

Directrooms.com – International Designers Gather for September's Rooms 21 Tokyo Trade Show

Japan's premier design and fashion show will host 400 international designers and boost demand for hotel rooms in the Yoyogi district

July 21, 2010 (FPRC) -- Rooms 21, Japan's most prestigious and innovative fashion and design trade show, is slated to run 31 August through 2 September at Tokyo's Yoyogi National Stadium in Roppongi Hills. Over 400 domestic and international designers will gather to present their latest offerings to the trade and general public in the upscale surroundings of Roppongi Hills.

At this important international event, exhibitors will show fashions for women, men and children, denim, accessories including hats, belts, bags, hosiery, luxury travel goods, jewellery, sportswear and much more. Also on show will be homewares, beachwear, decorative art and embroidery products.

Design is of ultimate importance for Japanese consumers, with around 15,000 visitors to the expo's previous showing and more expected at this event. Visitor profiles include international and domestic buyers from major malls, department stores and designer boutique chains as well as the fashion conscious Japanese general public.

The world city of Tokyo receives millions of visitors yearly and has a well organised hospitality sector. Even so, exhibitors and visitors from outside the city often prefer to book Tokyo hotels close to the venue, with this fashionable area's nightlife an added draw. According to DirectRooms.com, the best way to book a suitable room is by looking online in advance.

The marketing head of DirectRooms.com, Lek Boonlert, comments, "We advise travellers to the show that booking well in advance is the best way to secure a hotel room close to the venue."

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About DirectRooms

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 50,000 hotels worldwide.

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