

Exhibiting Information for 2025 show

Asia's Leading Optical Trade Fair

38th INT'L OPTICAL FAIR TOKYO

iOFT 2025

Dates October 1 [Wed] – 3 [Fri], 2025

Venue Tokyo Big Sight, Japan

Held Inside **FaW TOKYO FASHION WORLD TOKYO**

Organiser RX Japan Ltd.

Special Sponsor Fukui Optical Association

iOFT 2023

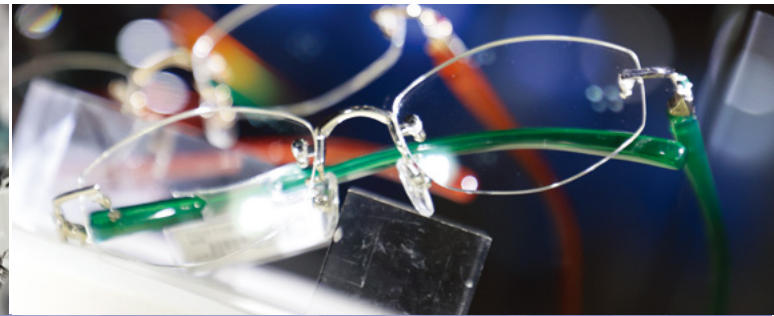




High Quality 27,000* Buyers from Japan & Asia !

*Expected figure for FaW TOKYO as a whole.





Scenes from the previous show in 2023

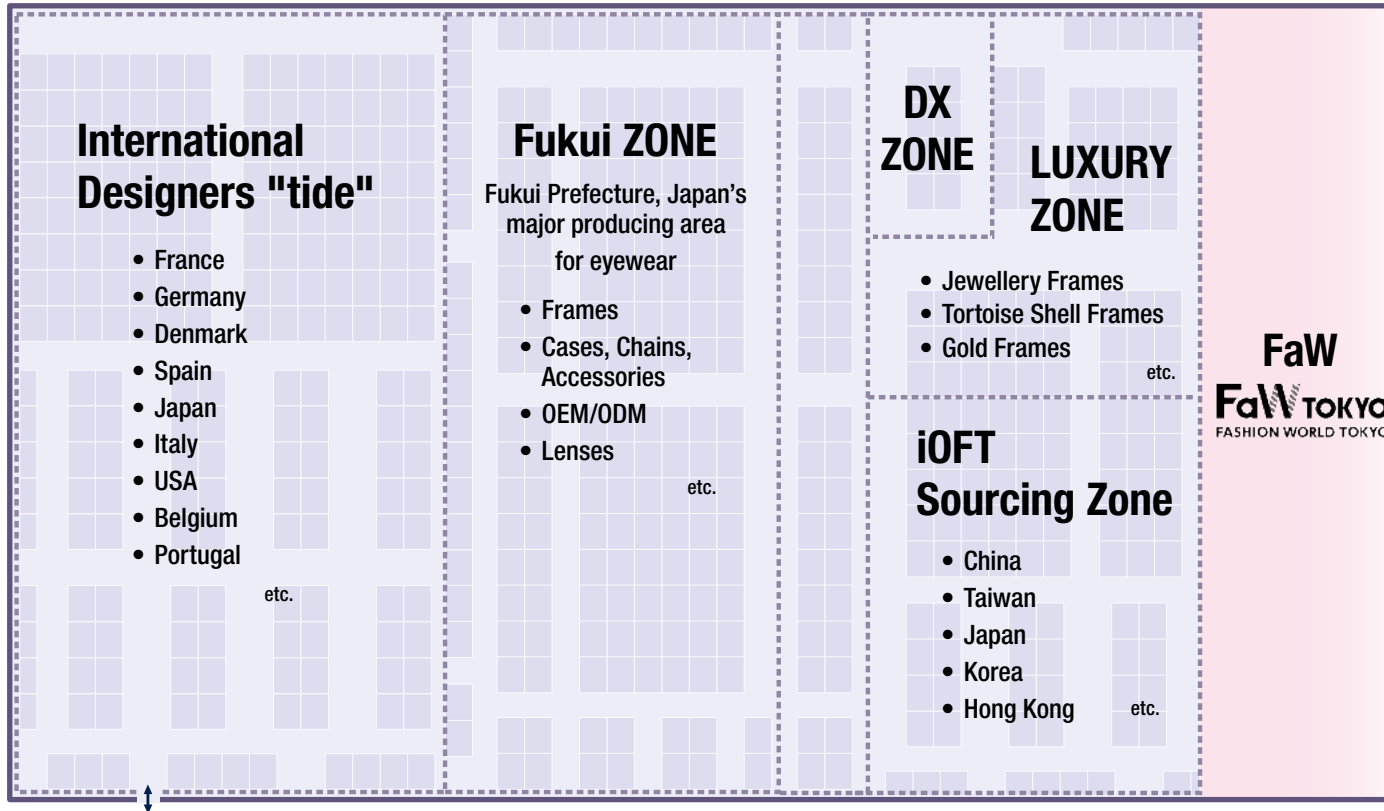
 Show video from the previous show in 2023



Asia's Leading Optical Show with 200* Exhibitors!

