

# NEWS RELEASE

The 100th TOKYO INTERNATIONAL

# Gift Show

Autumn 2025



Concurrent Trade Shows

## LIFE × DESIGN

18th Edition by Tokyo International Gift Show

The 38th

## GOURMET SHOW®

Autumn 2025

住まいと暮らしの新時代  
TOKYO International

## Gift Show

**LIVING  
&  
DESIGN**  
TOTAL INTERIOR  
家具 照明 水回り 床建材  
**2025**

**Date** 4th (Wed.) - 6th (Fri,) September, 2025

**Venue** Tokyo Big Sight

**Organizer** Business Guide-Sha, Inc.

<Contact>

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## Outline

### SHOW NAME:

The 100th Tokyo International Gift Show Autumn 2025

### CONCURRENT SHOWS:

The 18th LIFE×DESIGN in Tokyo International Gift Show Autumn 2025

LIVING & DESIGN 2025

The 38th GOURMET SHOW Autumn 2025

### DATES & HOURS:

September 4th (Wed.) - 6th (Fri.), 2025

September 4th - 5th ... 10am to 6pm, September 6th ... 10am to 5pm

### VENUE:

TOKYO BIG SIGHT (Tokyo International Exhibition Center)

3-11-1 Ariake, Koto-ku, Tokyo 135-0063

### TOTAL NUMBER OF EXHIBITORS (including concurrent shows)

2,978 companies (As of August 26, 2025)

(including 996 overseas companies from 23 countries and regions)

### ORGANIZER:

Business Guide-Sha, Inc.

### OFFICIAL SUPPORT BY (Scheduled):

ASEAN-JAPAN Centre / Embassy of the Federal Republic of Germany / AICEP Trade & Investment Agency / Office of Commercial Affairs Royal Thai Embassy / German Chamber of Commerce and Industry in Japan / Italian Chamber of Commerce in Japan / Manufactured Imports and Investment Promotion Organization (MIPRO) / Japan External Trade Organization (JETRO) / Japan Department Store Association / Japan Chain Stores Association / Japan Retailers Association / Central Federation of Commerce and Industry, Japan / The Japan Chamber of Commerce and Industry / The Tokyo Chamber of Commerce and Industry / Japan Institute of Design Promotion (JDP) / Tokyo Convention & Visitors Bureau / Japan Direct Marketing Association (JADMA) / Japan Interior Industry Association / Character Brand Licensing Association (CBLA) / Japan Merchandising Rights Association (JAMRA) / The Association of Japanese Animations (AJA) / LICENSING INTERNATIONAL / Japan Specially Store Association / Nissenken Quality Evaluation Center / Japan Commercial Environmental Design Association / Japan Office Institutional Furniture Association / Japan Federation of Interior Planner's Association / Japan Interior Coordinator Association / Japan Candle Association / LIVING TECH ASSOCIATION JAPAN / Nippon Flower Council / Tokyo Big Sight Inc. / Monthly Gift Premium

### WITH COOPERATION OF (Scheduled):

Japan Interior Designers' Association / Japan Jewelry Designers Association Inc. / Aroma Environment Association of Japan / Japan Package Design Association / Japan Graphic Design Association / Japan Industrial Design Association / Japan Sign Design Association / Japan Fashion Association / The Japan Design Space Association / Japan Extension Remodeling Conference Organization / The Textile Association of Japan / Renovation Council / Caring Design Association / Kyusyu Craft Design Association

## Special Themed Events on TOKYO International Gift Show

### "A Gift of Peace and Love" (West Hall 4)

Gifts are not only a way to convey one's feelings to each other, but also to make memories more colorful and create and recall irreplaceable moments.

Themed events, which have been popular with visitors every time, will be held this time as well, along with new categories, including "Upcycle", "Anniversary", "Inbound", and "Dining".

#### [Target Fields and Product Categories]

**Upcycle:** These thoughtful items are designed with sustainability in mind, carrying a message of peace and love to future generations through the principles of the circular economy.

**Anniversary:** Gifts for anniversaries or commemorative occasions, these items help express heartfelt thanks for the peace and love we share.

