

news +++ Interior Lifestyle Tokyo  
Tokyo, Japan, 10 – 12 June 2026

## interiorlifestyle TOKYO

### Interior Lifestyle Tokyo 2026: unlocking new horizons in Japan's lifestyle and design market

**Tokyo, 24 September 2025. With the next edition taking place from 10 – 12 June 2026 at Tokyo Big Sight, Interior Lifestyle Tokyo is one of Asia's leading lifestyle trade fairs. It offers international brands a distinctive gateway to Japan's design-conscious consumer goods market, where exceptional craftsmanship, innovative design, and compelling brand narratives converge. Following the success of the 2025 edition, which hosted 483 exhibitors and 15,263 visitors from 36 countries and regions, the 2026 show promises to be an invaluable networking and promotion opportunity. Around 32% of visitors are expected to be retail professionals, ranging from boutique owners and department store buyers to e-commerce specialists, while nearly 20% of visitors will come from the contract sector, including architects, interior designers, and hospitality operators. Together, they reflect the diversity and influence of Japan's retail and design ecosystem.**



Showcased products at Interior Lifestyle Tokyo 2025. Source: Messe Frankfurt Japan Ltd

At the heart of the fair will be the special project 'Atrium', curated by Smiles Inc., the creative force behind lifestyle brands such as Giraffe and Pass the Baton. This immersive installation connects passionate designers and manufacturers with buyers seeking authentic stories and meaningful products. Widely regarded as the fair's signature space, the Atrium attracts every visitor, facilitates cross-industry encounters, and creates an ideal setting to establish new business connections.

### **Success stories from 2025: building bridges to new opportunities**

The influence of this platform, together with the fair's broad networking opportunities, is reflected in the success stories from the previous edition. Exhibitors across diverse sectors reported tangible business leads and long-term partnerships forged at the show.

There are numerous sectors that overlap in the interior space, and the fair attracts exhibitors from across the spectrum. "We specialise in bonsai vessels, scissors, and accessories – products which traditionally had limited reach," said Mr Takuya Goto, Managing Director of SEKIBOKKA Co, speaking at the 2025 edition. "Rather than taking a passive approach, we sought partnerships that aligned with our values. Interior Lifestyle Tokyo provided precisely the platform we were looking for. We connected with numerous visitors focused on interiors and held multiple discussions, ranging from initial talks to concrete prospects. Our goal is 'organic growth' – establishing long-lasting relationships with partners who share our philosophy."

The fair has proved a successful avenue for many suppliers to explore new partnerships. Mr Jun Onishi, Executive Managing Director of Nittosha Co Ltd, explained further: "As part of our rebranding initiative, our goal was to reach new audiences. The quality of visitors has exceeded expectations – highly design-conscious buyers immediately grasped our vision. Specialist retailers wanted to display our products alongside candles and incense, while event organisers inquired about bespoke designs. This positive response has validated our approach and given us renewed confidence in our strategy."

Across industries, there has been recognition that innovative approaches are key to tackling environmental challenges, extending to sectors like home textiles. "Our recycling company has developed 'Clothxxg', a pioneering material brand made entirely from discarded textiles," said Ms Makiko Takeda, Environmental Design Incubator from WATZ Co Ltd. "We chose Interior Lifestyle Tokyo as the premier platform to unveil this innovation to the design community. From day one, we connected with appliance designers, stationery producers, and curtain manufacturers – a diverse range of industries that immediately recognised its potential. This experience has given us strong momentum for the future."

### **Why global suppliers use the fair as their platform to Japan's market**

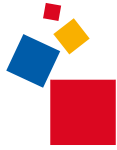
Interior Lifestyle Tokyo offers international and domestic brands a sophisticated gateway to explore a range of partnership opportunities in Japan. The fair's visitor profile reflects the country's dynamic interior and retail landscapes, attracting major department stores, specialist lifestyle shops and e-commerce innovators. The show dates – ahead of the key autumn and year-end purchasing seasons – ensure high visibility during Japan's busiest buying periods.

### **Press information and photographic material:**

<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/tokyo/en/press/photos.html>

**Links to websites:**

<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/tokyo/en.html>

**Your contact:**

Nanako Kaku / Saori Odajima

Phone: +81 3 3262 8453

[press@japan.messefrankfurt.com](mailto:press@japan.messefrankfurt.com)

Messe Frankfurt Japan Ltd

4F Sumitomo Fudosan Chiyoda Fujimi Building,  
1-8-19 Fujimi Chiyoda-ku, Tokyo 102-0071

[www.jp.messefrankfurt.com](http://www.jp.messefrankfurt.com)

**Background information on Messe Frankfurt**

[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)

**Background information on Conzoom Circle**

[conzoom-circle.messefrankfurt.com/information](http://conzoom-circle.messefrankfurt.com/information)