

Attractiveness of Bemberg First exhibition focusing solely on Bemberg.



This joint exhibition was held to spread the attraction of Bemberg and its sustainable features. Artworks by art calligrapher and spacial designer are displayed as an entrance installation. Pinwork on sewing dress forms expressed charms of Bemberg as a liner such as elegant gloss, great color, modest tension, and drape. Bemberg as sustainable material is also appealed with a biodegradable shirt and exhibit panels and seminars. There was also a section that customers can experience Bemberg's high-performance features like absorbing / desorbing function and antistatic function with sample garments and experimental equipment. By promoting those functional aspects of Bemberg, customers commented that this experience could be a hint to recommend Bemberg as one of options for custom-made suit, or to present its attraction to customers on online platform.

At the front fabric and sample products section on the second floor, top selling striped patterns and a night wear with cupra 100% fabric by Meirin Seni Co., Ltd. are displayed. HIKARI Co., Ltd. presented their printed and secondary processed products, and products related to underwear are also displayed at Asahi Kasei Advance Thailand corner.

This joint exhibition was achieved because of our partnership with Asahi Kasei Corporation. By presenting Sankei's activities which our competitors cannot do, this exhibition was able to appeal our strength as a manufacturer.

Date: February 4th to 6th 2020 / Number of visitors: 160