**Inbound:** Share your feelings with family and friends waiting across the ocean—these items are made to carry your love and warmth across borders.

**Dining:** Partners Who Support a Loving Dining Experience from All Angles



### The World of Kidult: Kids x Adult (East Hall 7)

Recently, more and more "Kidult goods" have been appearing items that appeal to adults who enjoy collecting character merchandise from the anime and manga they loved as children, or who decorate their bags with plush toys and mascots.

A wide variety of products that tug at the hearts of adults will be gathered here: hobby items, art goods, nostalgic reissued products, limited-edition, high-end, premium merchandise, and character goods. Don't miss the chance to discover adorable kidult items and goods you can only find at the Gift Show!



### Senior Care (East Hall 6 Galleria)

With people living longer, the concept of Quality of Life (QOL) is gaining greater importance in the fields of caregiving and elderly care.

At this Gift Show, we will introduce a variety of care and support products that aim to provide comfort, safety, and a stress-free experience for both caregivers and care recipients.

These items have been carefully selected from across Gift Show, focusing on key aspects such as health, mobility, daily living, and enjoyment.



### "Bousai": the Showcase for "IF" Preparedness (East Hall 6, Galleria)

Japan is known as an earthquake-prone country and has survived numerous other natural disasters such as rain, typhoons, and heavy snowfall. Additionally, with the increase in the number of elderlies and changes in housing, people are becoming more concerned about crime prevention measures.

This event is a collection of easy-to-use emergency kit and crime prevention products unique to TIGS, such as emergency kit that can be prepared at all times and used immediately in case of disaster, easily installed monitoring systems, and items that can be used in daily life and at time of disaster or crime prevention.

These products will be showcased at their booths. Additionally we conduct seminars about disaster prevention and have a special exhibiting area called the "Preparation and Security Product Zone" at the Daily Necessities and Sundries Fair.



## Pick-Up Exhibition Categories East Hall 1, 2, and 3

### MY FAVORITE GOODS VILLAGE and CHARACTER / LICENSE / ENTERTAINMENT

**Play! Enjoy! Learn! Lots of goods, ideas, and services to liven up daily life.**

In addition to character goods and fancy goods which are Japan's forte, stationery, toys, hobby products, anniversary gifts, pet goods, sports, and the latest electronic gadgets will be exhibited here!

Various types of business negotiations are possible, including purchasing, original goods production, OEM, sales promotion goods, promotional giveaway, pop-up stores, and collaborations. This area is one of the biggest attractions of the TIGS!



### YOUNG FASHION & KIDS STUFF FAIR

This area gathers character goods and licensed products that are exciting and enjoyable for both children and adults. The scale of this area and its related market has also expanded significantly compared to the previous show.



### STATIONERIES & PAPER GOODS FAIR, STYLISH STATIONERY FAIR

This area gathers amazing products from Japan and abroad, including Japanese stationeries and paper products that are recognized for their high quality around the world. A wide variety of items are lined up, from packaging and materials to carefully selected high-design stationeries. This product genre is indispensable to the sales floor.





## Pick-Up Exhibition Categories East Hall 1, 2, and 3

### DIGITAL GADGETS & DEVICE FAIR

The latest digital gadgets such as bone conduction earphones, social media digital signage, smartphone accessories and backup devices will be exhibited. The area features a full lineup of sound-related products such as Bluetooth speakers and audio equipment. Additionally, a booth featuring the latest electronic gadgets that are imported using crowd-funding from around the world is always very popular.



### BABY & KIDS FAIR

In addition to the latest stylish international and domestic baby apparel, the show will also feature a wide variety of silicone toys, baby tableware, custom-made picture books and wooden educational toys, paper and clothes. Moreover, digital content for children and an overseas toy inspection organization will make their first appearances at the show.



### SPORTS & LEISURE GOODS FAIR

The area will feature playground equipment for children and adults to enjoy riding and throwing in both indoors and outdoors. Outdoor leisure and sports-related products will be gathered in the area. There will also be a "Play Field" where buyers can try out the equipment.



