fabric and Economy Research Institute" established.
- March 1950 _ "Senken Market Flash News" issued.
- February 1956 _ "Senken Shimbun Co., Ltd." established.
- April 1959 _ Title changed to "Senken Shimbun" from issue number 2776.
- April 1963 _ Tied-up with Asahi Shimbun in printing, issuing and delivery.
- July 1965 _ Seasonal Issue "KIMONO" first issued.
- August 1970 _ Morning delivery service through Asahi Shimbun delivery agent started.
- December 1972 _ "The Senken Synthetics Fabric Award" founded.
- July 1978 _ "The Senken Award" founded.
- September 1982 _ "The Department Store Buyers' Award" founded.
- July 1983 _ "The Senken Trade Advertisement Award" founded.
- October 1985 _ "The Senken Fashion Business Association" inaugurated.
- January 1997 _ Website opened.
- July 1998 _ Senken 50th Anniversary.
- February 1999 _ "The Best Developer Award," "The Best Tenant Award" founded.
- February 1999 _ "SENKEN h" first issued.
- January 2000 _ The First International Fashion Fair (IFF).
- December 2000 _ "SENKEN FB2001" first issued.
- May 2002 _ "Senken Shimbun Co., Ltd. /Monthly CD-R" first issued.
- March 2003 _ Shanghai Branch Office inaugurated.
- July 2004 _ Shanghai Apparel Consulting Corporation established.
- October 2006 _ The first "PLUG IN" held.
- July 2007 _ The first "TERROIR" held.
- March 2008 _ The first "PLUG IN -Access-" held
- July 2008 _ 60th Anniversary
- Autumn 2008 _ Paris Branch Office inaugurated.

□ Message from the President

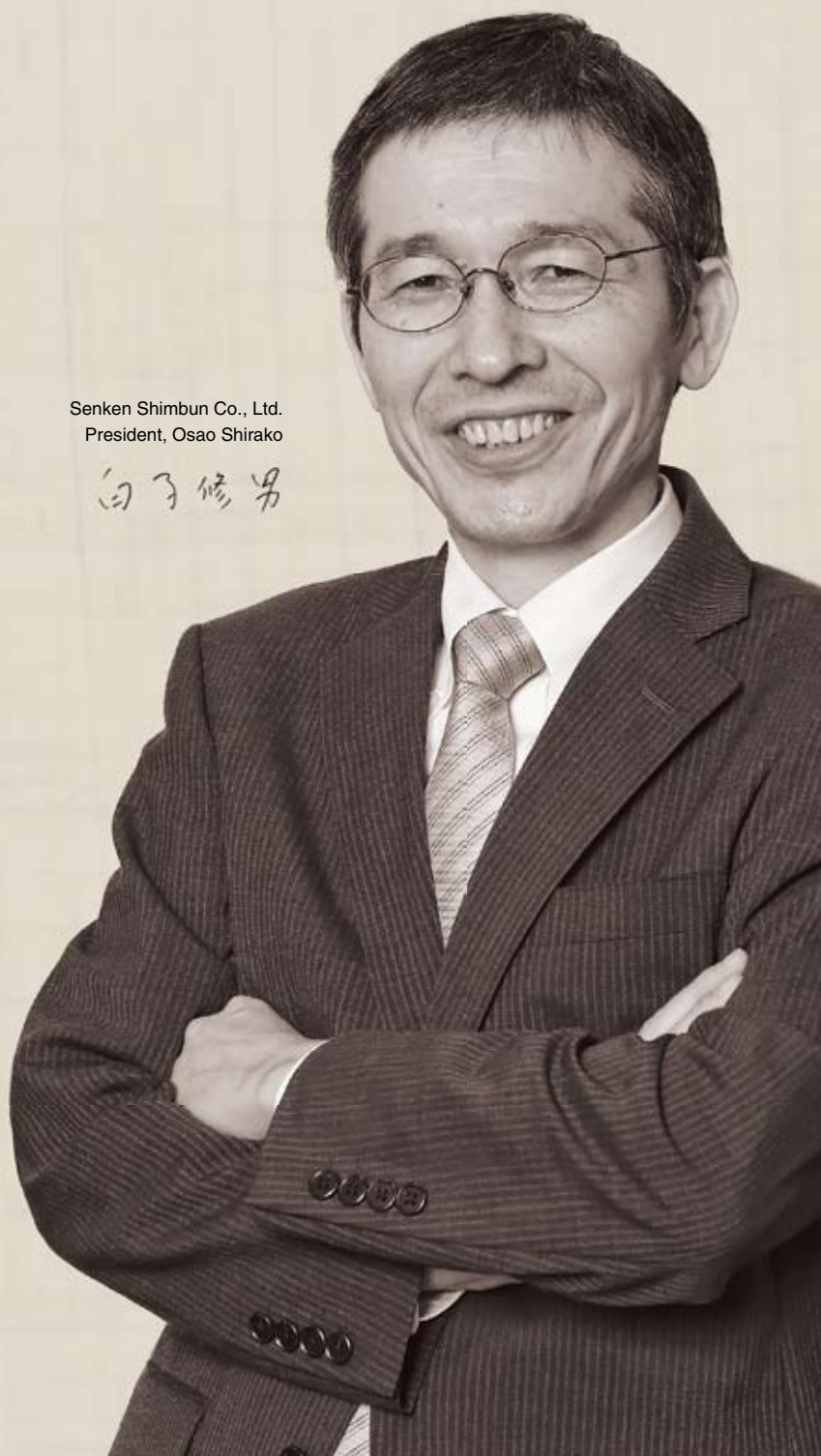
Senken Shimbun Co., Ltd. supports the fashion business industry. Our corporate philosophy and wishes are to contribute to the development of the fashion industry by carrying out a wide range of business including exposition business, network business, publishing business, and global business as well as the issuing of "Senken Shimbun" (Senken Newspaper) featuring fashion business information as our core business.

