



Worldview | Tokyo Fashion Week Toasts Two Decades of Trailblazers

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This week's round-up of global markets fashion business news also features China's rebuke of Dior, South African Fashion Week's pause and runway spectacles in Dubai and Buenos Aires.



A model walks the runway during the Haute Mode Hirata rehearsal show at Tokyo Fashion Week on Sep. 3, 2025 in Tokyo, Japan. (Getty Images)

Tokyo Fashion Week marks two decades with its anniversary edition. The biannual event, which has been officially called Rakuten Fashion Week Tokyo since the Japanese e-commerce giant became title sponsor in 2019, took place from Sep. 1-6 in the capital. The runway featured established brands like Tsumori Chisato, who celebrated her 35th anniversary in business this year, and Haute Mode Hirata, the brand founded by the legendary late milliner Akio Hirata now led by his daughter Ohko Hirata, as well as up-and-coming brands Fetico (by Emi Funayama), Pillings (by Coconogacco alumnus Ryota Murakami), Seivson (by Tzu Chin Shen) and newcomer Mukcyen (by Yuka Kimura). Several buzzy menswear brands, including Kamiya, were absent as they showed off-schedule earlier in the year. The event paid special tribute to 88-year-old Hiroko Koshino, an iconic figure in Japanese fashion who has been continuously presenting twice a year since 1977, nearly three decades before the establishment of the current event in 2005 under the auspices of Japan Fashion Week Organisation. [BoF Inbox]





South African Fashion Week skips a season in a 'strategic pause'. The biannual event, last staged in Johannesburg in April, will not take place this month as originally planned. Citing "global shifts in supply chains, the rise of fast fashion and the growing urgency of sustainability," event organisers said the aim is to develop a format better suited to the domestic market "and the Global South while remaining connected to the Global North." Funding was not mentioned as a factor. During the pause, organisers pledged to continue sharing designers' new collections and news across digital platforms, and directing consumers to points of purchase. SAFW director Lucilla Booyzen confirmed that the intention is to resume physical shows next year following a "recalibration" of the event. "It is vital that we take a season to listen, think, and reflect together as a designer community and the industry at large, so that we can shape the best new direction and secure a thriving future for our industry," she said. Booyzen launched South African Fashion Week in 1996, and many of the country's breakout designers have appeared at the event over the years. [BoF Inbox]

Southeast Asian designers make waves at Dubai Fashion Week. The biannual showcase, held from Feb. 1-6 in the United Arab Emirates city, featured around 30 haute couture and ready-to-wear brands on the runway. Founded by the Dubai Design District (D3) and the Arab Fashion Council, the event cast a wide net yet again including a few designers from the wider Middle East region, brands from India, France, Nicaragua and Poland and half a dozen Italians in partnership with the Italian Trade Agency. Alongside Dubai-based labels like Lama Jouni, Mrs. Keepa, Dima Ayad and Heba Jasmi, this season saw Southeast Asian designers feature prominently on the calendar such as Buttonscarves, Benang Jarum and Nada Puspita from Indonesia and the return of Rizman Nordin and Ruzaini Jamil, the duo behind Malaysian couture house Rizman Ruzaini. [BoF Inbox]

Dior is fined by China's cybersecurity authority over data breach. The French luxury brand has reportedly been penalised by the Chinese authorities for violating rules on data transmission. Citing the National Cybersecurity Notification Centre, state news agency Xinhua reported on Tuesday that an investigation followed May media reports of Dior customers in China receiving text messages about a data leak. Investigators found that the Shanghai unit of the company transmitted personal information to the brand's headquarters in France without conducting a safety appraisal or obtaining certification, the statement said. The government urged others to learn from the case and strictly adhere to China's Personal Information Protection Law. [*China Daily, South China Morning Post*]

Ukrainian Fashion Week focuses on national identity amid war. More than 50 local brands presented their latest collections at Ukrainian Fashion Week in Kyiv from Sep. 4-8 including Kachorovska, Viktoranisimov, Gaptuvalnya, J'amemme, Andreas Moskin and TG Botanical. "Today, fashion – like culture as a whole – has been entrusted with a mission: to protect our identity. Through the universal language of fashion, we tell the world about our creativity, freedom and dignity. Ukrainian Fashion Week remains a key platform that amplifies Ukraine's voice on the global stage," said Iryna Danylevska, event





founder and CEO. The event took place despite Moscow's intense aerial bombardment on Kyiv in recent weeks and mounting casualties after more than three years of war since Russia's full-scale invasion of Ukraine in 2022. [BoF Inbox]