### CHRISTMAS & BRIDAL/ANNIVERSARY GIFT FAIR

Seasonal gifts, bridal items, and other "anniversary gifts" are all gathered. There will be a wide variety of unique catalog gifts, including packaged gifts such as flowers, chocolates, tea, and Kagamimochi (traditional Japanese New Year Decoration).



### ANIME/COMIC & CHARACTER LICENSE FAIR etc.

Licensors and agents who own intellectual properties such as animation, characters, brands, logos, and video works will be gathered. In addition to merchandising negotiations, licensors and licensees jointly exhibit to create a fantastic space for business negotiations. It is a very popular area where you can have business discussions with advertising and design production companies, graphic designers, video and computer graphic designers, and illustrators!



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## Pick-Up Exhibition Categories

### Fashionable Goods World

This area covers a wide range of fashion items, from apparel to accessories, jewelry, bags, belts, hats, and socks. It brings together products that meet the diversifying values and self-expression needs of consumers. Many exhibitors offer high “cost-performance” items that combine stylish design with affordability, as well as OEM and ODM options that are in high demand among visitors seeking originality. In this edition, reflecting the increase in inbound tourism and visits to Japan, there has been a significant rise in exhibitors showcasing suitcases and bags ideal for outings and travel.



### Featured Fairs

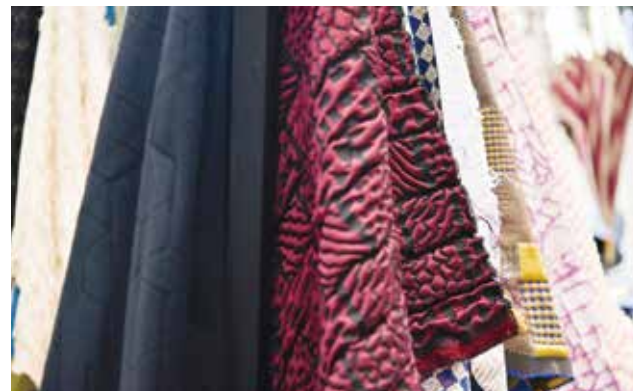
#### FASHION SELECT

Well-design products, sophisticated imported brands, high quality apparel and accessories made in Japan, etc



#### LOCAL FASHIO BRAND from ALL OVER JAPAN

Fashion items of “local brand” that stand out for their rich culture and excellent techniques of each region



#### SPORTS IN LIFE

A concept area featuring casual sport outfits, including active sports brand apparel, fashion accessories, functional goods, outdoor goods, etc

#### manicolle tokyo

This is an area where young creators and up-and-coming brands gather after passing auditions in which creativity, design and originality are deciding factors. More than 100 brands, the largest number ever will be exhibiting at this year's show.





## Pick-Up Exhibition Categories East Hall 5 and 6

### DAILY NECESSITIES & SUNDRY GOODS VILLAGE

#### DAILY NECESSITIES & SUNDRIES FAIR

This area is filled with daily goods that enrich and bring comfort to everyday life—items that are sure to put a smile on your face. It features a wide variety of products, including kitchenware, bath and toiletry items, detergents and cleaning supplies, home appliances, senior lifestyle goods, and disaster preparedness and security products—all designed to make daily living more convenient, enjoyable, and fulfilling.



### BEAUTY&HEALTH VILLAGE

#### BEAUTY&COSMETIC FAIR and HEALTH CARE FAIR

This business negotiation area showcases fresh and high-quality wellness items that appeal to health- and beauty-conscious consumers.

A wide variety of products will be on display, including cosmetics, beauty devices, diet goods, oral care items, health foods and beverages, hygiene and sanitizing products, fitness tools, and relaxation items.

This edition will feature a large selection of products related to one of today's hottest keywords—"sleep"—such as pillows and pajamas, as well as items made from natural materials and products that support well-being through proprietary technologies.

Don't miss this unique opportunity to discover new business prospects in the beauty and wellness market, only at the Gift Show.



