

J●POP SUMMIT FESTIVAL

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

2014 J-POP SUMMIT PRESENTS A PERSONAL APPEARANCE BY HARAJUKU KAWAII FASHION MODEL AYUMI SETO TO CELEBRATE THE LAUNCH OF HER NEW CLOTHING BRAND

*Meet The Colorful And Edgy Japanese Fashion Model In A Special
Event At NEW PEOPLE That Also Previews Upcoming
2014 J-POP SUMMIT Harajuku Kawaii Fashion Programming*

San Francisco, CA, April 7, 2014 – The 2014 J-POP SUMMIT Festival, San Francisco’s annual celebration of Japanese pop culture, music, fashion and film, joins with Japanese entertainment company, ASOBISYSTEM, to announce a special early treat for fashion and pop culture fans as it presents a personal appearance by Harajuku Kawaii model – Ayumi Seto – at NEW PEOPLE on Saturday and Sunday, April 12th and 13th. She appears for a special autograph session and personal fan meet-and-greet to celebrate the launch of her new clothing line “Aymmy in the batty girls.”

Ayumi Seto brings the debut of her colorful new fashion line, “Aymmy in the batty girls” to the Harajuku Kawaii Pop-up Shop located inside the MARUQ store on the Mezzanine Level of NEW PEOPLE. Photo and autograph sessions will be held at 3:00pm on April 12th and 13th. The first 50 customers each day that purchase any “Aymmy in the batty girls” products will receive a pass to attend the exclusive session. 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.

Ayumi Seto first captured the hearts of attendees with her distinctive style at last year’s J-POP SUMMIT Festival, which featured “*Harajuku Kawaii!! in S.F.*,” a popular fashion event that featured several renowned Japanese models, acclaimed designer and 6%DOKIDOKI founder, Sebastian Masuda, and a live concert by J-Pop superstar Kyary Pamyu Pamyu.

The 2014 J-POP SUMMIT Festival will take place Saturday and Sunday, July 19th and 20th and will present a new edition of “*Harajuku Kawaii!! in S.F.*” featuring the return of Ayumi Seto and other notable models and fashion luminaries for a series of special live events presented in partnership with ASOBISYSTEM. Programming news and announcements of other events and appearances will be coming soon! Details on the 2014 J-POP SUMMIT can be found at: www.J-Pop.com.

“Aymmy in the batty girls” is an innovative line inspired by a unique mix of 60s and 70s Americana popular culture, punk and rock fashion. The brand concept is derived from the “old school” feel of diners, hamburgers, cherry cola, ponytails, mixed with influences from Aymmy’s big brother whose interests include cult classic horror films, video games and skateboarding. Official “Aymmy in the batty girls” website (Japanese) available at: <http://www.aymmy.com>.

“Kawaii aesthetics celebrate the essence of Japanese pop sensibilities, fashion and music and has reverberated internationally and made Harajuku the epicenter of J-POP culture, and these aspects are a major foundation of the annual J-POP SUMMIT,” says Seiji Horibuchi, the President/CEO of NEW PEOPLE, Inc. and Chairman of the J-Pop SUMMIT Festival Committee. “As we prepare an exciting roster of programming for the 2014 J-POP SUMMIT Festival, we are honored to give an early taste of what’s to come with this special appearance by Harajuku Kawaii model Ayumi Seto at NEW PEOPLE. We invite everyone to join in all the fashionable fun!”

Ayumi Seto is a Japanese model and designer who appears regularly in a number of Harajuku fashion magazines. Born 1993, she is known as one of the pioneers in a new style called “Kidz Rock,” and her unique fashion sensibilities and creative hairstyles have inspired legions of Harajuku devotees. Following the release of her first fashion book, “AyumiKidz,” in October 2013, Ayumi is preparing to launch her first clothing brand, “Aymmy in the Batty Girls” (“Aymmy” for short), in Spring 2014. The new label will offer a wide variety of girl’s apparel and accessories that reflect Ayumi’s colorful and edgy style.

About J-POP SUMMIT FESTIVAL

Launched in 2009, J-POP SUMMIT Festival is a large street fair in San Francisco, California that celebrates Japanese popular culture every summer. By introducing the latest in Japanese music, film, art, fashion, games, anime, food, as well as niche subcultures, the festival has become a platform to showcase the latest pop trends and innovations from Japan.

The 5th annual J-POP SUMMIT held July 2013, made significant leaps in its programming and welcomed more than 80,000 people in attendance, making it one of the largest Japanese festivals in the United States. In addition to the original street fair held in Japantown, the Union Square Live concert in downtown San Francisco, the Bay Area’s very first Japan Film Festival of San Francisco, along with sake-tasting and fine foods events at the POP GOURMET Food Festival were all introduced to further enrich the experience. Additional information about J-POP Summit Festival is available at: J-POP.com.

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