Nowadays, wide skirts of the fashion business involve not only fabric and clothes, but also bags, shoes, and accessories covering all the general lifestyles of people. Moreover, the change in fashion business has been accelerating every year. By collecting such information comprehensively, we strive to not only offer accurate information as a media company, but also to develop and provide various contents as a "company with comprehensive information on the fashion business."

As economic activities globalize, we established a branch in Paris in 2008 following China. Our company aims to contribute to building a bridge between Japan and world. We will further enrich the domestic and international information by gathering information from correspondents all over the world

Senken Shimbun Co., Ltd.
President, Osao Shirako

白子修男





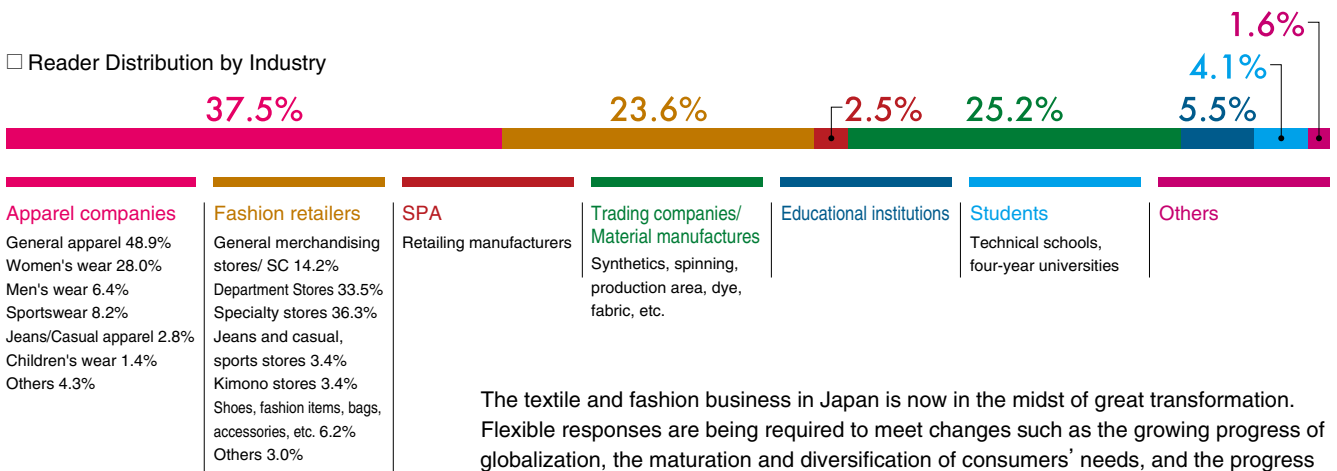
Newspaper

Senken Shimbun [Editorial Policy]

As shown on the title of the column of the front page “Eyes / Hands / Ears,” the principle of the Senken Shimbun editorial policy is “to become the eyes, hands, and ears of the industry.” By devoting ourselves to the transmission of information to help businesses, we will continue to further enrich our “in-depth articles on the nature of fashion business” as well as “articles which accurately captures the changes in the market and the business model of companies”. To do this, we will emphasize three major areas; 1) the reinforcement of information originating from shops, 2) the promotion of total fashion trend, and 3) the responses to globalization.