* expected

iOFT 2025 Floor Plan (preliminary) : East Hall 7, Tokyo Big Sight



Buyers from:

- Optical Chains
- Optical Boutiques
- Department Stores
- Importers/Wholesalers
- Fashion Industry
- etc.

Special Events

1 iOFT Opening Ceremony

On the morning of the first day, representatives of industry associations, and presidents of optical chains from Japan and Asia will gather for the opening ceremony.



2 29th Japan Eyewear Award

iOFT organises "Japan Eyewear Award" and holds an ceremony during show period. To catch the trends by seeing awarded brands, buyers gather from all over Japan and Asia.



Special Exhibiting Areas for International Exhibitors

International Designers "tide"

Special Exhibiting Area for International Designers is the exhibiting area which is dedicated to stylish and unique international eyewear designers. 50 designer brands will gather from all over the world.



iOFT Sourcing Zone

iOFT Sourcing Zone is a newly launched zone inside iOFT 2023. This show will be the best business platform, especially for manufacturers who are looking to expand their OEM/ODM business in Japan.



At iOFT, You can...

1 Meet Potential Distributors/Agents

To export to Japan and sell your products to the shops, it is important to find importers/distributors that match your brands and concepts. iOFT gathers many importers/distributors from all over Japan. Once you find a suitable importer/distributor, you will have a firm position in the market.



2 Meet Japanese Optical Chains & Boutiques

Many buyers from the Japanese optical chains and boutiques are visiting iOFT every year. iOFT is the best opportunity to conduct business with these opticians.



Japanese Optical Chains

- MEGANETOP
 - VISIONARY HOLDINGS
 - VISION MEGANE
 - JINS
 - MEGANEDRUG
 - OWNDAYS
 - MEGANESUPER
 - WASHIN
 - TANAKA MEGANE
 - AIGAN
 - AIJAPAN
 - EYETOPIA
 - FUJIMEGANE
 - ZOFF
 - ITAGAKI
 - IWAKI OPTICAL
 - KIKUCHI OPTICAL
 - KOGAKUDO
 - KIMBERLEY
 - MEGANE 1BAN
- etc.

Japanese Optical Boutiques

- GLOBE SPECS
 - Optical Tailor CRADLE
 - G.B Gafas
 - Lunettes du Jura
 - Continuer
 - OBJ
 - D-Eye
 - Opteria-Glassias
 - Poker Face
- etc.



At iOFT, You can...

