

FOR IMMEDIATE RELEASE

August 26, 2026

Informa Markets Japan Co., Ltd.

Japan Jewellery Association

Japan Jewellery Fair 2026 Opens Today

— A New Era of Japan's Premier Jewellery Trade Show: New Leadership, New Ceremony, New Initiatives —

Japan Jewellery Fair 2026 (JJF2026), Japan's leading B2B Jewellery trade show, officially opened today, Wednesday, August 26, at Tokyo Big Sight East Halls 1 & 2. With 351 exhibitors gathering from Japan and overseas — including manufacturers, designers, and suppliers — this edition marks the first show under new leadership and introduces a host of exciting new initiatives across its three-day run.



First Fair Under New President

Opening with "Calligraphy Performance" and "Ceremony of Light"

Experiences That Can Only Be Found at the Venue

The opening ceremony begins at 11:00 AM on August 26. Moving away from the traditional ribbon-cutting, this year's ceremony features a live calligraphy performance by calligrapher Miho and shamisen performance by Pierre Ono, followed by the newly conceived "Ceremony of Light." Representatives from government bodies and industry associations will join in celebrating the opening of Japan's most important Jewellery trade event. Don't miss it — these moments can only be experienced live at the venue.

351 Exhibitors from Japan and Abroad — A Global Hub Connecting Asia

International Visitor Base Continues to Diversify

This year sees 351 exhibitors — on par with the previous year — bringing together leading companies from across Japan and the world. On the international visitor side, in addition to the

regular contingent of Chinese buyers, delegations are newly expected from India, Mexico, and Nepal. Growing buyer participation from the Philippines, Indonesia, Thailand, and other Asian markets — driven by Japan's surging popularity in Hong Kong and the favorable exchange rate — further underscores JJF's position as the premier gateway connecting Japan with Asia and beyond. Organizers are expecting a total of 15,000 visitors from Japan and overseas across the three-day event.

【Making Its Debut】Coral Exhibition Booth — Encounter Raw Coral, Enter the Contest

JJF2026 welcomes a brand-new coral exhibition booth for the very first time. Visitors can view rare raw coral specimens unavailable anywhere else, as well as participate in a special coral contest. It's a unique opportunity to experience the natural beauty and rarity of coral up close.

2026 & 2025 Miss International Japan Representatives to Attend JJF2026

The 2026 and 2025 Miss International Japan representatives will be in attendance on the first two days of the fair. Visitors can see Jewellery worn in real-world settings — from the opening ceremony to catwalk appearances at exhibitor booths. For comments and the latest updates, please visit the official website's special feature page.

Investing in the Next Generation — Student Seminar

Expanded, Held Twice on Day 3

JJF2026 marks the beginning of a concerted effort to welcome students from jewellery and fashion schools as part of the fair's commitment to industry talent development. Over 30 exhibitors have registered as "Student Visit Welcome" companies, opening their booths to student visitors throughout the fair.

Due to high demand, the student seminar on Day 3 has been expanded with additional seating and will be held twice on the same day. The sessions are designed to give students considering careers in the jewellery industry an early and meaningful encounter with the industry's appeal, featuring active practitioners as guest speakers.



■ Friday, August 28 — Mini Seminar Stage (VIP Lounge)

・ 9:50–10:30 / 11:30–12:10

"How to Launch Your Own Jewellery Brand — Inside Story of a Young Artisan's Brand Launch"

Nanaka Arai / Founder, niin jewelry

After graduating from Yamanashi Prefectural Gem Art College, Nanaka joined a company producing and selling jewellery in-house as a craftsperson, where she also experienced launching an in-house brand. Following three years of employment, she went independent and founded niin jewelry, built on her own strengths. With the concept "simple yet unlike anything you've seen," she now sells primarily through department stores. Handling everything from diamond selection and design to craftsmanship, sales, and back-office work, she will share the real experience of building a brand and reveal the secrets behind running an artisan-led label.

