

## Japanese fashion enjoys an increased presence in paris

Who's Next and Premiere Classe continue their collaboration with Laforet, the emblematic department store of the Harajuku area in Tokyo. Laforet, which last year welcomed young designers for the upcycling project, **RECREATE**, will celebrate its 40th birthday in 2018. In honour of the occasion, Laforet will exclusively exhibit a selection of designers at the September 2017 trade shows.

The internationally renowned department store, owned by the **Mori Building Group** is developing the Japanese teenage style trend based on 'kawaii', 'Lolita', 'street', 'grunge' and 'gothic' styles. In total, 20 Japanese ready-to-wear and accessory designers will exhibit for the first time in the dedicated Laforet area in Hall 3.

Designed by KuRuko Inc, the 120 m2 lifestyle and events area for Laforet will be host to performances throughout the 4 days of the trade shows, put on by the exhibiting brands and their brand ambassadors.

Laforet and Who's Next & Premiere Classe envisage a channel through which to reach the general public, with the Autumn-Winter collections by Japanese designers being sold in a 30m2 space at L'Exception from the 24th September to the 3rd October 2017. Follow Laforet on [Instagram](#), [Facebook](#) and [Twitter](#).



### List of brands according to trends :

#### HARAJUKU KAWAII

Angelic Pretty on [Instagram](#), [Facebook](#) and [Twitter](#).  
 Baby, the stars shine bright on [Instagram](#), [Facebook](#) and [Twitter](#).  
 Alice and the pirates  
 Nile Perch on [Instagram](#), [Facebook](#) and [Twitter](#)

#### HARAJUKU STREET

M.Y.O.B NYC on [Instagram](#), [Facebook](#) and [Twitter](#)  
 H>Fractal on [Instagram](#), [Facebook](#) and [Twitter](#)  
 RoseMarie Seoir on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Hare on [Instagram](#), [Facebook](#) and [Twitter](#)  
 XLarge on [Instagram](#), [Facebook](#) and [Twitter](#)

#### CREATOR

Wall on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Jane Marple on [Instagram](#) and [Twitter](#)

#### LADIES YOUNG CASUAL

E hyphen world galerie BonBon on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Majestic Legon on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Batty garage by aymmys on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Ank Rouge on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Jouetie on [Instagram](#), [Facebook](#) and [Twitter](#)  
 X-Girl on [Instagram](#), [Facebook](#) and [Twitter](#)

#### LADIES MIDDLE CASUAL

Gelato Pique on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Fur Fur on [Instagram](#), [Facebook](#) and [Twitter](#)

#### FASHION GOODS

Honey Salon on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Kaori No Mori on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Ciara on [Instagram](#),  
 Keora Keora on [Instagram](#), [Facebook](#) and [Twitter](#)  
 Feast Gomi Hayakawa on [Instagram](#) and [Twitter](#)

#### FOOD

Café Crêpe on [Facebook](#) and [Twitter](#)

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