3 Meet International Premium Buyers

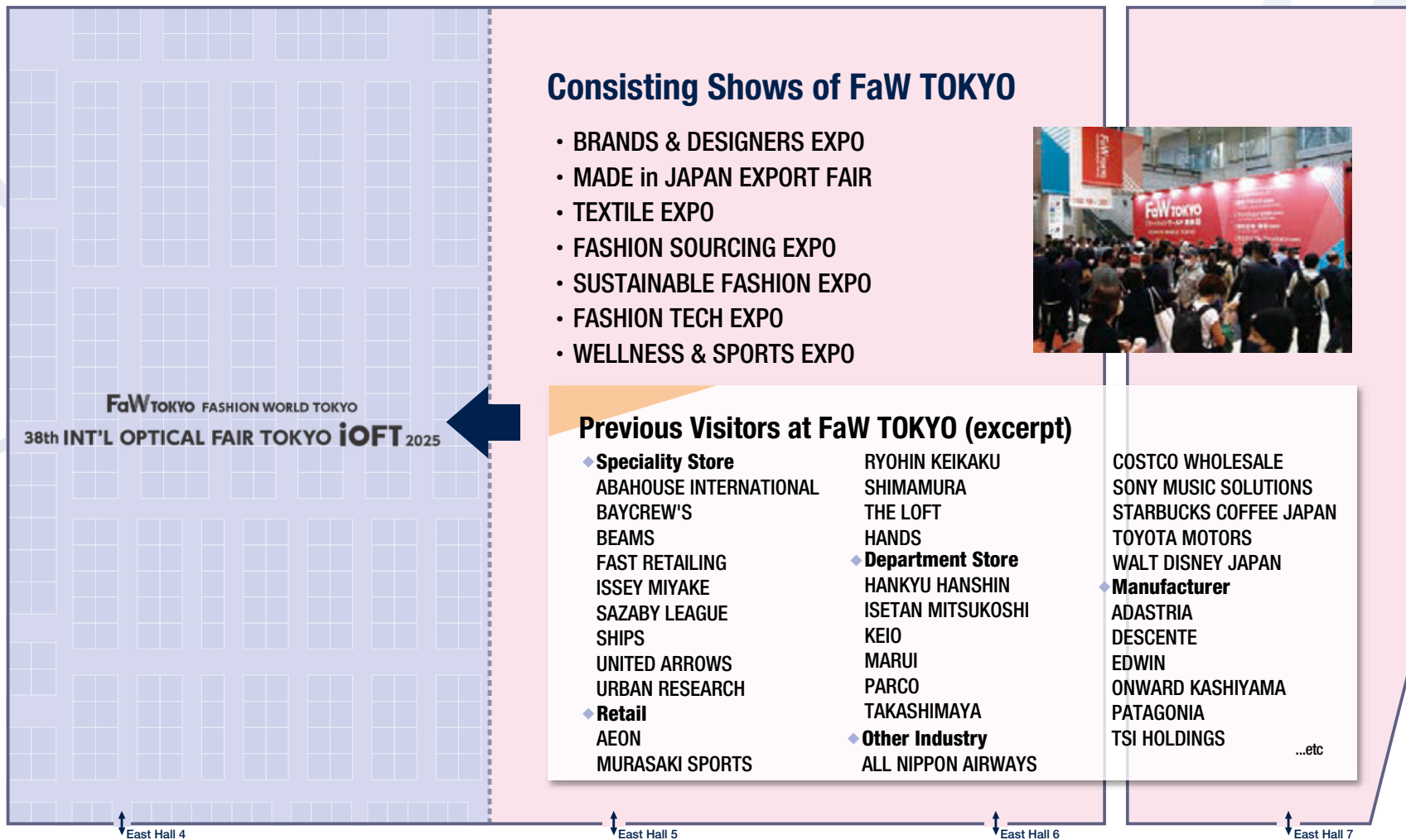
iOFT Show Management invites optical shops/wholesalers who are selling high-end eyewear especially to Asian wealthy consumers. By exhibiting at iOFT, you will be able to cover the whole Asian high-end market.

List of International Buyers at iOFT 2023 (excerpt)

Company name (Country/region)	Company details
AL BADR OPTICAL CO., LTD. [Saudi Arabia]	Leading retailer with 15 shops in major cities in Saudi Arabia.
BELIEF PEOPLE [Korea]	11 shops mainly in Seoul selling global brands, and wholesale to Korea.
Best Vision Consultants Group [Hong Kong]	Retail operated by government-certified optometrists. 7 shops.
BETTER VISION GROUP [Thailand]	Thailand's oldest chain of shops. More than 100 shops in Thailand, 7 in Singapore and 6 in Malaysia.
COLLECT(SHINSEGAE) [Korea]	6 shops in major department stores and outlets. Selling many world-class brands.
Credo New York Eyewear [U.S.A]	Optical boutique in central New York. Selling many unique private designers.
DAVICH OPTICAL CHAIN CO., LTD. [Korea]	South Korea's No. 1 optical chain with 280 shops.
Eye Care Store [India]	Popular shop with 3 outlets in city centres.
EYE'S CREAM OPTICAL CO., LTD [Taiwan]	Importer/wholesaler of many fashionable eyewear. More than 100 customers.
Hyundai Department Store [Korea]	Korea's leading long-established luxury department store with 10 stores.
INVISION VISION CARE / OPTIKA OPTOMETRIST [Malaysia]	An optician dealing in high quality eyeglasses, mainly made in Japan.
JANDAN OPTICAL CO., LTD. [Taiwan]	Leading general distributor in Taiwan with more than 500 business partners.
KOU LONG OPTICAL CO., LTD. [Taiwan]	A leading wholesaler with more than 1,300 customers.
Lotte MART [Korea]	Major retail chain affiliated with Lotte, with 286 shops.
MARCH eyewear [Korea]	Leading importer and wholesaler of eyewear to 500 shops nationwide. Annual sales of 120 million.
MING KUAWN TRADING CO., LTD. [Taiwan]	30-year-old spectacle retailer with more than 300 shops.
Mirar Laboratories Pte Ltd. (Singapore) [Singapore]	100 shops in Malaysia. Selling high-quality eyewear.
MUST EYEWEAR LIMITED Hong Kong [Hong Kong]	Leading distributor of Asian designer and technology brands. More than 200 business partners.
MUST EYEWEAR LTD. [Hong Kong]	Regional distributor of designer eyewear brands. More than 300 business partners.
MYSPEC HAYMARKET [Australia]	3 shops in Australia. Actively introducing optical equipment as well as frames.
NICEFINE INTERNATIONAL CO., LTD. [Taiwan]	Largest retailer with over 300 opticians in Taiwan and mainland China.
Nillar-Hufano Optical [Philippines]	Opticians selling frames for the middle class.
Optic Butler Sdn Bhd [Singapore]	100 shops in Malaysia. Selling high-quality eyewear.
OPTICAL PALACE [India]	Established in 35 years ago. Selling a wide range of branded frames, sunglasses and machines.
Optique Line Pty Ltd. [Australia]	Major wholesaler with 1400 customers in Australia and New Zealand.
Palo Alto Vision Optometry [U.S.A]	Retailer of top-quality eyewear and state-of-the-art spectacle equipment.
PAPYRUS EYEWEAR [Korea]	Operates 8 select shops in Seoul with top-class sales.
POWER BLOOM LTD. [Hong Kong]	Regional distributor of designer eyewear brands. More than 300 business partners.
The Eye Station Optical 5 BRANCHES [Canada]	Leading Canadian eyewear retailer with brands from all over the world.
U.Vision Eyewear Pte Ltd. [Singapore]	Importer of high-end eyewear to over 100 opticians in Singapore, Malaysia, Hong Kong, etc.
Venus Srl [Italy]	Leading Italian wholesaler with over 250 customers. Selling mainly in Europe and South Asia.
VERAS [Korea]	An importer and wholesaler that delivers to 470 major opticians in South Korea.
Vivid Vision Limited [Hong Kong]	Leading wholesaler importing brands from all over the world, with over 150 retailers as clients.

