

The 102<sup>nd</sup> TOKYO INTERNATIONAL  
**Gift Show**  
Autumn 2026

Concurrent Trade Shows

**LIFE × DESIGN**  
20th Edition by Tokyo International Gift Show

The 40th  
**GOURMET SHOW**  
Autumn 2026

住まいと暮らしの新時代  
TOKYO International  
**Gift Show**

**LIVING  
& DESIGN**  
TOTAL INTERIOR  
2026



Business Guide-Sha., Inc. has announced that the 102<sup>nd</sup> Tokyo International Gift Show Autumn 2026 and its concurrent trade shows, the 20<sup>th</sup> LIFE×DESIGN, the 40<sup>th</sup> GOURMET SHOW Autumn 2026, LIVING&DESIGN 2026 are going to be held from 2 (Wed) to 4 (Fri) September, 2026 at Tokyo Big Sight.

The previous Gift Show at February 2026 welcomed 226,166 visitors (2,496 from overseas), while the exhibition featured the presence of 2,789 companies (368 of them representing 16 countries and regions).

The upcoming Gift Show will be held at East Hall 1-3, 7, 8 West Hall 1-4 and South Hall 1-4. We expect more exhibitors to showcase their products and more visitors from across Japan and around the world.

## Details of The Next Shows

Name

**The 102nd Tokyo International Gift Show Autumn 2026**

Theme

**Tradition and Innovation**

Concurrent Trade Shows

**The 20th LIFE×DESIGN in Tokyo International Gift Show Autumn 2026**

**LIVING & DESIGN 2026**

**The 40th Gourmet Show Autumn 2026**

Organizer

**Business Guide-Sha, Inc.**

Official Support & Cooperation (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 Specialty 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

Statistics (The 101st Tokyo International Gift Show Spring 2026 and concurrent trade shows)

Total Number of **Visitors**

**226,166** (Including 2,496 overseas visitors)

Total Number of **Exhibitors**

**2,789** (Including 368 overseas companies from 16 countries and regions)

Total Number of Exhibitors by Country and Regions

China 235, Estonia 1, Hong Kong 62, India 1, Ireland 1, Italy 1, South Korea 24, Malaysia 2, Romania 1, Singapore 1, Taiwan 27, Turkey 1, United Kingdom 2, USA 7, Uzbekistan 1, Vietnam 1.

## Pick-Up Exhibition Categories

The 102nd TOKYO INTERNATIONAL

# Gift Show

Autumn 2026

### 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.

**What's Unique**

1. Strong demand for safe and high-quality baby products
2. Stable gift market (baby gifts, birthdays, school events)
3. Good match for department stores and specialty shops



### YOUNG FASHION & KIDS STUFF FAIR

This area gathers character goods and licensed products that are exciting and enjoyable for both children and adults. It also brings together industry-leading trends, including character merchandise, inbound-oriented products, and fan-activity related items. Reflecting the strong inbound tourism market, the area has attracted considerable attention from both domestic and international buyers.

**What's Unique**

1. Products for teens, young adults, and kids
2. Trend-driven items with strong visual appeal
3. Good for lifestyle brands targeting younger consumers



### ANIME / COMIC & CHARACTER LICENSE FAIR

Anime / Comic & Character License Fair offers you ideal environment to connect with buyers from retailers and wholesalers. The fair is starting to be recognized as the place to display nation-wide known anime character. Up-and-coming creators will also be welcomed to exhibit. Recently there has been increasing number of OEM / ODM manufacturers who are seeking new intellectual property in Japan.

**What's Unique**

1. Strong business opportunities in character licensing
2. Popular with both domestic and overseas buyers
3. Good for expanding into new sales channels



### STATIONERY FAIR (Stationeries & Paper Goods + Stylish Stationery)

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.

