

MODA IN TOKYO 2026

FASHION MARKETING DECK

16 – 21 June 2026 • Chapel PrimaLuce • Hilton Tokyo Bay, Japan

HiTechMODA Productions × NIPPON GLOBAL SYSTEM Co., Ltd. · 日本グローバルシステム株式会社

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ELEVATE

FASHION MARKETING DECK

HiTechMODA Productions

INTERNAL PROGRAM BRIEF — CONFIDENTIAL


ABOUT

The Corporation

Designing Opportunities Since 2018

 2022 Best Fashion Platform

 2022 Modern CEO Award

 2024 Fashion Platform of Influence — Mitch Desunia

Featured In:

*Harper's Bazaar UK • ELLE UK • AP News
Fashion Week Online • Getty Images*

About the Corporation

Award-winning hiTechMODA Productions combines traditional fashion runway shows with the latest innovations and a new thinking of fashion. We are a cutting-edge runway production house focusing on established, emerging, and indie fashion designers, identifying current marketing trends, plus aligning with new thought leaders committed to transforming the way the industry operates today.

We lead the industry by creating opportunities to market and advertise our designers and assist them in elevating their brands. From our first season in 2018 to now, our mission has been to inspire, empower and encourage anyone who brings their talent to our runways wherever we are.

We specialize in providing avenues for emerging new-to-market and young prodigy designers, up and coming aspiring models of all ages, shapes, and sizes, photographers, and videographers.

2018

Founded

4

Global Cities

550K+

FWO Viewers

150M+

Monthly Reach

FEATURED ON

Where Our Designers Get Their Spotlight

Harper's Bazaar UK

Premium UK fashion authority — global readership reaching fashion-forward consumers worldwide.

ELLE UK

Iconic international fashion media — one of the world's most recognized fashion publishing brands.

Fashion Week Online

Exclusive hiTechMODA channel with 550K+ viewers — the only production house with dedicated placement.

Getty Images

Global visual content leader — your runway images distributed to media & corporate clients worldwide.

AP News / Wire

Syndication across Google, Bing, AP News & 150M+ monthly unique visitors per runway show.

Bloomberg Terminal

Releases made available in Bloomberg Terminal & Crunchbase — reaching top financial & industry players.

HIGH-END PUBLICATION

Get your work featured in top magazines— without the heavy price tag.

Harper's Bazaar UK

International Fashion Authority

One of the world's most influential fashion publications. Being featured in Harper's Bazaar UK places your brand in front of a sophisticated, globally engaged audience who set the pace for fashion trends and consumer choices.

hiTechMODA opens the door to this prestigious platform for designers who participate in our runway events.

ELLE UK

Global Fashion Icon

ELLE UK is a globally recognized fashion powerhouse with millions of readers across print and digital. A feature here signals serious credibility for your brand and collection — reaching trendsetters, buyers, and fashion lovers across the world.

This is a premium opportunity included through your hiTechMODA runway participation.

BILLBOARD ADVERTISING

Maximum Exposure. Maximum Impact.

★ **TIMES SQUARE BILLBOARD — NEW YORK CITY**

The world's most iconic advertising space. Your brand, your collection, your name — displayed to millions of visitors in the heart of Times Square, New York City. Available as an optional premium add-on for hiTechMODA designers.

OPTIONAL SERVICE 1

Raw Video Footage

Professional raw footage of your full runway show — yours to keep and use across all platforms.

OPTIONAL SERVICE 2

Professionally Edited Video

Fully edited, broadcast-quality runway video production — ready for social, press, and brand use.

OPTIONAL SERVICE 3

Fashion Week Online Feature

Premium feature placement on Fashion Week Online — reaching 550K+ dedicated fashion followers.

Where hiTechMODA Takes the Stage

US

**New York
New York**

Optional Services:

- › Times Square Billboard
- › Raw Video Footage
- › Edited Runway Video
- › Enhanced Hair & Makeup

**Getty Images available • Live Stream at producer's discretion*

FR

**Paris
France**

Optional Services:

- › Fashion Week Online Feature

**Media Pit (press application required) • Getty not always guaranteed*

IT

**Milan
Italy**

Optional Services:

- › Fashion Week Online Feature

**Media Pit (press application required) • No Getty*

JP

**Tokyo
Japan ★**

Optional Services:

- › Fashion Week Online Feature
- › 6-Day Full Program
- › Moda in Tokyo 2026 — 18 June

**Media Pit (press application required) • Chapel PrimaLuce, Hilton Tokyo Bay*

What's Included in Your Runway

Runway + Production Stage

Full professional runway stage setup with optimal sight-lines and flow for designers and models.

Professional Lighting

Theatrical lighting system designed to showcase your collection at its best from every angle.

Professional Audiovisual

State-of-the-art sound and LED system ensuring your music and visual branding are perfectly delivered.

Equipped Backstage

Fully equipped backstage area with rolling racks, mirrors, and prep stations for your team.

