

Press release

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IFFT/Interior Lifestyle Living closed its doors after three successful days of business

Nanako Kaku
Tel +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.iff-Interiorlifestyleliving.com
IFFT2021_3e

IFFT/Interior Lifestyle Living has wrapped up three successful days of business at Tokyo Big Sight's South Halls. From 18 – 20 October 2021, a total of 11,147 visitors found their way to the fairground. Assembling again for the first time since the pandemic began, 300 exhibitors (domestic: 286, overseas: 14) from five different countries and regions welcomed visitors with an extensive and diverse selection of products in 10,390 sqm of gross exhibition space.



An exhibitor converses with a visitor at IFFT/Interior Lifestyle Living 2021. Source: Messe Frankfurt Japan Ltd

“As the place where designers set trends and decision makers meet, IFFT/Interior Lifestyle Living has once again proven to be the premier trade fair in Japan for the entire living space,” says Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd. “After last year’s fair was deferred due to the pandemic, we worked hard to present industry buyers with new impulses and ideas at this edition. This included an additional focus on up-and-coming designers at dedicated zones for new talent.”

Fresh talent and green living

With products for the entire living space assembled at the fairground, trade buyers were once again spoilt for choice, but a number of product zones in particular were worthy of special attention.

As a new initiative for 2021, the renowned Japanese architect Mr Keiji

Messe Frankfurt Japan Ltd.
7F Shosankan 1-3-2 Iidabashi Chiyodaku
102-0072 Tokyo Japan

Ashizawa gathered prospective new interior designers and their products at the highly anticipated '+Talents' Zones.

To maximise connections, a series of fairground tours were also arranged to bring architects closer to the best new designers and their interior products for the Japanese market. A new 'Ethical' Zone was also introduced to spotlight green living, up-cycling, fair trade, and more.

About IFFT/Interior Lifestyle Living

IFFT/Interior Lifestyle Living is held annually in fall and is the sister fair of Interior Lifestyle Tokyo held in spring, which is based on Ambiente, Messe Frankfurt's largest and most important international consumer goods fair, and Heimtextil, the biggest international home and contract textiles fair. With the synergetic effects of these leading global trade fairs in the high-end interior market, and with Messe Frankfurt's global network, IFFT/Interior Lifestyle Living is a key platform for professionals, buyers, architects and those engaged in domestic and international contract business.

To find out more, please visit:

IFFT/Interior Lifestyle Living

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

Interior Lifestyle Tokyo

1 – 3 June 2022, Tokyo Big Sight West halls, Japan

<https://www.interior-lifestyle.com>

Information on the Ambiente brand fairs worldwide:

<https://ambiente.messefrankfurt.com>

Information on all Messe Frankfurt Textile fairs worldwide:

www.texpertise-network.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

IFFT/Interior Lifestyle Living
Tokyo Big Sight
18 – 20 October 2021