Reader Distribution by Industry



Apparel companies

- General apparel 48.9%
- Women's wear 28.0%
- Men's wear 6.4%
- Sportswear 8.2%
- Jeans/Casual apparel 2.8%
- Children's wear 1.4%
- Others 4.3%

Fashion retailers

- General merchandising stores/ SC 14.2%
- Department Stores 33.5%
- Specialty stores 36.3%
- Jeans and casual, sports stores 3.4%
- Kimono stores 3.4%
- Shoes, fashion items, bags, accessories, etc. 6.2%
- Others 3.0%

SPA

- Retailing manufacturers

Trading companies/ Material manufactures

- Synthetics, spinning, production area, dye, fabric, etc.

Educational institutions

Students

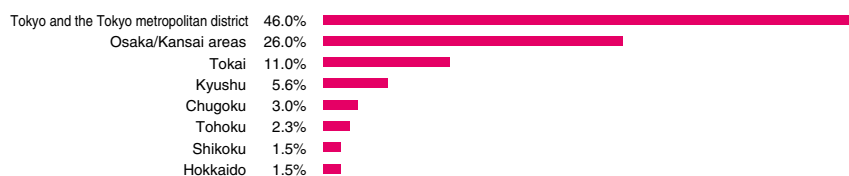
- Technical schools, four-year universities

Others

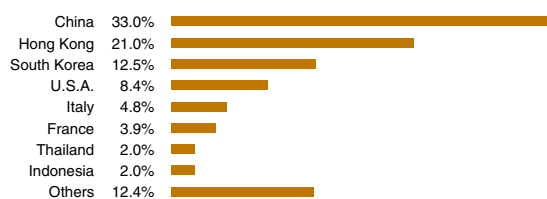
The textile and fashion business in Japan is now in the midst of great transformation. Flexible responses are being required to meet changes such as the growing progress of globalization, the maturation and diversification of consumers' needs, and the progress of IT. Along with the rise of SPA (specialty store retailers of private labels), new markets are expanding as business becomes borderless and collaboration between industries becomes the norm. We commit ourselves to reporting the trend of people and the flow of fashion by being acutely aware of these changes in the market.



□ Distribution of readers by area



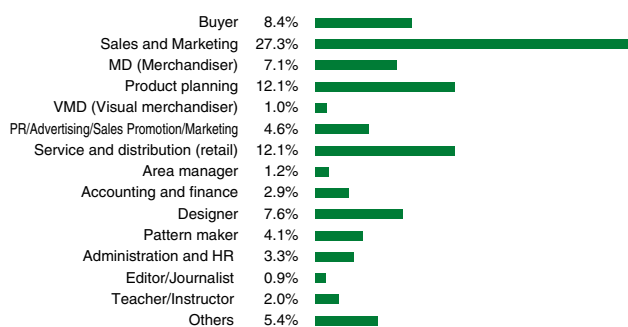
□ Distribution of readers by major overseas countries



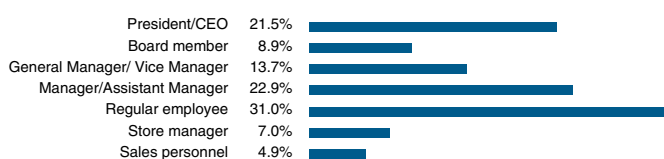
□ Distribution of readers by age



□ Distribution of readers by occupation



□ Distribution of readers by position



※ Data from 2007 Seken Shimbun readers survey



Senken Shimbun

[Senken Newspaper]

200,000 copies issued

A daily paper specializing in the fashion business and quickly delivering the latest industry news.

One of the few specialized daily papers, Senken Shimbun is sent to homes and companies every morning by the Asahi Shimbun Sales Store (ASA). More than half of the readers subscribe to the home delivery service and read the paper on their train ride to work. The paper is on average about 12 blanket-sized pages and is known nationwide as a quality fashion business paper.



Page 1-3 (General)

We provide information necessary to fashion business field deeply and promptly as possible. The Front page comes in color and there will be "Front line sales" picking up the hot sales spots on Saturdays, and "Shop floor front line" introducing the lively manufacturing field on first Wednesdays. On the 3rd page, there will be a "Close up" where our Senken Shimbun writer carefully follows the movements of the field and business and "Design park" which focuses on design/art and lifestyle/consumer spending on a temporary basis.

Page 4 (Material/Manufacturing)

Four days a week, from Tuesday to Friday, information on original yarn/textile and place of production, companies such as manufacturing, and products will appear on this page.

Page 5 (Distribution)

Six days a week, from Monday through Saturday, we will inform the companies' apparel and fashion goods movements. On Mondays, it will be 2 pages; on the 4th and 5th page. On Saturdays, the distribution page will have a "Data file" with accumulated statistics and will be located on the 4th page.