Full Backstage Management

Expert backstage manager and coordination team on-site for the entire duration of your show.

Media Pit

Dedicated press area — all accredited photographers and designer-invited media are welcome.

Basic Hair & Makeup Styling

Professional hair and makeup team on-site providing basic styling for runway models.

Runway Photography

Full professional photography coverage of your complete runway show — delivered post-event.

PR & Marketing Materials

Inclusion in all hiTechMODA PR releases and marketing materials pre- and post-event.

Fashion Week Online Calendar

Listed on the official Fashion Week Online calendar — promoting your show to a global audience.

World-Class Spaces for World-Class Fashion

New York

Gotham Hall NYC

Hard Rock NYC

Edison Ballroom NYC

Paris

Hôtel Plaza Athénée

The American
Cathedral

Milan

Chiostri di San
Barnaba

Milan Fashion District

JP TOKYO 2026

Tokyo ★ 2026

Chapel PrimaLuce

Hilton Tokyo Bay

Official Disney Resort
Hotel

Low Room Rates

Hilton Tokyo Bay — Official Tokyo Disney Resort® Hotel

1-9 Maihama, Urayasu-shi, Chiba, Japan

USD

\$330

per night
incl. breakfast

5 NIGHTS STAY

16 – 21 June 2026

Full buffet breakfast daily

- ✓ Views: Tokyo Bay, Ferris Wheel, Mt. Fuji & city skyline
- ✓ Direct bus services from Haneda & Narita airports
- ✓ 30 minutes from Downtown Tokyo
- ✓ Dining: Multiple restaurants, lounge & takeaway shop
- ✓ Convenience: Lawson's store & Disney merchandise on-site
- ✓ Wellness: 24-hour gym, Spa, Indoor & Outdoor Pools

DISNEY ACCESS & TRANSPORT

Adjacent to Disney

Official Tokyo Disney Resort® partner hotel — located directly next to the parks.

Free Shuttles

Free shuttle services to Maihama Station and Bayside Monorail for easy park access.

Airport Access

Direct bus services from both Haneda (HND) and Narita (NRT) airports.

Excursions into Tokyo

Day excursions to Senso-ji, Shibuya, Mt. Fuji, Hakone & Tokyo Disneyland® included.

Group Size: 100 Pax • Transport: Private Toyota Alphard + Group Coach

Your Network, Their Opportunity

GUESTS

Expanding Reach

Designers receive a discount code from hiTechMODA Productions, letting your network — colleagues, friends, family, and followers — purchase tickets at a lower price for your event.

This means more familiar faces, more support, and more brand advocates in the audience as you present your collection on the Moda in Tokyo 2026 runway.

Your community becomes part of the experience.

PRESS EXPOSURE

From targeted outreach to trusted media contacts, we partner with you to win meaningful coverage and grow your brand's visibility around your runway goals.

NEXT STEPS

Thank you for your interest in hiTechMODA Productions. Please look over the information, and contact us anytime with questions.

- › First-time designer: submit online application at www.hiTechMODA.com
- › Repeat designer: email opportunity@hiTechMODA.com
- › Tokyo 2026: contact Uno Iqbal at nic@nippon-group.com

What Our Designers Say

“

"Incredible Impact"

Working with this team has been a game-changer for our brand visibility. Their innovative approach and attention to detail have allowed us to connect with our audience in ways we never thought possible. We've seen substantial growth in both engagement and sales.

— Marketing Director

“

"Transformative Experience"

The collaboration with this production company exceeded all our expectations. They truly understand the fashion industry and helped us craft a message that resonates. The results have been phenomenal, and our brand's presence has significantly improved in the competitive market.

— Brand Owner

The hiTechMODA Journey

2018

Founded

hiTechMODA launches its first runway season — designing opportunities for emerging fashion talent.

2022

Award Recognition

Winner of Best Fashion Platform & Modern CEO Award — recognized as industry innovators.

2024

Global Fashion Debut

Expanded to global fashion capitals — New York, Paris, Milan & Tokyo runway shows.

2021

Collection Launch

Expanded designer network with launch of new collections and seasonal runway programming.

2023

Influencer Partnerships

Strategic partnerships with fashion influencers expanding reach across social platforms.

2026

Moda in Tokyo ★

Moda in Tokyo 2026 — the next chapter. 18 June at Chapel PrimaLuce, Hilton Tokyo Bay.

HiTechMODA Press Exposure for Your Brand — Included in Your Pricing

WIRE SERVICE

Lawson Media — NYC PR

hiTechMODA's New York City PR company, Lawson Media, creates press releases syndicated across major newswires and search engines — including Google, Bing, and AP News.

Syndication points attract more than 150 million unique visitors each month for each runway show, before and after the event. Releases also achieve broad visibility through distribution to local television and independent news publishers across New York, Ohio, Virginia, and California.

hiTechMODA events are found across all major social media outlets including Instagram, TikTok, and Facebook.

Releases are made available in news databases including Bloomberg Terminal and Crunchbase, and distributed to 400+ targeted media professionals for the New York market alone.

