

J●POP SUMMIT FESTIVAL 2014

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

2014 J-POP SUMMIT FESTIVAL AND MOSHI MOSHI NIPPON PRESENT DIVERSE NEW SIDES OF JAPANESE POP STYLE WITH “KAWAii!!” THEMED FASHION AND MUSIC EVENTS

*San Francisco’s Annual Summertime Japanese Pop Culture Extravaganza
Spotlights An Array Of Edgy Fashion Shows, Live Music Performances And
Unique Shopping Opportunities*

San Francisco, CA, June 24, 2014 – The 2014 J-POP SUMMIT Festival, San Francisco’s premiere celebration of Japanese pop culture, music, fashion and film, announces the return of a variety of “KAWAii!!” themed fashion shows, contests and live performances showcasing edgy new sides of Japanese pop style along with autograph and meet-and-greet opportunities with some of the J-Pop fashion world’s fastest rising stars.

Japan’s unique “Harajuku culture” has evolved into “KAWAii” culture, which focuses on ever-evolving new forms of “cute” couture and is having tremendous impact on international pop/rock music and fashion. “KAWAii” is a word often used to comment on style and fashion and has become part of the daily vernacular of the youth culture of many countries.

This year’s KAWAii!! events are supported by Consulate General of Japan in San Francisco and presented as the first collaboration with the MOSHI MOSHI NIPPON Project, a new initiative developed by ASOBISYSTEM, a prominent entertainment company based in Harajuku, Tokyo widely known for managing pop icon Kyary Pamyu Pamyu, to promote a wider range of Japanese pop culture on an even bigger, more global level. Additional information on the MOSHI MOSHI NIPPON initiative is available at: <http://moshimoshi-nippon.jp/en>.

Also returning will be the J-POP SUMMIT KAWAii!! *Pop-Up Shop*. A colorful Kawaii!! fashion boutique stocked with a wide selection of unique items from some of the hottest labels imported straight from Tokyo will be open inside NEW PEOPLE (MARUQ on Mezzanine Floor). NEW PEOPLE is the renowned Japanese pop culture entertainment complex located at 1746 Post St. San Francisco, CA 94115 in the heart of the city’s Japantown district. More details on are available at: <http://www.j-pop.com/2014/harajuku-kawaii>.

“POP is Our Tradition” is the theme of the 2014 J-POP SUMMIT and the annual Festival has always showcased the strong influence of pop culture on modern fashion in Japan, which has become an epicenter of some of the world’s newest trends. The J-POP SUMMIT has become one of the largest events in the United States dedicated to showcasing the many sides of Japanese pop culture and fandom. Attendance in 2013 exceeded 80,000 people.

MOSHI MOSHI NIPPON Presents KAWAii!! Events & Special Programming

KAWAii!! FASHION CONTEST

Saturday, July 19th, 1:00pm, Pagoda Main Stage, Japantown

This year, the J-POP SUMMIT will hold a special fashion contest where contestants can show off their own Kawaii fashion style! The Festival welcome [Una](#), [Ayumi Seto](#), [Akira](#) and [Misa Kimura](#) as judges! The winner will receive KAWAii!! an assortment of premiums including “Aymmy in the batty girls’ products. Additional information on this event is available at: <http://www.j-pop.com/2014/harajuku-kawaii>.

“AYMMY IN THE BATTY GIRLS” FASHION SHOW

Saturday, July 19th, 1:00pm, Pagoda Main Stage, Japantown

Models Ayumi Seto, Misa Kimura, Una and join others from Bay Area to showcase the colorful summer collection from Seto’s brand new fashion line, “Aymmy in the batty girls.” Many of the same outfits featured in the show will be available to purchase at *KAWAii!! Pop-Up Store* located inside the NEW PEOPLE building (Mezzanine Level).

AKIRA LIVE PERFORMANCE

Saturday, July 19th, 1:00pm, Pagoda Main Stage, Japantown

J-POP SUMMIT fans can catch Akira, a popular model and singer in a special solo live set. She notably debuted as a model for “KERA,” a popular gothic fashion magazine, and quickly became one of the top models in Japan. Akira is also a pop singer and her debut single, “Aoki Tsuki Michite,” is featured as the ending theme of the popular anime series, *Black Butler ~ Book of Circus*. Her music and striking gothic-androgynous style have captured legions of fans both in Japan and internationally and her debut album is slated to release on July 30th. For more information please visit: [Akira](#).

