



Japan Jewellery Fair 2025

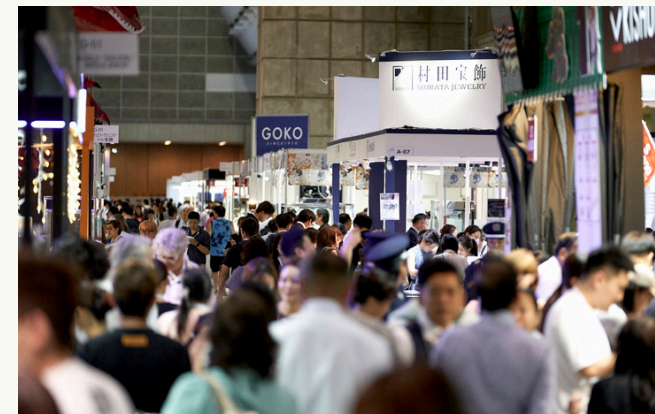
POST SHOW REPORT

8.27 - 8.29.2025 | Tokyo Big Sight



SHOW OUTLINE

- Event Name** | Japan Jewellery Fair 2025
- Date & Time** | Aug. 27 (Wed)- Aug 29 (Fri), 2025 10:00~18:00 (Last Day until 17:00)
- Venue** | Tokyo Big Sight East Hall 5・6
- Organisers** | Informa Markets Japan Co Ltd / Japan Jewellery Association
- Supporters** | Ministry of Economy, Trade and Industry • Japan External Trade Organization •
The Chamber of Commerce and Industry of Japan • Japan Jewellery Designers Association
Japan Pearl Promotion Society • Platinum Guild International • Japan Gold Metal Association
Japan Watch Importers Association • All Japan Watch, Jewelry, and Optical Retailers Cooperative
The Men's Fashion Unity • Japan Direct Marketing Association



