



Co-creation project for future fashion based on sustainability



Expo 2025 Osaka,
Kansai, Japan
official character
“MYAKU-MYAKU”
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2025.9.23.Tue → 2025.9.29.Mon

**Osaka Chamber of Commerce and Industry and Kansai Fashion Association
will take initiatives in exhibiting
17 SMES and startups in the Osaka Healthcare Pavilion at the Japan
EXPO 2025 from September 23 to September 29, 2025.**

OUTLINE

This project is aimed to support the growth and development of SMEs and startups especially in the textile & fashion industry, through participating in the Japan EXPO 2025. We will aim to co-create innovation by inheriting the spirit of collaboration between the SMEs and startups.

Exhibition Period:

September 23 (Tue) – 29 (Mon), 2025

Place:

Osaka Healthcare Pavilion ‘Reborn Challenge’

Project Name:

Co-creation project for future fashion
based on sustainability

Exhibition Title:

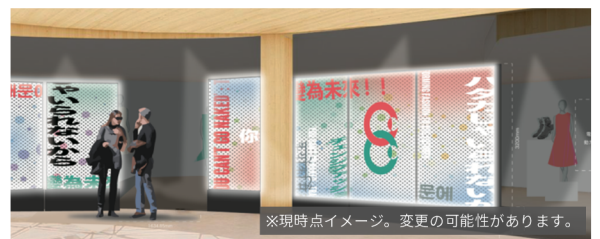
‘You can’t go naked’: transforming fashion to the future!!

Exhibitors:

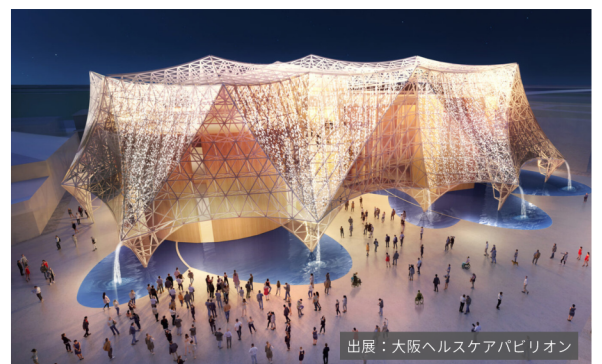
17 SMEs and startups operating or located
in Osaka Prefecture

Operating Organizations:

Osaka Chamber of Commerce and Industry (OCCI)
Kansai Fashion Association. Co-op (KanFA)



This is a certified “Reborn Challenge Project”.
The “Reborn Challenge” is a project to discover outstanding SMEs and startups from Osaka who aim to participate at Expo2025, and to support them so that they can effectively present their achievements at the Osaka Healthcare Pavilion. This project is to support SMEs and startups not only during the Expo period, but also throughout the preparation for and after the Expo. <https://osaka2025.site/en/>



Exhibitors and Concepts

“WakuWaku” Zone

～ feel the future, feel the change～

Exhibitors:

Bulolorange Care Fashion Co., Ltd. Regeta Co., Ltd. YAMAMOTO CORPORATION. CO., LTD. YOSHIDA LTD.

Concept:

Feel the future, feel the change. Become who you want to be.

The Zone name ‘WakuWaku’ means a feeling of excitement. This zone will use shoes combined with technology to give a hint of new ideas for the future.

This zone will also use recycled rubber to express the excitement of fashion to all, including the elderly and gender equality.



“BillyBilly” Zone

～Futubilly～

Exhibitors:

HOKKOH CO LTD Marujyu OSAKA INSTITUTE OF FASHION ROICE ENTERTAINMENT INC. TAIYO SYOUTEN CO.,LTD.

Concept :

Feel a tingling sensation of Osaka's design impact (feat. BILLIKEN)

The Zone name ‘Futubilly’ combines ‘Future’ and Billiken. Billiken is known as Osaka’s symbolic ‘GOD’ to bring luck. This zone will use Billiken as a model to express Osaka’s innovative materials such as synthetic leather made from rice. This will be dyed using ecofriendly printing technology. Japanese kimono fabric will be presented with modern design using traditional Japanese dying methods. This will be designed by Osaka’s young students.



“KuruKuru” Zone

～ Re : White to Re: Black ～

Exhibitors:

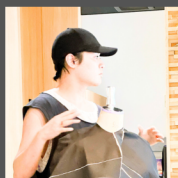
Kyoto Montsuki Inc. OSAKA INSTITUTE OF FASHION Sankei Meriyasu co.,ltd. Yoshimura Industry co. ltd,

Concept:

Feel a new sense of world with Japan’s traditional black dying method ‘Kurozome’ and Japan’s traditional circular knitting machine.

*Black in Japanese is ‘Kuro’ and going round and round in Japanese is ‘Kurukuru’.

The key material in this zone will be ‘recycled airbags’ which will be transformed into a fashionable item using the above traditional methods. This will be designed by Osaka’s young students.



“KiraKira” Zone

～ Watch over the future ～

Exhibitors:

Matsuo International Corporation Momotanijuntenkan Ltd. Omikenshi Co., Ltd TOKI SEN-I CO., LTD

Concept:

Feel the beauty of future fashion, utilizing solar energy and transparency.

‘Sparkling beauty’ in Japanese is expressed as ‘KiraKira’. ‘Photosynthesis’ which is a process used by plants to convert light energy into chemical energy will be expressed through fashion. The beauty of ‘Transparency’ and ‘Scent’ will also be expressed in this zone using greenery and technology.