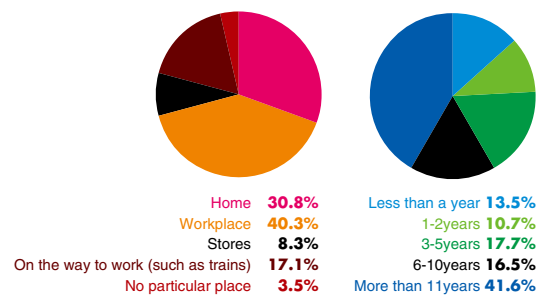
[Printed simultaneously in Tokyo and Osaka]

Senken Shimbun (Senken Newspaper) is simultaneously printed in both Tokyo and Osaka so that information reaches our wide-ranging readers across Japan as rapidly as possible. While it is rare for specialized papers to run printing operations in both Eastern and Western Japan, articles from both in-country and out-of-country sources are transmitted electronically from our headquarters in Tokyo to Osaka for speedy creation and editing.

[The Asahi Shimbun Sales Network]

The Senken Shimbun is a daily newspaper issued from Monday to Saturday. It is individually delivered to our readers' homes and to offices by the Asahi Shimbun sales store (ASA) every morning. With 6000 locations nationwide, this groundbreaking delivery system for a specialty paper not only provides convenience in delivering to people in local areas but also provides readers with the opportunity to learn the news and fashion industry information before starting their day. More than half of the Senken Shimbun's readers subscribe at home, with the number of people having subscribed for more than eleven years surpassing 40%. The Senken Shimbun is an indispensable information source for professionals in the fashion industry.

(Place of Subscription) (Period of Subscription)



*Data from 2007 Senken Shimbun readers survey



Page6-9 (Special features & Planning)

This part is made up of special features and projects page. On the special features page, articles following the trends of products, industries, and companies will be introduced. In the project page, we publish in-depth reports on various subjects, such as "World news", "Suggestion to FB", "Senken class", "China Information" and "Local distribution".



Page 10 (Emerging/Unique Businesses)

New trends in the industry and in the market, but of changes, as well as emerging and unique businesses and people are reported from the original view of Senken Shimbun writers. On the 2nd and 4th Saturdays, a "SC (Shopping Centers)" page, picking up hot spot shopping centers will appear.



Page11 (Product information)

The information of popular and likely-to-be-popular apparel and fashion goods are thoroughly informed, from the first planning stage to the point where they appear on store shelves.



Page12 (Final page)

Various trends from the world's designer collections such as Paris and Milan, to street fashion, retail shops, and materials are informed in full-color.



Tabloid Magazine

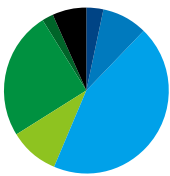
[senken h (ash)]

Communicating directly to readers of high fashion sense
Full-color tabloid monthly magazine

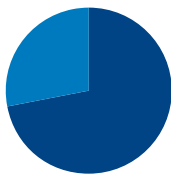
senken h is a full-color tabloid monthly magazine published by Senken Shimbun Co., Ltd. The magazine is found as an insert in Senken Shimbun publications subscribed to by fashion industry professionals and creates a dialogue with readers through free distribution. senken h for BIZ is also published targeting the distribution industry.



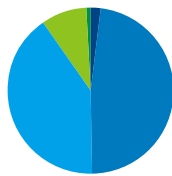
Distribution of readers by area Distribution of readers by sex Distribution of readers by age



Hokkaido/Tohoku	3.4%
Kanto (excluding Tokyo)	8.9%
Tokyo	44.1%
Hokuriku/Koshinetsu/Tokai	9.9%
Kinki	24.9%
Chugoku/Shikoku	2.4%
Kyushu	6.4%



Female	72.2%
Male	27.8%



Teens	2.2%
20's	47.7%
30's	40.6%
40's	8.9%
50's	0.6%

□ Distribution of readers by business category



senken h



Main distribution spots

Not only are 200,000 copies of "Senken h" inserted into Senken Shimbun, another 100,000 copies are given out as free magazines at the main distribution spots listed below.

BEAMS, UNITED ARROWS, united arrows green label relaxing, Odette é Odile UNITED ARROWS, ABAHOUSE LASTWORD, SPEAK FOR, ABAHOUSE DEUXCOTES, Abahouse Devinette, 5351 POUR LES HOMMES ET LES FEMMES, alfredoBANNISTER, ragrise, DEUXCOTES DESIGNWORKS London, DESIGNWORKS concept store, Rouge vif la cle, collexLIVING, TOMORROWLAND, Edition TOMORROWLAND, SHIPS, MUSEUM for SHIPS, JOURNAL STANDARD, Spick and Span, IENA, EDIFICE, EDIFICE MATERIAUX, H.A.K, SUPER HAKKA, Ribbon hakka, Ribbon hakka kids, URBAN RESEARCH, URBAN RESEARCH DOORS, ROSSO, le. couerblanc, Perle Peche, FULLCOUNT, atre Ebisu, atre Shinagawa, LUMINE Shinjuku, LUMINE EST, ISETAN Main Building, SHINSEIDO, bonjour records...etc.

senken h for BIZ



Senken h for BIZ

Senken h for Biz is a tabloid paper for distribution industry made by ash editorial office where senken h is created. Kids (children's' wear), beauty (inner wear), fashion goods, and the IFF are each published twice a year.



