

J●POP SUMMIT 2016

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PRESS RELEASE

FOR IMMEDIATE RELEASE

J-POP SUMMIT TO SHOWCASE COLORFUL JAPANESE FASHION TRENDS AND EDGY APPAREL BRANDS AT THIS MONTH'S EXPLOSION OF POP CULTURE

The San Francisco Bay Area's Premiere Japanese Pop Culture Event Celebrates "Harajuku" And "Kawaii" Fashion With Guests Of Honor And Unique Opportunities To Purchase Products From A Dynamic Array Of Fashion Brands

San Francisco, CA, July 15, 2016 – J-POP SUMMIT 2016, one of the world's biggest Japanese pop culture events, announces a dynamic showcase of **inspired Japanese fashion at this year's festival**.

J-POP SUMMIT 2016 will take place Saturday and Sunday, July 23rd and 24th at the historic **Fort Mason Center** located in **San Francisco's Marina district**.

This year, the J-POP SUMMIT gathers a colorful vanguard of edgy and unique Japanese fashion labels and purveyors. Highlights of this year's programming include workshops, exhibits, apparel items and accessories available for purchase from modern Japanese style clothing brand, **SOU•SOU**, along with a variety of other handpicked items and brands from Japan including the vivid kawaii brand, **6%DOKIDOKI** located at the **MOSHI MOSHI NIPPON** Area. Details are available at: www.j-pop.com/fashion-line-up.

The Festival also will celebrate the return of **Guest of Honor and fashion visionary, Sebastian Masuda**, art director and an extremely influential artist for Harajuku kawaii culture, for a special series of events and attendee meet-and-greet sessions, as well as **rising pop star and fashion model, UNA**, for a special live performance.

J-POP SUMMIT is proud to welcome **AOI Clothing**, a contemporary brand creating apparel founded on the concept of Euro-Asian design. There also will be a dynamic live **MOSHI MOSHI NIPPON Stage** and a collaborative display and pop-up boutique – “**Harajuku Chaos**” – that will showcase a further array of popular fashion brands.

J-POP Summit / MOSHI MOSHI NIPPON Guests of Honor include:

*** UNA**

UNA made her debut in 2013 and has since been around the world with her live music shows. As a model, her very cool and edgy original style has made her the new “It Girl” of Harajuku, garnering tremendous media attention and fan support. More details at: www.j-pop.com/guests/una-2016/.

*** Sebastian Masuda**

Sebastian Masuda is an art director and an extremely influential artist for the Harajuku kawaii culture. He is the successful producer of a brand and shop in Harajuku called “6% DOKIDOKI,” and is also famous for being the art director for Kyary Pamyu Pamyu’s “PON PON PON” music video. His recent work includes directing “KAWAII MONSTER CAFÉ” in Harajuku. He currently lives in New York and has been working on a project called “TIME AFTER TIME CAPSULE” aimed toward year 2020. Join us and be a part of his latest art movement!! More details at: www.j-pop.com/guests/sebastian-masuda.

Additional details on J-POP SUMMIT 2016 fashion programming follows below:

1) MOSHI MOSHI NIPPON Area

MOSHI MOSHI NIPPON is a project that spreads Japanese pop culture to the world - including fashion, music, anime, food and more. J-POP SUMMIT attendees can browse and purchase handpicked items from Japan at the MOSHI MOSHI NIPPON Area. Among its interesting products, Kendama from Yamagata, Japan is a must-see. This Kendama is produced by “ASOBEAMS” which is a collaborating brand of the top Japanese apparel brand, BEAMS and talent agency, ASOBISYSTEM which Kyary Pamyu Pamyu belongs to. Also do not miss a special appearance and photo session by artist and model UNA at the booth. More details on MOSHI MOSHI NIPPON are available at: www.moshimoshi-nippon.jp.

