

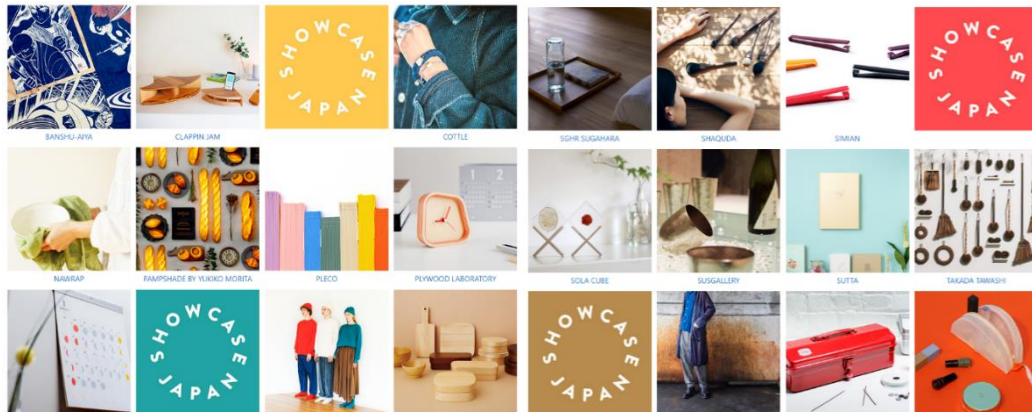
October 14, 2020



**JETRO Organized Digital “*SHOWCASE: JAPAN*”  
at Shoppe Object 2020**

Last year, [SHOWCASE: JAPAN @ Shoppe Object 2019](#) was one of the biggest highlights for the show as many attendees got a chance to see some of the highly praised craftsmanship and design elements that Japan has culturally nurtured for decades. And due to its popularity, the showcase returned in partnership with JETRO (Japan External Trade Organization) for the four-day virtual showcase featuring contemporary Japanese designers, artists, craftswomen, and men, who are working on expanding their presence globally.

This year, a total of [Twenty-five brands](#) participated in the four-day virtual event from August 24<sup>th</sup>-27<sup>th</sup>, with high expectations to introduce some of the best craftsmanship that comes from Japan. And as expected, the page surpassed 15,000 viewers and over 6,000 buyers registered to interact with the Exhibitors. JETRO will be presenting the overall data on the trends from this show in the near future as the data is being gathered at the moment.



Japanese design proudly honors tradition while also being contemporary and modern. At the same time, the scene is buzzing with innovation and creativity, mixing the old with new, or adding a twist by utilizing materials you never thought would be so successful and garner attention from many Buyers. For the past two years, JETRO has built this partnership to provide an opportunity for some of the most innovative contemporary talents who are working on expanding their presence outside of Japan.

For those reader's that missed out on the actual event, the brands will be featured on [SHOPPE ON/ ONLINE MARKETPLACE](#), which is a B2B platform until February 1st.

You can also enjoy browsing pictures through their Instagram account (@showcasejapan).

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