Exhibition Business

Organizing various exhibitions of fashion business

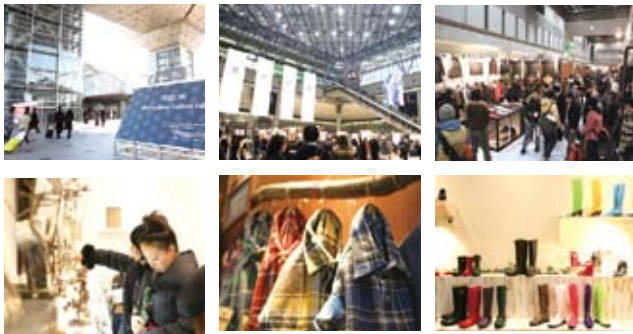
As a meeting place for fashion and business, we organize various exhibitions for business negotiations. Many exhibitors bring and introduce their "creation" and many visitors discover "something new." It is from there that new business is born. Moreover, since July 2008, we have been further enhancing the promotion activity of Japanese fashion by collaborating with Japan Fashion Week (JFW) Organization which promotes JFW (Japan Fashion Week in Tokyo).





International Fashion Fair (IFF)

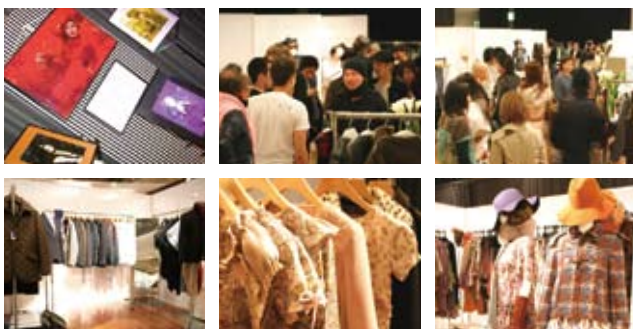
Since its launch in January 2001 as an exhibition and negotiation field for various buyers in the fashion industry, the International Fashion Fair is held twice every year. The event exhibits a variety of fashion products from all over the world including Japan, Europe, the United States, and other Asian countries, with an aim to make Tokyo and Japan transmit fashion globally, and to secure its place in Asia as a fashion capital. With over 800 exhibitors, and 30,000 visitors, the International Fashion Fair is now highly appraised as Japan's biggest and most recognized event in the fashion industry.



PLUG IN

PLUG IN

The PLUG IN is a sales exhibition started officially in October 2006 that exhibits items limited to well-selected high quality, creative brands only. It started specializing in "fashion wear" from April 2008, and is continuously expanding its possibilities with the aim to activate the fashion apparel industry, and to contribute more to the industry.



Import selection
TERROIR

TERROIR

TERROIR is a fashion exhibition which started in July 2007 held simultaneously with IFF. It gathers high quality brands' collections mainly from Europe and from all over the world as well. Many buyers from select shops and department stores come and visit TERROIR looking for brands that haven't been introduced to Japan yet, or for unrecognized brands that will be attracting attention in the near future.



PLUG IN
Access

PLUG IN-Access

PLUG IN-Access, launched in March 2008, is a sales exhibition of fashion related items which derived from PLUG IN. It specializes in "fashion related items" such as bags, shoes, and accessories reflecting the market and ensures well-selected high quality brands' collection just as PLUG IN.





Network Business

Senken Fashion Business Society

Our network business's aim is to help promote and activate fashion business industry. "Senken Fashion Business Association", a membership network organization established in 1985, now grew up to 144 companies including the leading companies in the fashion business. The organization consists of companies supporting the fashion industry in Japan including apparel companies, synthetic manufacturers, trading companies, distribution companies, and retail distribution companies. As well as the regular monthly breakfast seminar, events such as observation-cum-study tours both in and out of the country are organized throughout the year. Furthermore, there are organizations such as "Fashion Business Roundtable", a society for young business managers, and "Senken Shanghai Fashion Business Association" enrolled by 82 Japanese companies in Shanghai.





