

LONDON JEWELLERY exports.....

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Company name and contact details:

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Name and location of show:

Rooms No18, Shibuya, Tokyo

Pre-Show arrangements:

There was a very small window of opportunity to set t organise the show, and considering this it was very well planned and efficient. The Rooms No18 team were very helpful and accomadating and the London Jewellery Exports Team were extremely flexible enough to take advantage of the opportunity in a short space of time.

Setting up at the show:

There was only one problem with the set up of the show, and that was that the cabinets arrived late at the stand, meaning the team had to work late into the evening to get the set up completed. The final effect, though, was excellent.

Show opening and after:

The opening of the show was more dominated by press and buyers, but this worked out well for our group because we got very extensive coverage in the press.

Experience with buyers and visitors:

The stand received a lot of attention from Buyers and Visitors who were very impressed with the quality of the London Jewellery exports offer. Katherine Wardropper achieved sales and a year long promotional tour

throughout Japan in 2009/10. Follow up from the exhibition has been particularly strong for Tomasz Donocik who has achieved a large order from Takashimaya and also gathered a lot of press attention.

General impressions of show:

Rooms is a strategically important show in that it is one of the largest fashion exhibitions in Japan and attracts wide attendance from the domestic market. Buyers attending the show are principally looking for more value items for sale and so is probably more important for designers like Jade Gallup's me me me which has a very attractive price point. Having said that Tomasz Donocik and Katherine Wardropper did very well in both sales and press interest.

This is definitely a worthwhile show for people who want to deepen their presence in the Japanese market and want to reach beyond the buyers who visit the international trade shows.

Did it result in sales or good contacts:

Yes