UNA LIVE PERFORMANCE

Saturday, July 19th, 6:30pm-8:30pm, J-POP LIVE at UNION SQUARE

Sunday, July 20th, 12:45pm, Pagoda Main Stage, Japantown

Una is a charismatic model well-known in the Harajuku scene for her unique and edgy fashion style. She launched pop music career with her first single “Juicy Juicy” last year and went on to release digital mini album, “True of Lights/Danse Danse.” Una participated in “U-EXPRESS LIVE 2014” in Saitama and appeared with Katy Perry, Kyary Pamyu Pamyu and released her newest “BOOM BOOM BOOM,” in April. She brings her danceable groove to J-POP SUMMIT for a special concert performance not to be missed! For more details, please visit: [UNA](#).

AYUMI SETO AUTOGRAPH & PHOTO SESSION

Saturday, July 19th, 3:00pm, NEW PEOPLE Mezzanine

Sunday, July 20th, 2:00pm, NEW PEOPLE Mezzanine

Ayumi Seto, a fashion model and designer of her own new brand, “Aymmy in the batty girls,” will hold a special autograph/photo session on both days of J-POP SUMMIT! Each day, the first 50 customers to purchase “Aymmy in the batty girls” products during festival will receive a pass! For more information, please visit: [Ayumi Seto](#).

KAWAii!! POP-UP SHOP AT NEW PEOPLE

Saturday, July 19th & Sunday, July 20th, 11:00am-6:00pm

NEW PEOPLE Mezzanine

Visit NEW PEOPLE's retail store, located inside the MARUQ boutique the venue's Mezzanine Floor, will offer exclusive lines of fashion apparel, designs and accessories imported straight from Tokyo! Don't miss the new summer collections of "Aymmy in the batty girls," a new fashion brand inspired by a unique mix of 60s and 70s Americana popular culture, punk and rock fashion designed by model [Ayumi Seto](#).

KAWAii!! MEET-UP AREA Presented By MOSHI MOSHI NIPPON

Saturday, July 19th & Sunday, July 20th, 11:00am-6:00pm

KAWAii!! TENT, Post Street, Japantown

MOSHI MOSHI NIPPON will host a special tents located on Post St. in the heart of the J-POP SUMMIT Festival action where Kawaii fans can gather and meet! Get special info about the latest Kawaii trends, check out new merchandise, and meet other fans and models! More information will be updated at: www.j-pop.com/2014/harajuku-kawaii.

This year, the J-POP SUMMIT offers a wide variety of programming including *FREE* live concerts by top J-Pop and J-Rock artists on the Pagoda Main Stage in Japantown and also at the special "*J-POP LIVE at UNION SQUARE*" concert on the evening of Saturday, July 19th in San Francisco's historic downtown commercial intersection. J-POP SUMMIT will also present a variety of special Guest of Honor appearances, sake-tasting and fine foods events at the POP GOURMET Food Festival, and first-run theatrical film premieres at NEW PEOPLE Cinema that launch the second annual Japan Film Festival of San Francisco (JFFSF). Complete details on key events and major attractions are available at: <http://www.j-pop.com> and www.JFFSF.org.

Stay tuned for additional J-POP SUMMIT Guest of Honor, programming and event announcements!

About J-POP SUMMIT Festival

Launched in 2009, J-POP SUMMIT Festival is an annual street fair held in San Francisco, CA that celebrates Japanese popular culture. By introducing the latest in Japanese music, film, art, fashion, gaming, anime, food, as well as niche subcultures, the festival has become a prominent platform to showcase the latest pop trends and creative innovations from Japan.

The 5th annual J-POP SUMMIT held in July 2013 welcomed more than 80,000 attendees, making it one of the largest Japanese festivals in the United States. In addition to the original Festival held in Japantown, new attractions include the *J-POP LIVE AT UNION SQUARE* concert in downtown San Francisco, the Bay Area's premier dedicated Japan Film Festival of San Francisco, and sake-tasting and fine foods events at the POP GOURMET Food Festival, which have each further enriched the experience. Additional information about J-POP SUMMIT Festival is available at: J-POP.com.

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