## Pick-Up Exhibition Categories East Hall 4 and 5

### HOME FASHION GOODS VILLAGE

This area specializes in "home fashion", where you can style your home as if you were changing clothes. Furniture, interior, lighting, home accessories, fabrics, flowers, garden items, aroma and other fragrance products, high-design kitchen tools and tableware will be gathered.

Ethical Style Fair is also located in this area. The fair features environmentally friendly, people-friendly, socially good, and local products.

#### Comprised of:

HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR  
FABRIC DECORATION FAIR  
HIGH DESIGN KITCHEN & TABLEWARE FAIR  
FLORAL ACCESSORIES & GARDENING GOODS FAIR  
FRAGRANCE FAIR  
ETHICAL STYLE FAIR



### HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR

This is one of the most popular areas for home furnishing goods such as furniture, lighting, interior accessories, and interior decorations that offer a comfortable way of living in the living room and bedroom and so on.



### ETHICAL STYLE FAIR

In Gift Show, we focus on ethical and sustainable products at the ETHICAL STYLE FAIR as the concepts have become a huge trend in Japan for several years.

In particular, we are going to enhance three concepts; Upcycle products, Edible insect products and Eco-friendly local products at this Gift Show. For example, accessories made from ocean plastic, snacks made from edible insect powders, and natural detergent made from naturally degradable ingredients will be exhibited.

In addition, we will be featuring gift products made of local materials as well as the products conducted by the local governmental institutions.





## Overseas Exhibitors

The 100th Tokyo International Gift Show Autumn 2025 will feature a wide range of excellent products from many countries and regions around the world at booths of national pavilions, overseas exhibitors, and Japanese importers.

### 22 overseas companies from 822 countries and region will exhibit directly at the show.

Canada 1, China 536, Estonia 1, Finland 1, Germany 2, Hong Kong 47, India 1, Indonesia 1, Italy 2, South Korea 78, Lithuania 1, Malaysia 2, Pakistan 1, Philippines 20, Portugal 1, Singapore 2, Taiwan 53, Thailand 22, Turkey 1, United Kingdom 1, USA 47, Uzbekistan 1.

(\*Including concurrent trade shows as of July 28th, 2025)

### 104 brands from 24 countries and region will be exhibited at the Gift Show and concurrent trade shows.

Israel 1, Italy 9, United Kingdom 15, Australia 2, Netherlands 4, South Korea 2, Singapore 1, Switzerland 2, Sweden 3, Spain 2, Thailand 6, China 25, Denmark 1, Germany 7, New Zealand 1, Bangladesh 1, France 6, Bulgaria 3, USA 7, Vietnam 1, Belgium 1, Portugal 1, Hong Kong 2, South Africa 1.

(\*As of July 23th , 2025 . Counted by submission from exhibitors)



## Pick-Up Overseas Exhibitors

### Hawaii Pavilion (USA)

DAILY NECESSITIES & SUNDRY GOODS FAIR  
East 4-T07-28



### Korean Cosmetic Pavilion (Korea)

BEAUTY & COSMETICS FAIR  
East 5-T12-04



### Mu Springs Creative Co., Ltd (Taiwan)

BEAUTY & COSMETICS FAIR  
East 5-T13-46



### KINTI GmbH (Germany)

LIFE STYLINGS  
West 1-T09-07



### ASOBU (Canada)

LIFE STYLINGS  
West 1-T09-16



### Center for International Trade Expositions and Missions (Philippines)

HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR  
West 4-T46-02



## Concurrent Show LIFE × DESIGN

### TOKYO INTERNATIONAL Gift Show **LIFE × DESIGN** West Hall 1, 3, 4 & Atrium

#### "Designing New Ways of Living for Active Lifestyles"

LIFE×DESIGN is a concurrent exhibition that brings "DESIGN & CRAFT," "Japanese Manufacturing," and "RENOVATION & LIFESTYLE." New exciting products, interior goods, and materials that color our lives and homes will be showcased. This year's LIFE×DESIGN will be held in the West Hall 1, 3, 4 & Atrium at Tokyo Big Sight.

