



TOKYO  
GIRLS  
COLLECTION



# TOKYO

## Girls COLLECTION

**THE TOKYO GIRLS COLLECTION (TGC)** has been a feature of the fashion scene since 2005, under the banner "Japanese real clothes for the world." At the 8th TGC show on March 7 this year, some 22,800 spectators gathered to admire the latest fashions from 26 labels. The audience largely consisted of teenage girls and women in their twenties.

At TGC, Models from TV, magazines and advertising are greeted with shouts of joy as they take to the

catwalk, and respond with smiles and waves. This familiarity between models and audience is one of the most appealing features of TGC. Another is the reasonable pricing of the clothes the models wear, all of which are affordable for the young women who come to see the show. Even more unusual is the fact that most spectators grasp mobile phones throughout the spectacle. As they enter the hall, visitors register their e-mail addresses using terminals



PHOTOS: KEIZO OKUBO

provided at the venue. This enables them to receive e-mail magazines on the fashions that appear on the runway and to make on-the-spot purchases of the same clothes the models are wearing via a special mobile retail site.

TGC is also proactive in a whole range of social and environmental initiatives. Designer charity T-shirts from the brands on show are sold to raise money for tree-planting projects, and an eyewear show is held in partnership with Sabae City, a major center of eyeglass production, to give a boost to regional industry.

TGC is pushing the boundaries of women's fashion and making it an engine of growth for contemporary Japanese culture.

**FACING:** The grand finale of the show staged by the popular Spiral Girl label.

**ABOVE:** Even famous TV celebrities turn out to stroll down the catwalk.

**TOP:** Spectators wave to the models on the catwalk.