



playtime
TOKYO

The inspiring tradeshow for
fashion and lifestyle



PRESS
RELEASE

Playtime Tokyo celebrates its 10th anniversary with an exceptional pop-up shop!

Next winter will be very special for **Playtime Tokyo** as the show **will celebrate its 10th anniversary**. A decade of passionate work to bring the very best of children's fashion and lifestyle to Japan. From introducing the most beautiful international brands to the Japanese market, to helping the development of Japanese brands both in Japan and abroad, Playtime Tokyo has been constantly rethinking itself to offer Japanese and Asian buyers a creative, inspiring and efficient trade show.

It is this same constant questioning that has led the organization to advance its dates for the next winter edition. By scheduling its 20th edition on **February 4, 5 and 6, 2019**, Playtime Tokyo has chosen to focus on the international trade shows calendar with the aim of attracting more international brands ready to expand in Japan.

A choice that already seems to be paying off as the international brands alba of denmark, barn of monkeys, carlijnq, colchik, cozydots, donsje, duns sweden, minikid, liilu, little indians, maed for mini, monilo, kids on the moon, fluff, småfolk, sproet & sprout, zombie dash and bonheur du jour have already confirmed their participation. On the Japanese side will also be present nunuforme, ocean&ground, arch & line and moonstar.

To reach Japanese families more directly and raise their awareness of the brands presented at the show, Playtime Tokyo will exceptionally host a **pop-up shop open to the general public** this season! It will include pieces from previous collections as well as limited edition pieces created especially for the event.

Finally, to make the celebration complete, Playtime Tokyo is also preparing **an unforgettable birthday party on Monday, February 4, 2019**. An opportunity to celebrate together what a journey these past ten years have been and to remind everyone that for Playtime work and fun should always go hand in hand!

Playtime Tokyo #20

February 4-5-6, 2019

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More info on

www.iloveplaytime.com