10:40–11:20 / 12:20–13:00

"Careers that Support the Jewellery Industry — Pursuing Value and Building Your Future."

Net Japan Co., Ltd. — Kohei Shima, Shuta Matsuoka, Siehui Wang, Momoka Kobayashi

Hear the real-life experiences of young active employees at Net Japan, one of Japan's major pre-owned jewellery companies. The speakers will share what drew them to the jewellery industry, the rewards and challenges of their work, the skills the industry demands, and what they wish they had done during their student years — practical insights for students entering the job market.

More Ways to Enjoy the Show — A Full Lineup of Visitor Initiatives

The Jewellery Passport (stamp rally) returns, accessible via LINE after registering as a friend. Collect 10 stamps to receive a Yamanashi bottled wine as a gift (while supplies last). Two new telework spaces have also been added within the venue, giving buyers a place to work between meetings. As a cross-promotion with JGW September (Hong Kong, September), buyers who attend both shows will receive a HKD 100 meal coupon redeemable at the Hong Kong venue. Browse exhibitor information in advance via the official website special feature pages.



JJF2026: The First Show Under New President

Informa Markets Japan is presenting JJF2026 under its new leadership. With a new president, a new team, and a range of new initiatives, the organiser is ready to deliver an exceptional show.

Comment from President & CEO James Soback:

"Trade shows transcend the boundaries of business — they are places where unexpected encounters open up possibilities beyond imagination. JJF2026 embodies the evolution of the Japan Jewellery Fair into a platform that communicates the outstanding value of Japanese jewellery to the world and co-creates the future of the industry. As my first show since joining Informa Markets Japan as President, I am truly looking forward to welcoming you all."



JJF2027 Confirmed — Returning to Tokyo Big Sight

Having undergone a full rebrand and continuing to evolve, the Japan Jewellery Fair will return to Tokyo Big Sight for its 2027 edition, scheduled for September 1–3, 2027. We look forward to your continued support of JJF as we deliver ever-higher-quality trade show experiences.

【Event Overview】

Name: Japan Jewellery Fair 2026 (JJF2026)

Dates: Wednesday, August 26 – Friday, August 28, 2026 / 10:00–18:00 (until 17:00 on final day)

Venue: Tokyo Big Sight, East Halls 1 & 2

Exhibitors: 351

Expected Visitors: 15,000 (total over 3 days)

Organizer: Informa Markets Japan Co., Ltd. / Japan Jewellery Association

Supported by: Ministry of Economy, Trade and Industry; Japan External Trade Organization (JETRO); Japan Chamber of Commerce and Industry; Japan Jewellery Designers Association; Japan Pearl Promotion Society; Platinum Guild International; Japan Gold Industry Association; Japan Clock & Watch Importers' Association; All Japan Federation of Clock, Jewellery and Optical Retailers' Associations; Japan Men's Fashion Industry Association; Japan Direct Marketing Association

【About Japan Jewellery Fair】

Founded in 1993, the Japan Jewellery Fair (JJF) is an international B2B trade show held in Tokyo, organized through the partnership of Informa Markets — organizer of the world's largest Jewellery show, Jewellery & Gem World Hong Kong (September) — and the Japan Jewellery Association. In addition to serving as a key venue for business meetings and buyer-exhibitor matchmaking ahead of the Christmas selling season, JJF has established itself as an important gateway connecting Japan and Asia with global markets. The fair also supports the industry's sustainable growth through a diverse program of seminars focused on the latest trends and technologies, as well as educational initiatives for the next generation.

[Contact for JJF2026 Enquiries]

Japan Jewellery Fair Secretariat / Informa Markets Japan Co., Ltd.

Press & PR: Yasukawa, Odaka Student Initiatives: Arai

TEL: 03-5296-1020 E-mail: info@japanjewelleryfair.com

Kanda 91 Bldg., 1-8-3 Kajicho, Chiyoda-ku, Tokyo 101-0044, Japan