Exhibitors

371

Visitors

14,369

Seminar & Events

12



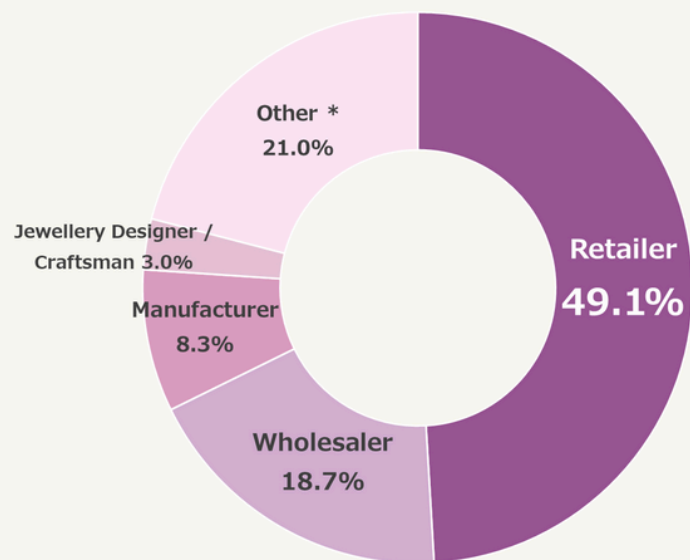
VISITOR PROFILE

Visitors per day

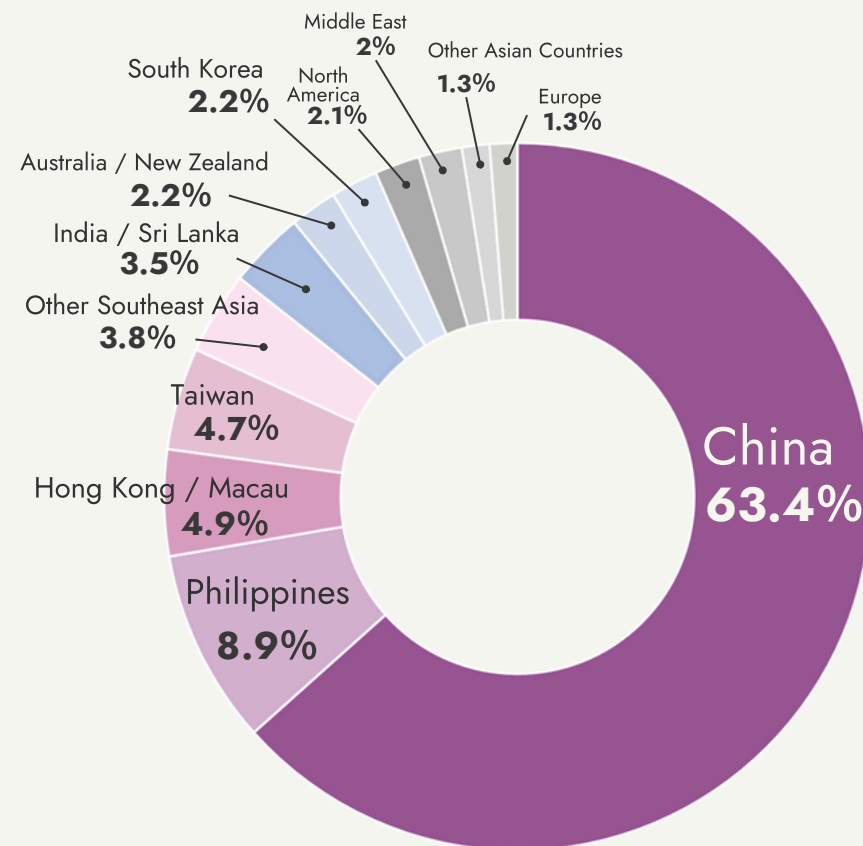
Total **14,369**

Date	Weather	Visitors
Aug 27th (Wed)	Sunny	5,611
Aug 28th (Thurs)	Mostly Sunny	4,680
Aug 29th (Fri)	Sunny	4,078