Buenos Aires Fashion Week spearheads European Union collaboration. Held from Aug. 28 to Sep. 5, the biannual event is organised by IRSA, a leading Argentine real estate developer and shopping centre operator. Juliana Monsalvo, director of the event also known as Bafweek, confirmed that its mission is "to showcase the talent of our brands, designers and creatives." The Spring Summer 2026 season featured urban-focused labels Revolver, Bestia and Bolivia alongside artisanal brands Gusmán, Blue Sheep and Heidi Clair, and refined womenswear from Vanesa Krongold, Sadaels and María Cher. Mid-market players Portsaid and Bowen also took part. A highlight was a collaboration between the European Union Delegation in Argentina and the University of Palermo in which students reinterpreted the textile traditions of EU member states. [Graciela Martin for BoF]

Budapest Central European Fashion Week welcomes more local talent. The latest edition of the event, held from Sep. 1-7 in the Hungarian capital, showcased more local brands than ever, including recent graduates of the Moholy-Nagy University of Art and Design (MOME) and the Budapest Metropolitan University (METU) Fashion and Textile Design Programme. Locals joined designers from six countries (Czechia, Romania, Slovenia, Slovakia, Serbia, and Ukraine) across the wider Central and Eastern Europe region in a showcase totalling over 100 presentations. [BoF Inbox]

India slashes consumer goods tax but raises tax on high-priced apparel. The government has overhauled India's goods and services tax (GST) 'slabs' (tiers), slashing levies on hundreds of products ranging from toothpaste to small cars as it seeks to boost consumption and offset the potential impact of US tariffs. Effective Sep. 22, GST on apparel priced over 2,500 rupees (\$28) will be raised to 18 percent (from 12 percent), but apparel costing less than that will be taxed 5 percent; fibre, yarn and footwear costing less than \$28 will be taxed at 5 percent. Footwear priced over \$28 will remain at 18 percent GST. [Arnika Thakur for BoF]

Mexican singer Peso Pluma is a New York Fashion Week ambassador. The Grammy-winning, Guadalajara-born musician has been appointed by the Council of Fashion Designers of America, alongside model Anok Yai and Puerto Rican rapper Young Miko. With more than 38 million monthly Spotify listeners and 15 million Instagram followers, Pluma is a Latin music heavyweight and an emerging fashion influencer. [Graciela Martin for BoF]

Warburg Pincus is reportedly eyeing a stake in Indian jeweller Candere. The New York-based global private equity firm is in discussions with Candere parent Kalyan Jewellers to acquire about a 10 percent stake in the brand for around 800-850 crore rupees (\$90.6-96.3 million), according to people familiar with the matter. The Mumbai-based brand was founded in 2013 as an online jewellery retailer and acquired in 2017 by Kerala-based Kalyan, which bought the remaining 15 percent in 2024. [Economic Times]





[Egypt's garment exports rise 26 percent in Jan-Jul period.](#) The country's Apparel Export Council chairperson Fadel Marzouk said that readymade garment exports rose to nearly \$1.939 billion during the first seven months of this year, citing a boost from foreign investments partners in countries like China and Turkey. The AEC has set a target of \$12 billion in exports by 2031. [*Fibre2Fashion*]

[India's apparel exports are expected to shrink by 6-9 percent in 2026.](#) Ratings agency ICRA has updated its outlook for the Indian apparel export industry, revising it from stable to negative following the doubling of US tariffs on India. Revenues of apparel exporters may fall by as much as 9 percent in the 2026 financial year, despite a diversion of output to other geographies. [*Economic Times*]

[Turkey's apparel exports fall 7 percent per cent in Jan-Jul period.](#) Exports reached \$9.4 billion in the first seven months of the year, marking the third year of contraction. Knitted and woven categories both declined — down 5 percent and down 9.6 percent respectively year-over-year. [*Fibre2Fashion*]

[Indian traditional clothing brand Kiaasa secures IPO approval.](#) The Ghaziabad-based brand founded in 2018 by Om Prakash and Amit Chauhan is seeking to raise 55 crore rupees on the Bombay Stock Exchange SME platform to fund expansion plans. [*Business Standard, Tracxn*]

[Bulgari taps South Korean singer Jang Wonyoung as brand ambassador.](#) The Italian jeweller has signed an endorsement deal with the member of K-pop girl band Ive. Jang, who has been part of the group since its debut in 2021, has more than 14 million Instagram followers. [*JoongAng Daily*]

[Australia's Qantas taps Rebecca Vallance to redesign its uniforms.](#) The Australian flag carrier has chosen the Sydney-based fashion designer to overhaul its airline uniforms. The first revamp in over a decade, Vallance's uniforms will launch in 2027, replacing the current design by Martin Grant. [*BoF Inbox*]

[Ami Paris taps Chinese actor Zhou Yiran as brand ambassador.](#) The French fashion brand has linked arms with the Chongqing native, whose real name is Zhou Haoran and who is known for roles in television dramas like "A Little Mood for Love." [*BoF Inbox*]

[Indian actor Ishaan Khatter becomes campaign face for Hugo Boss.](#) The German fashion brand's new ad campaign features the actor known for roles in miniseries such as "A Suitable Boy", "The Perfect Couple" and "The Royals". [*Economic Times*]