[List of Lecturers]

This following instructors are listed for the years from 2006 through 2008. Their titles and positions are current as of the time of their lectures.



Professional Golfer
Isao Aoki



Vice-Presidents of the International
Olympic Committee
Chiharu Igaya



Governor of Tokyo
Shintaro Ishihara



Honorary Chairman of Seven & I Holdings Co.,
Ltd.
Masatoshi Ito



Professor of Faculty of Economics and
Graduate School of Public Policy, The
University Of Tokyo, and the member of
Council on Economic and Fiscal Policy
Takatoshi Ito



Chairman of Japan Research Institute
and the President & CEO of Mitsui
Global Strategic Studies Institute
Jitsuro Terashima

- | | |
|---|---------------------|
| Aging Specialist | Shoko Asakura |
| Founder & CEO of Quantum Leaps Corporation | Nobuyuki Idei |
| Journalist | Hisao Inoue |
| Executive Producer of Japan Broadcasting Corporation | Akira Imai |
| essayist | Mineko Iwasaki |
| President of Drucker Workshop Emeritus, Prof. of Institute of Technologists Visiting, Prof. of Ritsumeikan University | |
| | Atsuo Ueda |
| Swimming advisor | Michiko Kihara |
| President of Japan imagination Co.,Ltd. | Tatsuo Kimura |
| Analyst of Old Calendar | Tsuruhiko Kobayashi |
| Supervisor of The Conran Shop in Japan and the President Design Index Co.,Ltd. | Yohjiro Gotoh |
| President of JTB Corporation | Takashi Sasaki |
| Journalist | Toshihisa Sasaki |
| Studio Taku Shimizu | Taku Shimizu |
| President of Diamond City Co.,Ltd. | Yozo Tai |
| Director of China Center For Economy Mitsui Global Strategic Studies Institute | Shen Caibin |
| Advisor of Mori Building Co.,Ltd. | Hidenori Toyama |
| Sports Writer | Osamu Nagatani |
| Sports Journalist | Seijun Ninomiya |
| Professor of Graduate School of Education And Human Development, Nagoya University | Toshihiko Hayami |
| Executive Director of Japan Department Stores Association | |
| | Shoji Hiraide |
| Cartoonist | Kenji Hirogane |
| CEO UMU Corporation | Katsunari Fujiyama |
| President of Mujirushi Ryohin Ryohin Keikaku Co.,Ltd. | |
| | Tadamitsu Matsui |
| Director of Culture studies Marketing Analyst | Atsushi Miura |
| Chairman of the Board and Chief Executive Officer Kikkoman Corporation | Yuzaburo Mogi |
| Political Analyst | Minoru Morita |
| Vice-Rector of United Nations University | Itaru Yasui |
| Founder of ABC Cooking Studio Co.,Ltd. | Hiroyuki Yokoi |
| Former President of Triumph International Japan Ltd. | |
| | Koichiro Yoshikoshi |
| Mayor of Fukuoka | Hiroshi Yoshida |



Global Network

[Overseas projects]



Developing businesses on a global level.

The fashion business industry is facing an era of global competitions, and Senken Shimbun is aiming to strengthen our overseas projects as well. We dispatch journalists to major overseas fashion collections and fashion exhibitions on a regular basis, and we currently hold 9 correspondents; in New York, San Francisco, Milano, Paris, London, Madrid, and Seoul. Recently, we have especially been putting an emphasis on expanding our business to China by founding a Shanghai branch as well as business affiliate companies, and also publishing a Chinese version of our magazine. Not only China, we will also establish a Paris branch in the fall of 2008.