MOSHI MOSHI NIPPON will also hold a special lottery event entitled “**MOSHI MOSHI LOTTO**” at their area during J-POP SUMMIT to give away a trip to Japan and other exciting prizes. More details: <http://member.moshimoshi-nippon.jp/2016event#jpop>

Other interesting brands that attendees can discover in this area include:

*** AEON**

AEON is setting up a special photo booth in the MOSHI MOSHI NIPPON area. Attendees are invited to don a Yukata robe and take a photo in front of ONE PIECE character graphics!! Fans can get the photo printed right away by posting it on social media using #ENJOYAEON.

*** HARAJUKU CHAOS**

Tokyo’s vibrant Harajuku district continues to give rise to an abundance of complex and unique fashion trends full of a diverse range of culture. ASOBISYSTEM, which delivers Japanese

culture from Harajuku, teams with GAS AS INTERFACE to hold the first installment of a new, collaborative project called "HARAJUKU CHAOS." The booth at J-POP SUMMIT will be stocked with "Chaos" wears and products featuring a logo designed by 3 up-and-coming artists that include graphic designer and painter, Naoki "Sand" Yamamoto of the brand "SAYHELLO," art director Yoshirotten, and illustrator Esther Kim. More details are available at: www.moshimoshi-nippon.jp/12743.

* 6%DOKIDOKI

Legions of Japanese fashion fans are already familiar with the colorful and visually provocative pop products from 6%DOKIDOKI. Don't miss out on the many kawaii goodies that are usually sold exclusively in Japan! More information at: <http://dokidoki6.com/>

(2) MOSHI MOSHI NIPPON STAGE

Time & Place: 1:30-2:20 pm on the J-POP SUMMIT Main Stage on Saturday, July 23rd

ASOBISYSTEM model and pop artists, UNA, makes a triumphant return to J-POP SUMMIT for a special live performance. During the program, attendees also can enjoy a fashion discussion led by UNA with a special appearance by Sebastian Masuda.

(3) SOU•SOU Kyoto San Francisco

SOU•SOU Kyoto Introduces Japanese classic "Tabi" work shoes and kimono inspired clothing with vibrant patterns. While SOU•SOU's design are modern and bold, they are also dedicated to preserving the best of traditional technique by actively working with skilled Japanese craftsmen and time tested materials. Shop online at <http://www.sousouus.com>. During J-POP SUMMIT, SOU • SOU San Francisco will open a pop-up shop for two days and host special workshop sessions. They also will offer exclusive J-POP Summit campaigns at their booth including a 10% discount for Furoshiki and Tenugui purchased and special giveaway for free SOU•SOU ceramic plate for purchases over \$50.

* SOU•SOU Workshop

Title: Wrap things up! Tenugui and Furoshiki Workshop

Place: SOU•SOU San Francisco Booth: C 12

Times: 12pm, 2pm, 4pm (both days).

Come see the demonstration of centuries old Japanese wrapping cloths, "Furoshiki" and "Tenugui." Learn the multiple uses, such as gift wrap, bento box cover, and more!

(4) AOI Clothing

AOI Clothing is a Japanese/French fashion brand based in Paris. Antique kimono fabrics are recycled in contemporary designs delivering a unique concept of Euro-Asian ready to wear apparel. The brand's concept first resides in the principle of mixing. "KOKONTOZAI" is a Japanese idiom that illustrates the union between East and West, antique and modern. Traditional patterns and fabrics mixed with contemporary lines and shapes, eastern and western codes join into a timeless and universal creation. Additional information is available at: www.aoclothing.com/gb/.

About J-POP SUMMIT

J-POP SUMMIT is one of the world's biggest Japanese pop culture events, held every summer in San Francisco, CA. By introducing the latest in Japanese music, fashion, film, art, games,

tech-innovations, anime, food, as well as niche subcultures, the festival has become a landing platform for new trends from Japan.

Official website: www.j-pop.com

Official YouTube: <https://www.youtube.com/user/JPOPSUMMIT/featured>