LIFE×DESIGN will present the latest lifestyle products exhibition to create an unique atmosphere. The new exhibiting area, FOCAL POINT with the concept; New highlights created with the next generation of creators is a must-watch for you.



#### FOCAL POINT

FOCAL POINT means the focal point / center (of a topic, activity, etc.). As the focal point/center of the vast venue, the new discoveries that emerge as if in the spotlight are the 35 special projects that present new brands and new products. Let's enjoy "FOCAL POINT," a center of exchange where you can spend your time to look, listen, and face each other. This area is directed by Takeshi Nishio, space designer and Akari Sakamoto, graphic designer.



#### JAPANESE BRAND FAIR

This fair features kitchenware, apparel, household goods, interior goods, and more, all of which are made from traditional crafts arranged to be easy-to-use in modern life. Do not miss the huge "Made in Japan" area, which is only found here, with booths set up by Japanese brands and local governments.



#### ACTIVE DESIGN × CRAFT FAIR

This is the #1 most popular area in LIFE×DESIGN. This area showcases well-designed and refined products from avant-garde industrial design, and craft design. You will find very thought-out designed products, new and fresh products.

In recent years, lifestyles and consumption trends have been changing rapidly. This area gathers products that have focused on "design" and "craft", and those who can distinguish themselves in the contemporary marketplace.



#### SAUNA & SPA, GLAMPING & OUTDOOR

Sauna has been very popular in Japan for past few years. Saunas have deep roots in Finland and Estonia, and it is similar to Japan's bath and Onsen culture. Saunas are drawing attention for their relaxation, wellness, community building, and regional revitalization effects, increasing many sauna businesses.

Glamping and Outdoor market has expanded in response to the outbreak of COVID-19. The market has continuously expanded their business channels From hobbies To corporate training, "home camping," and many more.

These two areas are a must-sees where you can find everything you need, from goods to actual cabins!





## Concurrent Show LIVING&DESIGN

### A Trade Show for Total Interior Design "LIVING&DESIGN" West Hall 3-4

#### International Trade Fair for Total Interior Design

A wide range of sophisticated products to make your living space more enjoyable!

The international trade fair "LIVING & DESIGN 2025" will gather exhibitors and products such as furniture, interior goods, exterior manufacturers and so on. They will present new products and renovation proposals to create comfortable homes.

住まいと暮らしの新時代  
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LIVING  
&  
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TOTAL INTERIOR  
2025



\*\*Some pick up exhibitors at LIVING&DESIGN 2025

#### [Special Seminar]

### "THE NEW DESIGN WORLD CREATED BY YOUNG TALENTS"



Maurizio Pedroni  
Marva Griffin, Founder  
and Curator, Salone  
Satellite

**S-15**

[Date & Time]

September 5th 14:30 - 15:30

[Place]

Tokyo Big Sight Conference Building 6th Floor

Surprise visit to Japan! Founder and Curator of Milan Salone Satellite to speak at LIVING & DESIGN!

She will talk valuable stories about the unique 26-year Milan Salone Satellite history and the future possibilities of design. In conjunction with this, it will also hold a special exhibition area "THE NEW DESIGN WORLD" at LIVING & DESIGN venue.

### LIVING&DESIGN Producer, Toshiyuki Kita



Toshiyuki Kita  
Product Designer

Began designing in Japan and Milano from 1969. Since then, Kita has designed many best-seller products from European and Japanese manufacturers world-wide. Many of his works are selected for permanent collections in world famous museums such as The Museum of Modern Art in New York (MOMA), Centre Georges Pompidou (Paris), etc. He is also very active in revitalizing and promoting local Japanese traditional crafts and industries as well. He is the Director of the international trade fair for home and lifestyle renovation "LIVING & DESIGN" and proponent of Japanese lifestyle renovation, the "RENOVETTA" project. Professor at The Osaka University of Arts.

In 2015, his invitational exhibition "Il Lusso Della Natura" was held at Chiesa San Domenico Church in ALBA. Multi-international awards includes the 1990 "Delta de Oro (Gold Prize)" Award of Spain and the prize "carrier internazionale of Compasso d'Oro" of Italy in 2011. In 2016, he served as The International Jury of Compasso d'Oro, Italy. He was bestowed with the honorary title of "Commendatore" by the Italian republic, in 2017. Received an "Intellectual Property Achievement Awards" from Japan Patent Office (JPO) in 2018.