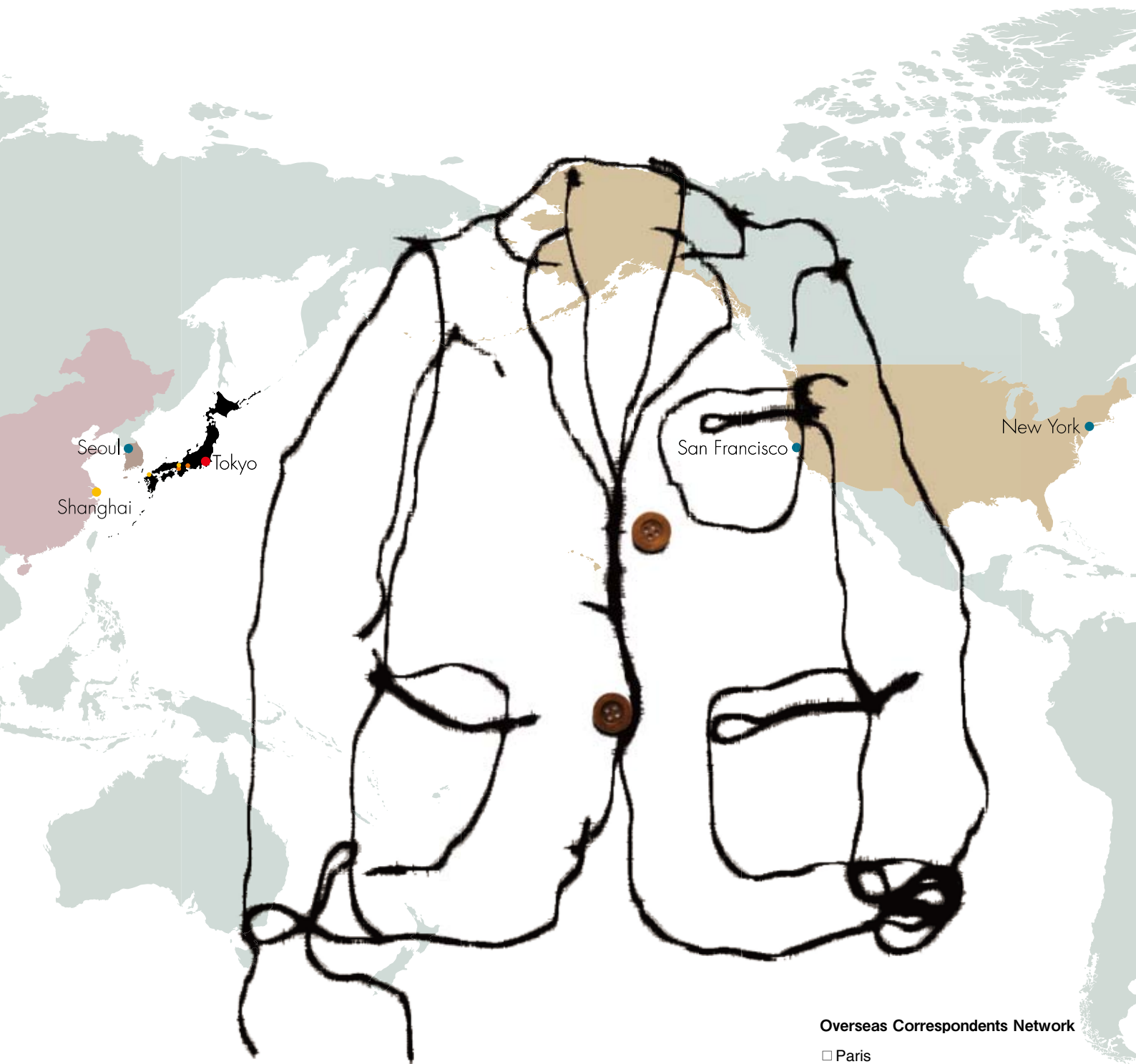
Promptly establishing a reporting system in China and carrying out full-scale business

In March 2003, Senken Shimbun Co., Ltd. became the first specialized publication company in the world to establish a branch in Shanghai and officially started to enhance the reporting system of Chinese information. In July 2004, Senken Fashion Business Consulting (Shanghai) Co., Ltd. was established and undertook the business development in China. Currently, two staffs in the Shanghai branch and two staffs in the consulting company are assigned from Japan and working collaboratively with five local staffs. Our stereoscopic reporting system which covers from materials to production and retail excels others and is highly commended as "Senken for Chinese information." We have been developing a wide range of business in China including the establishment of Senken Shanghai Fashion Business Association (Shanghai FB Association) enrolled by 82 Japanese companies in China, the issuing of "Senken / Riben Fushi (Japanese Fashion)", a monthly tabloid magazine in Chinese (a 16-page full color magazine with a circulation of 110,000), the establishment of Chinese website (<http://www.senken.net.cn/>) which will become a bridge between Japanese and Chinese fashion business, and other various consulting activities to connect business in Japan and China



Sending the latest information from the center of fashion

The Paris branch is established in fall 2008 following the Shanghai branch as part of our globalization strategy. Europe is a central place for fashion business information and industry. In addition to correspondents allocated in four different countries (France, Italy, the UK, and Spain) around Europe, by establishing a branch, we will realize "Japan-China-Europe" connection and strengthen our information collection and business operation system from a global perspective.



Seoul ●
Shanghai ●
Tokyo ●

San Francisco ●

New York ●

Overseas Correspondents Network

- Paris
- Milan
- London
- Madrid
- New York
- San Francisco
- Seoul



Publication Business

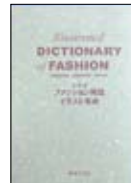
Learn the basics, Brush up the skills and Read today's trends

"A variety of in-depth materials". We have 121 publications (as of June 2008) ranging from dictionaries covering all terminologies related to fashion (from materials to businesses), to publication series catering to occupations such as buyers, retailers, and manufacturers, to provide various information about fashion business as well as to meet professional intellectual needs.