**What's Unique**

1. Wide range from daily-use items to premium design stationery
2. Stable repeat demand with strong gift potential
3. Attractive to specialty shops, department stores, and lifestyle retailers



## Pick-Up Exhibition Categories

The 102nd TOKYO INTERNATIONAL  
**Gift Show**  
 Autumn 2026

### FASHION SELECT

Curated premium fashion and accessories made in Japan - unique styles and quality you can't find anywhere else. Perfect for buyers seeking differentiation and high-margin products.

**What's Unique**

1. Showcases high-quality fashion goods for select shops and boutiques
2. Connects designers and premium apparel brands with buyers
3. Ideal for fashion buyers seeking curated and stylish products



### LOCAL FASHION BRAND from ALL OVER JAPAN

Authentic Japanese regional brands - discover traditional craftsmanship and cutting-edge designs from across Japan, offering exclusive collections ideal for international markets.

**What's Unique**

1. Highlights regional fashion brands using Japanese materials and techniques
2. Promotes products with "Made in Japan" identity
3. Good for buyers interested in unique and locally inspired fashion



### DAILY NECESSITIES & SUNDRY GOODS FAIR

From innovative daily-use products to lifestyle-enhancing goods, this fair gathers functional, entertaining, and design-driven items with strong retail potential. A treasure trove for global buyers seeking practical yet creative solutions.

**What's Unique**

1. Features everyday lifestyle and household products
2. Covers practical and daily use items that improve living
3. Suitable for general merchandise and mass retailers



### BEAUTY & COSMETICS FAIR and HEALTH CARE FAIR

Japan's fastest-growing beauty & wellness market all in one place: cosmetics, health foods, fitness, hygiene, and oral care. Meet brands that combine trusted Japanese quality with global appeal.

**What's Unique**

1. Includes beauty, cosmetics, health goods, wellness, and supplements
2. Covers products supporting beauty care and healthy lifestyles
3. Attracts buyers from cosmetic stores, drugstores, salons, and wellness channels



## Pick-Up Exhibition Categories

The 102nd TOKYO INTERNATIONAL

# Gift Show

Autumn 2026

### HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR

One of the largest areas for home furnishing products such as furniture, lighting, interior accessories, and interior decorations that offer a comfortable way of living in the living room and bedroom. This area has a very large number of companies and booths in the Gift Show.

**What's Unique**

1. Showcases furniture, lighting, and a wide range of home décor items
2. Focus on products that enhance everyday living spaces
3. Attracts buyers from interior shops, lifestyle stores, and home décor retailers



### HIGH DESIGN KITCHEN & TABLEWARE FAIR

From high-design tableware, cutlery, tablecloths, cooking utensils to kitchen appliances, this area presents kitchen and dining scenes that bring people together to share a sense of comfort. With the growing popularity of self-catering, which is easy, time-saving, and economical, this is one of the fairs that attracts the attention of many buyers.

**What's Unique**

1. Features high-design kitchen tools, tableware, and dining accessories
2. Emphasizes products that elevate kitchen and dining experiences
3. Suitable for buyers of kitchenware, tableware, lifestyle shops and Art-related shops



### FRAGRANCE FAIR

Fragrance products, which create a comfortable and relaxing space for daily life, are gaining popularity as fashionable interior items. We offer a collection of fragrance products such as aroma, herbs, and incense, and propose a wonderful lifestyle of relaxation enriched by fragrance.

**What's Unique**

1. Brings together aroma, fragrance, incense, and scent-related products
2. Focus on items that add sensory appeal to living and lifestyle spaces
3. Good match for gift shops, interior stores, and wellness boutiques



### ETHICAL STYLE FAIR

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.

**What's Unique**

1. Features environmentally friendly, sustainable, and socially good products
2. Includes upcycled, eco-friendly local items and ethical lifestyle goods
3. Appeals to buyers interested in sustainable and trend-driven products



Concurrent Show LIFE × DESIGN

LIFE × DESIGN

20th Edition by Tokyo International Gift Show

**[Theme] Cross Boundaries : Design, Craft, Renovation**

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. 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 a unique atmosphere.