His recent publications include "Power of Design", "Local Industry + Design", "Venture for Design", and many more.

## Concurrent Show : The 38th GOURMET SHOW Autumn 2025

Developing new food markets with specialty food from the world

### The 38th GOURMET SHOW® Autumn 2025

“The 38th Gourmet Show Autumn 2025” will be held under the theme “Sustainable Food and Future Stories that Connect the Regions,” aiming to create a richer lifestyle and food market that highlights a sustainable future.

Gourmet Show gathers high-quality, concept-based food and beverage products from across Japan, showcasing the unique food cultures, regional ingredients, and the dedication of producers.



In addition to the five major exhibiting areas; Local Food Fair, Stylish Food Fair, Wellbeing Food Fair, World Food Fair, and Market Solution Fair - there will be special exhibition events with specific themes. As the name suggests, the “CRAFT DRINK & LIQUOR Fair” will feature a variety of unique beverages, including Japanese sake, craft beer, and artisanal soft drinks. The “Party Food Fair” will present food and beverages perfect for celebrations with loved ones, friends, and family.

Additionally, the “Food & Tableware Exhibition” will be held in collaboration with Gourmet Show and the Tokyo International Gift Show, presenting excellent pairings of premium Japanese food products and traditional tableware.



## Services for Overseas Visitors

TIGS offer tools that help overseas visitors search for exhibitors and inquire business negotiations online.

### Searching for Exhibitors

#### Gift Net® exhibitor search web portal

Find Your Future Business Partners 24/7!

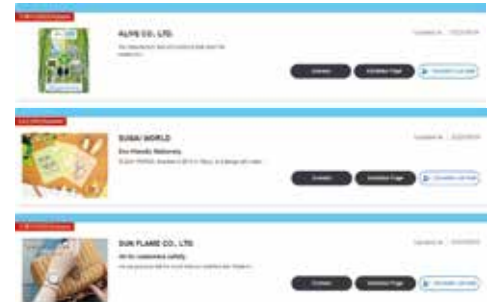
"Gift Net®" is a web portal that allows you to explore all of the exhibitors at TIGS and concurrent trade shows LxD, L&D and GS. We also organize Osaka International Gift show, Kyoto International Gift Show, Fukuoka International Gift Show and International Premium Incentive show.

Gift Net® can be a great tool to look for business opportunities online. You can search for exhibitors before, during, and after the show.

You can also check the company details or inquire exhibitors, regarding purchasing process and so on.

<https://www.giftnet.jp/>

# Gift Net®



### Japanese Exhibitors Seeking Overseas Sales Channels

#### Gift Show Select ~English Catalog for Buyers~

On Gift Show webpage you will be able to see an online catalog, "Gift Show Select" that lists up all the exhibitors at TIGS, LxD, L&D, and GS, that are seeking overseas sales channels.

## Gift Show Select

~The List of companies interested in exploring~

#### Ready to Export! (West Hall 3 at JAPANESE BRAND FAIR)

This project showcases various kinds of products from exhibitors who are willing to export their products worldwide. 119 products were displayed during the previous Gift Show Spring 2025. You can check displayed products' feature and booth number.



### ~ Optional Program ~

### B2B Matchmaking with Japanese Ceramic Products

#### SETO LOCAL BUSINESS MATCHING

We will also be kicking off business matchmaking program, Seto Local Business Matchmaking.

The city of Seto is one of the biggest ceramics production areas in Japan. There is no place that can produce a wide variety of products as Seto. This project offers our buyers to visit Seto with us, allowing a closer look at the production and to meet the craftsmen.

\* You need to login to Gift Net to see detailed information and contacts of craftsmen.

