

## Presse Press

November 2008

### **Press release**

IFFT / interiorlifestyle living  
Tokyo International Exhibition Centre (Tokyo Big Sight)  
19 - 22 November 2008

Contact  
Ms. Kuniko Niinobu  
Tel.: +81 (0) 3 3262 8453  
Fax: +81 (0) 3 3262 8442  
[niinobu@mesago-messefrankfurt.com](mailto:niinobu@mesago-messefrankfurt.com)  
IFFT-ILL08\_5en

**The premier trade fair for all interior products,  
“IFFT/interiorlifestyle living” opens its doors today!**

**A brand new name reflects changes in the fair's concept and  
product offering**

**Colourful highlights: “heimtextil x lifestyle brands”,  
“heimtextil TRENDS 2009/2010 Preview”, “TREND CAFE”**

The premier trade fair for all interior products, “IFFT/interiorlifestyle living” (19 – 22 November, 2008) opens its doors today at Tokyo International Exhibition Centre, also known as Tokyo Big Sight. The fair is formed as a combination of two essential trade shows in Japan: one is “International Furniture Fair Tokyo (IFFT)”, the biggest furniture-oriented fair in Japan organized by International Development Association of the Furniture Industry of Japan (IDAFIJ). And the other is “Interior Lifestyle Living”, autumn version of “Interior Lifestyle” (Ambiente Japan & Heimtextil Japan). “IFFT/interiorlifestyle living” is the featuring trend terminal, one of the most leading international trade fairs in Asia. “IFFT/interiorlifestyle living” hosts 370 companies (301 domestic exhibitors, 69 overseas exhibitors) from 15 countries and regions participating. The previous IFFT attracted 22,772 trade visitors, and more are expected in 2008. With a full schedule of special highlights, “IFFT/interiorlifestyle living” is a ‘must-see’ for anyone involved in the industry.

Both the organizers join hands to change the existing furniture-oriented fair to a total interior fair. As a consequent, “IFFT / interiorlifestyle living” offers much wider ranges of products than

the previous IFFT. The visitors can find a variety of indoor and outdoor products including furniture, home textiles and lifestyle-related consumer goods. The exhibit categories are:

- Furniture(home furniture, office furniture, kids furniture, outdoor furniture, etc)
- Tableware & Kitchen tools
- Home textile (table and kitchen linen, bathroom textiles, sleep system, furnishing fabric, curtain, sun blind, floor covering, wall paper, furniture fabric, etc)
- Consumer goods (table, houseware products, gift items, interior products, stationary, amenity goods, etc)
- Interior Products (lighting, art frame, interior green, etc)

“IFFT/interiorlifestyle living” approaches various kind of scenes and tastes to enrich lifestyle of people today. Offering a great opportunity for its visitors to have a look at brand new design products launched from Japan and around the world, “IFFT/interiorlifestyle living” presents the ideal platform for creating new business in the Japanese market.

**Colourful highlights: “heimtextil x lifestyle brands”,  
“heimtextil TRENDS 2009/2010 Preview”, “TREND CAFE”**

Not to speak of a wide range of high-end exhibited products, the colourful highlights regarding the usage of home textile for stylish living space makes the fair more informative and entertaining than ever before. Here is an overview of fair highlights at “IFFT/interiorlifestyle living”:

**heimtextil x lifestyle brands**

The collaboration of the home textile editors and Japanese-renowned lifestyle brands creates new inspiring scenes.

Don't miss this special showcase! The Japanese lifestyle brands participating includes: Essence, Nazero, Rockstone, Sempre, Time & Style, Wise·Wise. And all the home textile editors collaborating with them are also world-famous editors such as Casamance, Christian Fischbacher, Designer's Guild, KINNASAND, Need'K, Nya Nordiska.

### **heimtextil TRENDS 2009/2010 Preview**

“Heimtextil” has been the biggest international trade fair for home and contract textiles for decades. Held over four days in the middle of January as the first trade fair of the year, it serves as a platform for manufacturers, the trade and designers from all over the world. The fair not only features the latest interior furnishing products and concepts but also highlights the trends for the next 18 months. Visitors to “IFFT/interiorlifestyle living” are privileged to glimpse a corner of this popular trend show at the highlight named “heimtextil TRENDS 2009/2010 Preview”!

Re-thinking and reinterpreting existing concepts and thus stumbling over the unexpected is one of the main ideas behind the six trend themes for 2009/2010 – 'Illusionist', 'Time Traveller', 'Fortune Teller', 'Alchemist', 'Witchcraft' and 'Enchanted' – which stand for the complexity of the world in general and the diversity of trends in particular. On top of the six themes, 'Expect the Unexpected' is adopted as the motto.

### **TREND CAFE**

“Trend Cafe” is one of visitors’ favorites at Interior Lifestyle in June! It is not just a lounge place to have a rest, but it is a place to enjoy pleasant atmosphere with the special menu & interior! At the fair in November, this popular cafe are presented with the theme of "heimtextil TRENDS". Why not relax and enjoy the latest trend scene in this entertainment area?

The fair remains exclusively for trade visitors for the first three days, and only opens its door to the public on the last day.

For more information, visit: [www.iffit-interiorlifestyleliving.com](http://www.iffit-interiorlifestyleliving.com) or email at [info@iffit-interiorlifestyleliving.com](mailto:info@iffit-interiorlifestyleliving.com)

-end-

5,075 Characters incl. spaces.

**Heimtextil family trade fairs**

- Heimtextil  
14- 17 January 2009, at Frankfurt (Germany)
- Heimtextil Rossia  
21- 24 September 2009, Moscow (Russia)
- Heimtextil India  
10- 12 October 2009, Mumbai (India)

**Ambiente family trade fairs**

- Interior Lifestyle china  
19- 22 November 2008, Shanghai (China)
- Ambiente  
13- 17 February 2009, Frankfurt (Germany)
- Interior Lifestyle  
3- 5 November 2009, Tokyo (Japan)
- Ambiente Italia **New!**  
6- 8 June 2009, at Roma (Italy)