**ACTIVE DESIGN & CRAFT FAIR**

This is one of the most popular areas within LIFE×DESIGN. The area is directed by a team of industry professionals with extensive experience as buyer, director, and designer. It presents a selection of refined, design-driven products ranging from avant-garde industrial design to contemporary craft. Buyers will meet thoughtfully designed pieces that feel both fresh and innovative.



**JAPANESE BRAND FAIR**

This is a must-see area for international buyers finding Japanese traditional product. Rooted in centuries-old craftsmanship yet designed for modern lifestyles, the collections span kitchenware, fashion, and interior goods. Discover a curated fair showcasing Japanese brands that seamlessly blend traditional craftsmanship with modern design.



**FOCAL POINT**

The area brings together special projects showcasing emerging brands and new products, each highlighted as if in the spotlight. Discover FOCAL POINT, a place for exchange where you can take the time to look, listen, and connect face to face. This area is directed by space designer Takashi Nakahara and graphic designer Mina Tabei.



**SAUNA & SPA, GLAMPING & OUTDOOR**

Saunas have rapidly gained popularity in Japan, resonating with the country's long-standing bath and onsen culture while drawing inspiration from Finland and Estonia. At the same time, the glamping and outdoor market continues to expand into new lifestyle segments. These must-visit areas showcase everything from innovative goods and equipment to fully built cabins, offering strong potential for buyers.



## Concurrent Show : The 40th GOURMET SHOW Autumn 2026

Developing new food markets with specialty food from the world

### The 40th GOURMET SHOW<sup>®</sup> Autumn 2026

The 40th Gourmet Show Autumn 2026 will be held under the theme "Heritage Continued. Flavors Unveiled. Rediscover Regional Food Brands.," aiming to rediscover the value of regional foods across Japan, not only through taste but also through the lenses of lifestyle, philosophy, and time.

Gourmet Show gathers high-quality, concept-based food and beverage products from all over 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" presents food and beverage products suitable for party occasions with loved ones, friends, or family.



## A Trade Show for Total Interior Design About “LIVING&DESIGN”

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 床整材  
**2026**

### Trade Show for Total Interior Design: “LIVING & DESIGN”

Established in 2009, since September 2022, “LIVING & DESIGN” has been held concurrently with Tokyo International Gift Show, bringing in not only interior specialist buyers, but buyers from various industries.

For the upcoming fall show in September, we will be renewing our branding by welcoming new producer as well as incorporating themes of “Upcycling Architecture,” “Crafting×Renovation,” and “Contract furniture.” In this show, we will be proposing new ideas to architectural designs in Japan with exhibition of new generation of architecture and exhibition that explores new ideas of renovation.

## LIVING&DESIGN’s New Director : Yuko Nagayama



### 2002: Founded Yuko Nagayama & Associates Architectures designed by Yuko Nagayama

- EXPO 2020 Dubai , Japanese Pavilion
- LOUIS VUITTON in Daimaru Kyoto
- Osaka Women’s pavilion in collaboration with Cartier and Panasonic Group Pavilion, “The Land of NOMO” At Expo 2025 Osaka

### Theme 1: Upcycling Architecture “TSUNAGU ~Reconnect~”

Director: Yuko Nagayama

In this exhibition, there will be exhibition of material reuse of Osaka Women’s pavilion, hammock made from ocean litter, upcycled roof tile from past earthquakes. By engaging yourself with these artworks, this exhibition will visualize the essential nature of architecture, that is to “connect.”

### Theme 2: “Craft Uncover” for Renovation

Director: UDS Ltd., contributes to community and urban development

“Craft Uncover” is a special exhibition that discovers new possibilities of crafts. Previous edition that was held this spring proposed use of traditional and contemporary crafts in hotel environments. In this edition, renovation is the theme. Craftsmen and corporates associated with crafts will design their booths with craft-incorporated renovation.