Visitors by Industry



International Visitors by Country/Region

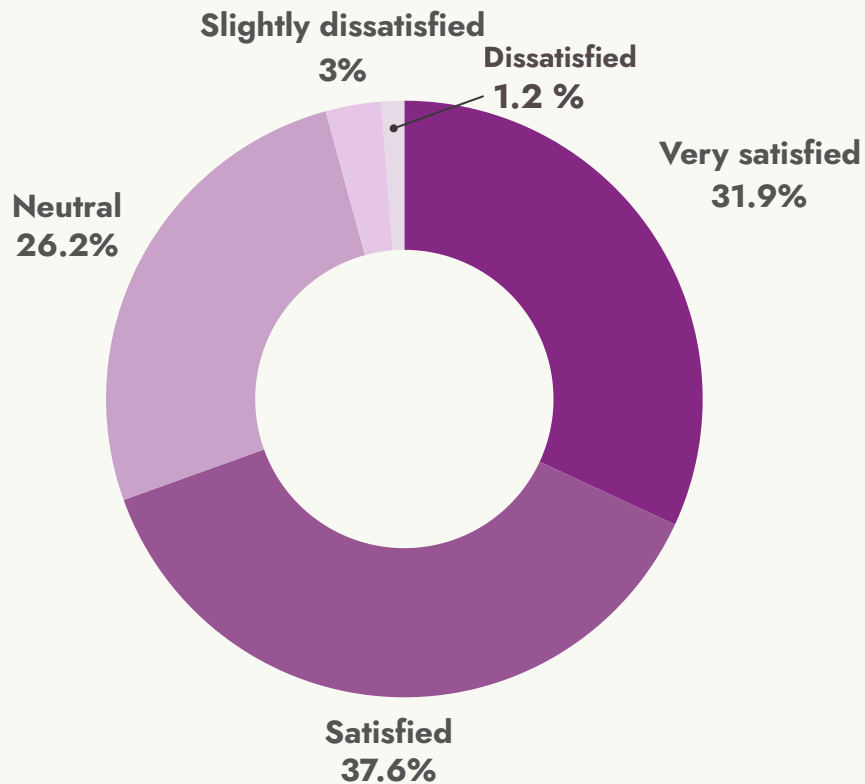


VISITOR SURVEY

Regarding Satisfaction

Valid responses : 566

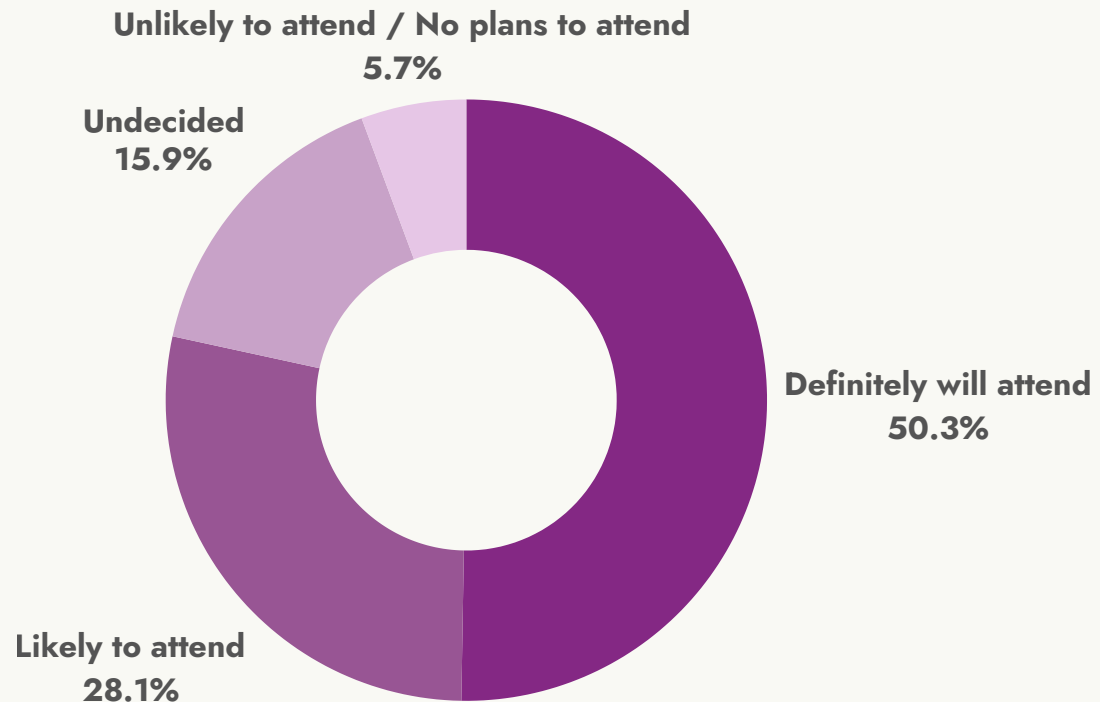
70.4 % Responded
"Very satisfied" or
"Satisfied"



Will You Attend Next Year?

Valid responses : 566

78.4 % Responded
"Definitely will attend"
or "Likely to attend"