<https://www.giftnet.jp/>





## Venue Map

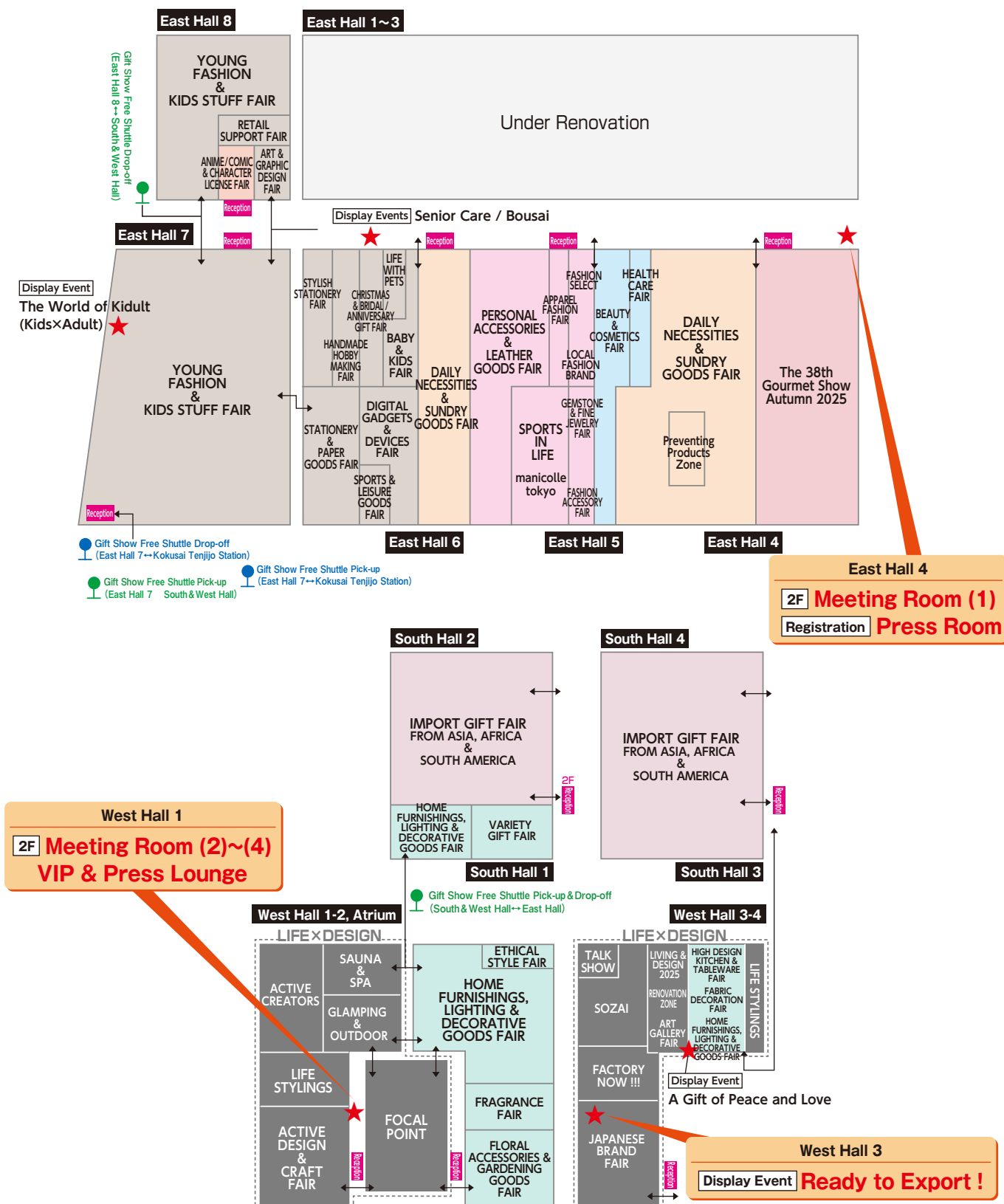
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Dates  
**September 3 Wed~5 Fri, 2025**

Venue  
**TOKYO BIG SIGHT**  
(East Hall 4~8, West Hall 1~4・Atrium, South Hall 1~4)



※The layout and fair place are subject to change.  
As of August 22nd, 2025.