### Theme 3: “Contract furniture” (SHOTENKENCHIKU Lounge)

Director: SHOTENKENCHIKU (Monthly magazine of store design, interior and architecture)

This lounge is a space for architects and interior manufacturers to interact and expand their business and possibilities for architecture. Each day, during the show, there will be talk sessions held by architects. In the upcoming show, not only will we be disclosing new interior goods made by Japanese architects and Manufacturer in Thailand, you can in fact, try the interior products displayed.



# List of Exhibiting Area



## GLOBAL

Area CODE	Exhibition Area	Product
GH	GLOBAL HANDMADE FAIR	Handmade goods that expresses different cultures
N	IMPORT GIFT FAIR	Imported goods



## LIFE×DESIGN(Concurrent Trade Show) ※Applicable for raw space Plan

AD	ACTIVE DESIGN & CRAFT FAIR	Avant-garde industrial design, Craft design, Designed goods (exhibition via examination system)
AG	ART GALLERY FAIR	Evokes emotion and enriching art works
DD	ACTIVE CREATORS	Talented creators and designers
DIY	DIY BASE TOKYO	Products suited for DIY (variety of goods・tools・parts etc.), DIY suited service, Workshop proposal etc.
FP	FOCAL POINT	A special curated area for design projects. A new concept booth area.
GL	GLAMPING & OUTDOOR	Glamorous outdoor living proposal
GLS	SAUNA & SPA	Sauna & Spa related proposal of equipment・goods・pop-up etc.
LS	LIFE STYLINGS	Highly designed interior goods that enhances variety of lifestyle scenery
MN	FACTORY NOW!!	Iron, Copper・Carpenter・Shaving・Welding・Press・Printing etc., Factories' technical abilities and, a "factory"specialized area to promote, factory produced products and brands
NB	JAPANESE BRAND FAIR	Traditional technique and culture of craftsman, Modernly arranged masterpiece
NW	OVERSEAS MARKET DEVELOPMENT FAIR	Product・service that is able to be exported abroad
RF	RENOVATION FURNITURE FAIR	New proposal for furniture, aimed at the renovation market. Furniture that mirrors Japan's proud craftsmanship
RZ	RENOVATION ZONE	Designing living space from living style. New project, backing up the living industry, an idea zone for creating comfortable living space
SO	SOZAI	Expanding the possibilities of the materials, linking businesses to the materials itself
SS	START SCANDINAVIA	To tell the very essence of North Europe (Iceland, Estonia, Sweden, Denmark, Norway, Finland, Latvia, Lithuania), their culture and way of thinking through things and action.

INTERNATIONAL  
TOKYO International  
Gift Show



## LIVING & DESIGN

LD	LIVING & DESIGN	International trade show for total coordinated interior
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## HOME FASHION GOODS VILLAGE

E	HOME FURNISHINGS, LIGHTING & DECORATIVE GOODS FAIR	Home furnishing, Furniture, Lighting equipment, Interior accessories, Interior decoration
EF	FABRIC DECORATION FAIR	Fabric products for bed linen, Curtain, Carpet, High quality towel etc.
EK	HIGH DESIGN KITCHEN & TABLEWARE FAIR	Highly designed goods that enhances the kitchen and dining scene
G	FLORAL ACCESSORIES & GARDENING GOODS FAIR	Indoor gardening, Flower arrangement, Houseplant, Vase, Exterior, Dry flowers
H	FRAGRANCE FAIR	Aroma, Fragrance, Incense, Potpourri, Herbs
W	ETHICAL STYLE FAIR	Manufacturer and environmentally friendly eco, Organic, Sustainable products



