

Cosecha in Tokyo

On September 16, 17 and 18, Cosecha will be participating in Tokyo ROOMS 2009 as an exponent of Argentinean design. The selection was made by Chancery, Buenos Aires Fashion Office, Japan's Embassy and the company HP France in Tokyo.

What was taken into account was the level of design, commercial development, brand's identity, product quality

and coherence between product, brand's image, prices and plausibility in Japanese market.



ROOMS is held twice a year since 2000 and is specialized in fashion, but has gradually incorporated objects and services connected with Art Living (interior design, art and tourism). For this motives ROOMS is considerate a place not only for commercial promotion, but for cultural and touristic development.

In the last edition, ROOMS received 11 thousand visitors, of which 7 thousand were buyers, besides the coverage of more than a thousand media.

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