GETTY IMAGES

Global Visual Distribution

Exclusive Access

Exclusive access to Getty Images for media coverage and global exposure — elevating your runway photography to an international stage.

Massive Global Reach

Syndication places your content in front of a vast network including media outlets, corporate clients, and creative professionals in almost every country worldwide.

Increased Visibility

Being part of the Getty Images platform — a first-place stop for those seeking visual content — significantly raises the profile of your collection.

Fashion Week Online & Global Impact

550K+

Fashion Week Online
Viewing Audience

150M+

Monthly Wire Service
Unique Visitors

400+

Targeted Media
Professionals (NYC)

FASHION WEEK ONLINE

Exclusive hiTechMODA Channel

Parisian-headquartered Fashion Week Online is the premier digital news and information resource dedicated to covering and promoting the international fashion week circuit — particularly the 'Big Four': New York, London, Milan, and Paris.

hiTechMODA is the ONLY production house with an exclusive channel on this premiere media outlet with a viewing audience of over 550K followers.

We also offer publication opportunities in top outlets such as Harper's Bazaar UK and ELLE UK. We work in areas not seen in traditional media — reaching new audiences beyond social media alone.

FOR YOUR BRAND

- ✓ Global wire service syndication
- ✓ Getty Images photo access
- ✓ Fashion Week Online listing
- ✓ Harper's Bazaar UK feature
- ✓ ELLE UK feature
- ✓ Bloomberg & Crunchbase
- ✓ 400+ NYC media contacts
- ✓ Social: IG, TikTok, Facebook

6-Day Program — Tokyo 2026

16 – 21 June 2026 • Tokyo, Japan

DAY	DAY	DAY	DAY	DAY	DAY
01	02	03	04	05	06
16 JUN	17 JUN	18 JUN	19 JUN	20 JUN	21 JUN
ARRIVAL	TOKYO	FASHION SHOW ★	MT. FUJI	DISNEYLAND	DEPARTURE
Airport meet & greet	Senso-ji Temple	Chapel PrimaLuce	5th Station	Tokyo Disneyland®	Breakfast & Check-out
Hilton Tokyo Bay check-in	Tokyo Skytree	Runway Show	Lake Ashi Cruise	Optional Photoshoot	Airport Transfers
Welcome briefing	Shibuya Crossing • Ginza	Media & Networking	Hakone Ropeway	Group Dinner (TBC)	Farewell

Discover Japan

Tokyo • Mount Fuji & Hakone • Tokyo Disneyland®

Senso-ji Temple

D2

Day 2 — 17 Jun

Ancient Buddhist temple & Nakamise shopping street in the heart of Asakusa, Tokyo.

Shibuya Crossing

D2

Day 2 — 17 Jun

The world's busiest pedestrian crossing — an iconic Tokyo landmark known globally.

Tokyo Skytree

D2

Day 2 — 17 Jun

Japan's tallest tower offering panoramic views of Tokyo and beyond on a clear day.

Mount Fuji

D4

Day 4 — 19 Jun

Mt. Fuji 5th Station + scenic Lake Ashi cruise + Hakone Ropeway panoramic views.

Tokyo Disneyland®

D5

Day 5 — 20 Jun

Japan's most magical theme park — optional photoshoot + group dinner (TBC).

Meiji Shrine & Ginza

D2

Day 2 — 17 Jun

Tranquil forested Shinto shrine in Harajuku, plus luxury shopping in Ginza district.

Airfare Pricing Reference

Estimated USD fares from U.S. & Canadian hubs to Tokyo NRT/HND • Depart 15 Jun — Return 21 Jun 2026

DEPARTURE CITY	DATES	BEST FARE (USD)	TOP AIRLINE	NOTES
Miami (MIA)	15–21 JUN	\$1,200	ZIPAIR	Best value overall
Washington D.C. (IAD)	15–21 JUN	\$1,200	ZIPAIR / United	Via stop
New York (JFK/EWR)	15–21 JUN	\$1,600	JAL / American	Direct available
Los Angeles (LAX)	15–21 JUN	\$1,600	American	Direct
San Francisco (SFO)	15–21 JUN	\$1,500	United	Direct
Chicago (ORD)	15–21 JUN	\$1,900	JAL / American	Direct
Toronto Pearson (YYZ)	15–21 JUN	\$1,300	Air Canada	Direct
Vancouver (YVR)	15–21 JUN	\$900	ZIPAIR	Best Canada value
Montréal (YUL)	15–21 JUN	\$1,400	Air Canada	Direct

† All fares estimated USD. ZIPAIR: low-cost carrier — verify baggage allowances. Confirm all fares with airline or travel agent before booking.

Fashion Forward

See You in Tokyo

MODA IN TOKYO 2026 • 18 JUNE 2026 • CHAPEL PRIMALUCE, HILTON TOKYO BAY

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Contact us today to elevate your brand! — INTERNAL PROGRAM BRIEF — CONFIDENTIAL