(Major Publications)

- ▶ Illustrated Basics on VMD ▶ Basics on Apparel Materials
- ▶ Apparel Merchandiser (New Edition) ▶ Professional Service Skills (Visual Edition) ▶ Q&A Series - Introduction and Practice to Fashion Business. ▶ <Answers> to MD for Married Women (Heisei edition) ▶ Q&A Series – Merchandising Project ▶ Practice to Solving Customer Dissatisfaction ▶ Fashion Business Vocabularies. Japanese/Chinese/English Wordbook ▶ VMD for Jewelry Shops
- ▶ Introduction to Fashion Designers ▶ Skills in Photoshop & Illustrator; widening the world of fashion expression ▶ Introduction to Chromatics ▶ Vintage Fashion ▶ Era Returning to Japan ▶ Iwami Ginzan, Four seasons, Lifestyle, Creation.



Illustrated Dictionary of Fashion
-Japanese, American/British English-
A5 (148 x 210mm) edition / 926 Pages

The world's first fashion dictionary with visual explanation, including 5500 Japanese, American/ British English words, and 3000 illustrations.



Men's Fashion Perfection
A5 (148 x 210mm) edition / 576 Pages

From tailored clothing to men's accessories, this book covers everything closely linked to men's fashion.



Fashion/ Apparel Dictionary
A5 (148 x 210mm) edition / 1018 Pages

Authorized edition of Fashion and apparel terms, which took the author 10 years to write and edit. Includes 11,000 words.



General Textile Dictionary with English Index
A5 (148 x 210mm) edition / 98 Pages

From fashion apparel to advanced scientific material, an unprecedented dictionary with vocabularies used in the textile industry along with an English index.



SENKEN Fashion Brand Guide
B5 (176 x 250mm) edition / 1060 Pages

A brand that prides itself in its "uniqueness" and "freshness". A business almanac. More than 2000 companies and 9000 brands are included.



Magazine Kimono (quarterly issue)
B5 edition (176 x 250mm) / 110 Pages

The only "Kimono lifestyle / business magazine" for the Kimono industry. The approach for editing is "to create a market together with the industry". The retailing industry takes up 70 percent of the readers, and recently, kimono fan readers are increasing as well.



Senken Awards

In hope of success in the fashion industry, we, Senken Shimbun, prepare 6 awards.

□ SENKEN Award

This award is given to an individual, an organization, or a company who/which contributed to the fashion business in textile, fashion apparel manufacturing, and/or fashion retail businesses.

□ SENKEN Department Store Buyer's Award

This award is given to the top-rated brand chosen by buyers working in Japan's leading department stores.

□ Senken Synthetics Award

An Award given to distinguished materials or technological development as well as creative project/marketing and exploitation of a new market expecting the progress in the chemical textile business field.

□ SENKEN Kid's Fashion Grand Award

This award is given to the brand nominated from the whole sales result of spring/summer and autumn/winter collection, by the buyer's from national leading department stores, and specialty stores.

□ The Best Developer Award / the Best Tenant Award

This award is given in order to tighten the bond between the two sections, developer and the tenant.

□ SENKEN Distribution Advertisement Award

Award judged and given by a committee gathered with specialist to develop the most effective advertisement to promote the business.



www.senken.co.jp

SENKEN SHIMBUN CO.,LTD

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Business Dep. Osaka Branch 16F Shin Fujita Building, 2-4-27 dojima kita-ku, Osaka Tel 06-6343-2015 Fax 06-6343-2028
Nagoya Branch 10-32 1-chome Sakae, Naka-ku, Nagoya, Aichi Tel 052-231-2600 Fax 052-231-5886
Kyoto Branch 3F Grand Forme, 216 Takamiyamachi, Oike-dori Takakura-nishi-hairu, Nakagyo-ku, Kyoto Tel 075-221-2640 Fax 075-221-2965
Kyushu Branch office 10-17, 1-chome Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka Tel 092-761-6131 Fax 092-761-6133
Shanghai Branch office Hotel Equatorial Shanghai Office Building Room 409, 65 Yanan Road (West), Shanghai, China Tel 021-6249-8300 Fax 021-6249-8399
Paris Branch office 5 rue du Helder, 75009 Paris France Tel +33(0)1-53-24-53-34 Fax +33(0)1-53-24-53-39
Senken Fashion Business Consulting, Shanghai Hotel Equatorial Shanghai Office Building Room 410, 65 Yanan Road (West), Shanghai, China Tel 021-6249-6601 Fax 021-6249-6630