At iOFT, You can...

4 Introduce Your Brand to the Japanese Fashion Industry



Listen to the Voices of 2023 Exhibitors

Company: KNCO

Country: France

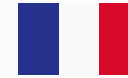


Comments: The quality of visitors is very good. We met not only Japanese buyers. We met buyers from Australia, Thailand, etc. They are all professional buyers.



Company: JEAN PHILIPPE JOLY

Country: France



Comments: We found people who came from Malaysia, Hong Kong, Korea, Japan, Canada, and Australia. We already signed for show.



Company: CMA GLOBAL

Country: Korea



Comments: So I think it would be better to exhibit in person. Because we can showcase the products, have meetings in person, and get outcomes and feedback on products face-to-face.



Company: GREEN PLANET

Country: China



Comments: We met buyers from Australia, Canada, Thailand, Malaysia and other countries from South East Asia.

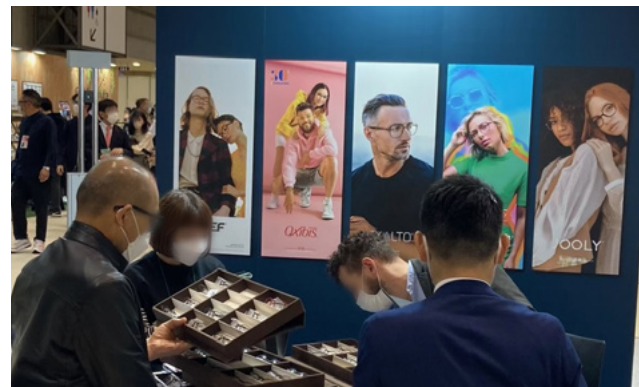


Exhibit to Expand Your Business in Japan

Advertisement Package Plan

Maximise the outcome of your exhibiting !

iOFT offers Advertisement Packages that accelerate your international marketing by combining your exhibiting with pre-show promotion.

Premium Plan

(Limited to 3 Exhibitors)

Business Activation Plan

Starter Plan II

You can choose from 3 Special Packages.



[Click here for details](#) **FREE**



Booth-Only Plan

1. Raw Space Only
(Design your own booth)

2. Raw Space + Rental Space
(Shell scheme)

[Cost Estimation Request](#)



Contact

Built by



In the business of
building businesses

Organiser: **RX Japan Ltd.**
iOFT Show Management

Office: 11F Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan
Web: www.fashion-tokyo.jp/hub/en-gb.html **TEL:** +81-3-6739-4108
E-mail: fwt.jp@rxglobal.com A division of Reed Business Registered in England, Number 678540

Visit iOFT
website! ▶▶



Instagram



Facebook