## MY FAVORITE GOODS VILLAGE



## CHARACTER / LICENSE / ENTERTAINMENT

A	YOUNG FASHION & KIDS STUFF FAIR	Character goods, Toys, Fancy goods, Variety goods, etc.
A1	BABY & KIDS FAIR	Baby · Kids related products
B	STATIONERY & PAPER GOODS FAIR	Writing Implement, Paper stationary, Wrapping, Stamp, Card, Other stationary · Paper products
BS	STYLISH STATIONERY FAIR	High-quality, Warmth, Thought out stationary, General goods, Designed stationary
GA	ART & GRAPHIC, DESIGN FAIR	Advertisement · Marketing · Production request · Design/Project for merchandise and/or character
HM	HANDMADE HOBBY MAKING FAIR	Handicraft, Art supplies & stationary, Art & Craft, Scrapbooking & Stamp, Beads & Decoration, etc.
M	SPORTS & LEISURE GOODS FAIR	Outdoor supplies, Leisure · Travel supplies, Playground supplies like kick boards
P	ANIME/COMIC & CHARACTER LICENSE FAIR	Recruiting Licensee, Special Event suggestion, Sales floors suggestion ,etc.
Q	LIFE WITH PETS ~people and pets lifestyle for a shared living~	Pet related products, Goods · Merchandise with animal motifs
T	DIGITAL GADGETS & DEVICE FAIR	Electronics/Digital related goods like PC, Smartphones, Mobile tablet, etc.
U	RETAIL SUPPORT FAIR	Retailers, Distribution related attraction of consumers · Operation assistance
Y	CHRISTMAS & BRIDAL/ANNIVERSARY GIFT FAIR	Christmas, Wedding, Festival · Halloween, etc., Products related to variety of holidays



## FASHIONABLE GOODS WORLD



## DAILY NECESSITIES & SUNDRY GOODS VILLAGE



## BEAUTY & HEALTH VILLAGE

F	BEAUTY & COSMETICS FAIR	Beauty goods, Body & Healthcare products
HC	HEALTHCARE FAIR	Healthcare products, Wellness, Elderly lifecare, Nursing, Supplement (heart & body health supporting goods)
I	DAILY NECESSITIES & SUNDRY GOODS FAIR	Idea · function products, Environmentally friendly products, Bath · Toiletry goods, Home appliances, Tableware, kitchen goods, Products for the elderly, Elderly care items, Emergency supplies, Other household items
IS	SOUVENIR GIFT OF JAPAN FAIR	Souvenir products and local gems
J	PERSONAL ACCESSORIES & LEATHER GOODS FAIR	Bags, Shoes, Leather accessories, Hats, Scarves, Umbrellas, etc., Fashion accessory products
JB	LOCAL FASHION BRAND from ALL OVER JAPAN	Fabric, Leather, Man-made fiber, etc., Items using materials that carry the 'Made in Japan' brand
FS	FASHION SELECT	High quality fashion goods for department stores · select shops
K	APPAREL FASHION FAIR	Focused on casual clothing, ladies, mens, inner wear, ethnic style, apparel & general goods, Japanese materials like indigo dyeing and old cloth etc., used apparel & general goods, import apparel
LA	FASHION ACCESSORY FAIR	Accessory, Watch, Sunglasses, Glasses, etc., Fashionable and lightly wearable accessories
LO	GEMSTONE & FINE JEWELRY FAIR	Semi-precious stone · Gemstone · Metallic Mineral · Fossil, Diamond, Pearl, Color stone, etc., used high quality jewelry and materials · related products
MC	manicolle tokyo	Fashion goods by designers & creators
SL	SPORTS IN LIFE	Young casual, Sport related apparel, General goods



## GOURMET SHOW

GS-A1 · A2	LOCAL FOOD FAIR	Japanese sophisticated regional products such as agricultural and livestock products, beverages, and desserts that are grown in the land of Japan
GS-B1 · B2	STYLISH FOOD FAIR	Stylish products adding color to consumer's lifestyle. Focusing not only on the quality of the products, but also on their design and packaging
GS-C1 · C2	WELLBEING FOOD FAIR	Food products that are gentle and helpful to the body and mind to support healthy lifestyles
GS-D1 · D2	WORLD FOOD FAIR	Authentic food products from all over the world responding to the needs of Japanese consumers who lead global lifestyles
GS-E1 · E2	MARKET SOLUTION FAIR	Innovative services, items, and systems to enrich the food market by making the dining experience more comfortable and pleasant