



## **MAGIC Japan to Be Repositioned, Renamed Project Tokyo**

**The show will focus on the contemporary market.**

By [Jean E. Palmieri](#) on November 15, 2018

[MAGIC](#) Japan is switching things up.

The trade show that launched in April of 2017 and was held twice in 2017 and twice this year will be repositioned to focus on the contemporary market. It has been renamed [Project](#) Tokyo and will be held March 27 to 28 at a new location, the Tokyo International Forum, one of the city's landmark exhibition spaces that sits between Marunouchi, Tokyo's central business area, and the Ginza shopping and entertainment district. Another edition is slated for September.

Unlike the [MAGIC](#) Japan show, which had offered a broad mix of categories in men's, women's, children's, footwear, accessories and sourcing, [Project](#) Tokyo will be more highly curated focusing on men's and women's advanced contemporary, denim and accessories from Japan, Europe and America.

The show operator will be reaching out to brands in advance of the show to educate them on the nuances of the Japanese market and retail landscape and also be offering matchmaking services. For a small fee after the show, the bilingual staff will assist with communicating with buyers who expressed interest in the brand.

Additionally, Project New York, which will be held in July at the Jacob K. Javits Convention Center, will host and introduce five Japanese men's wear designers to the U.S. market. The company will host five women's wear designers at its Las Vegas show in August at the Mandalay Bay Convention Center.

"We have continued to generate momentum from the Asian market through MAGIC Japan and look forward to delivering a more focused, curated event that our customers have been asking for and that best serves the industry," said Christopher Griffin, president of international business development for UBM Fashion.

In June 2018 UBM Plc, which produced MAGIC Japan and now Project Tokyo, was acquired by Informa Plc.