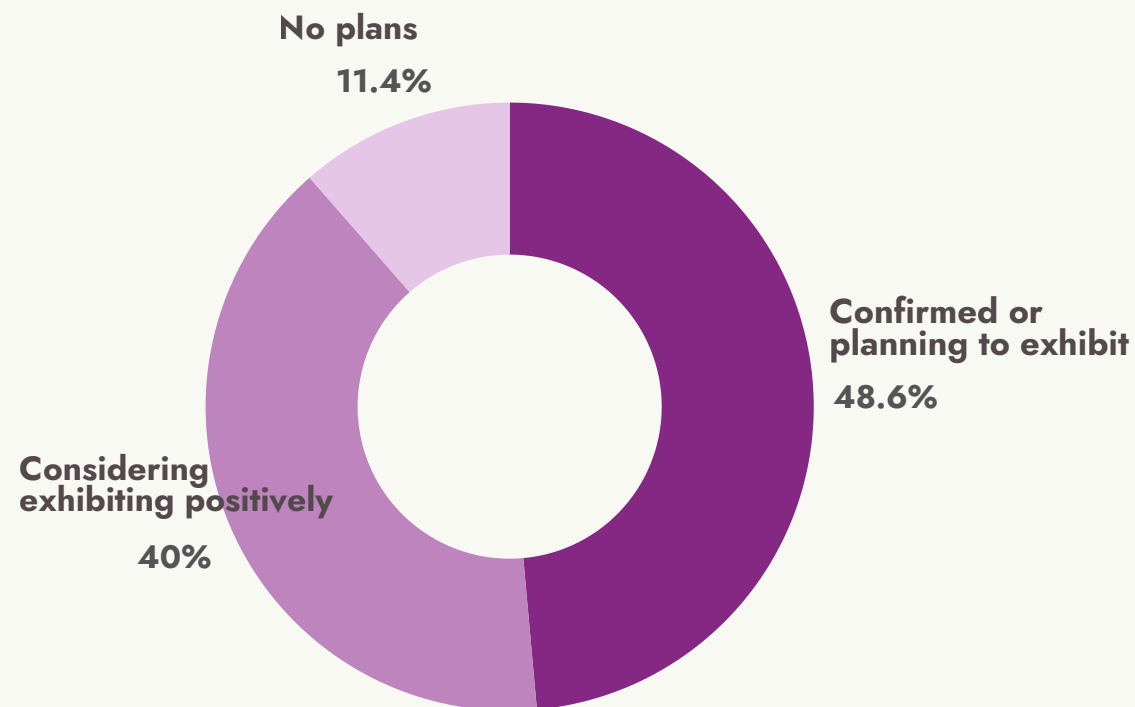
EXHIBITOR SURVEY

Numbers of Exhibitors

371 Companies

Regarding the next exhibition participation

Valid responses : 108

88.6 % Responded
"Confirmed or planning to exhibit"
or "Considering exhibiting positively"

OPENING CEREMONY

This year's opening ceremony was held in a festive yet warm atmosphere, bringing together many stakeholders. Through the ribbon-cutting and guest speeches, strong messages were delivered toward the future of the jewelry industry.

Date | August 27, 2025

Venue | Seminar & Event Stage



JJA JEWELLERY DESIGN AWARDS 2025

The JJA Jewelry Design Award is the most prestigious jewelry competition in Japan, organized by the Japan Jewelry Association (JJA). Since 1989, it has been held every two years with the aim of showcasing the talents of designers and craftsmen both in Japan and abroad, featuring the Grand Prix and the Prime Minister's Award-winning works.

JJA Jewelry Design Award 2025 Ceremony

Date | August 27, 2025

Venue | Seminar & Event Stage

Grand Prix / Prime Minister's Award Chairman's Award of the Japan Pearl Promotion Society

Designer: Tsukasa Sawamura

Applicant: : Imayo & Co.,Ltd.

Title of Work: Black & White – Observing the Invisible

Items: Bangle, Ring, Earring Set



The logo for the Japan Jewellery Fair 2026 features the text 'Japan Jewellery Fair 2026' in a black serif font. The word 'Japan' is on the top line, 'Jewellery' is in the middle, and 'Fair 2026' is on the bottom line. The text is decorated with various jewelry and floral motifs: a round brilliant-cut diamond is positioned above the 'a' in 'Japan'; a pear-shaped emerald is above the 'e' in 'Jewellery'; a cluster of small blue forget-me-not flowers is to the left of the 'J' in 'Jewellery'; a sprig of white cherry blossoms with green leaves is to the right of 'Jewellery'; a single purple orchid is below the 'y' in 'Jewellery'; and a large pearl is to the left of the 'F' in 'Fair'.

Next Show

Save the Date – JJF 2026

2026.8.26^{WED} → 28^{FRI}