



**ASIA  
FAIR  
TRADE  
2016**



**Love & Sense -  
Selling at the  
Japanese Market**

*Natsumi Iwa*

# Love&sense, selling at the Japanese market

Natsumi Iwa, shop manager of  
Love&sense, Fukuichi Co., Ltd

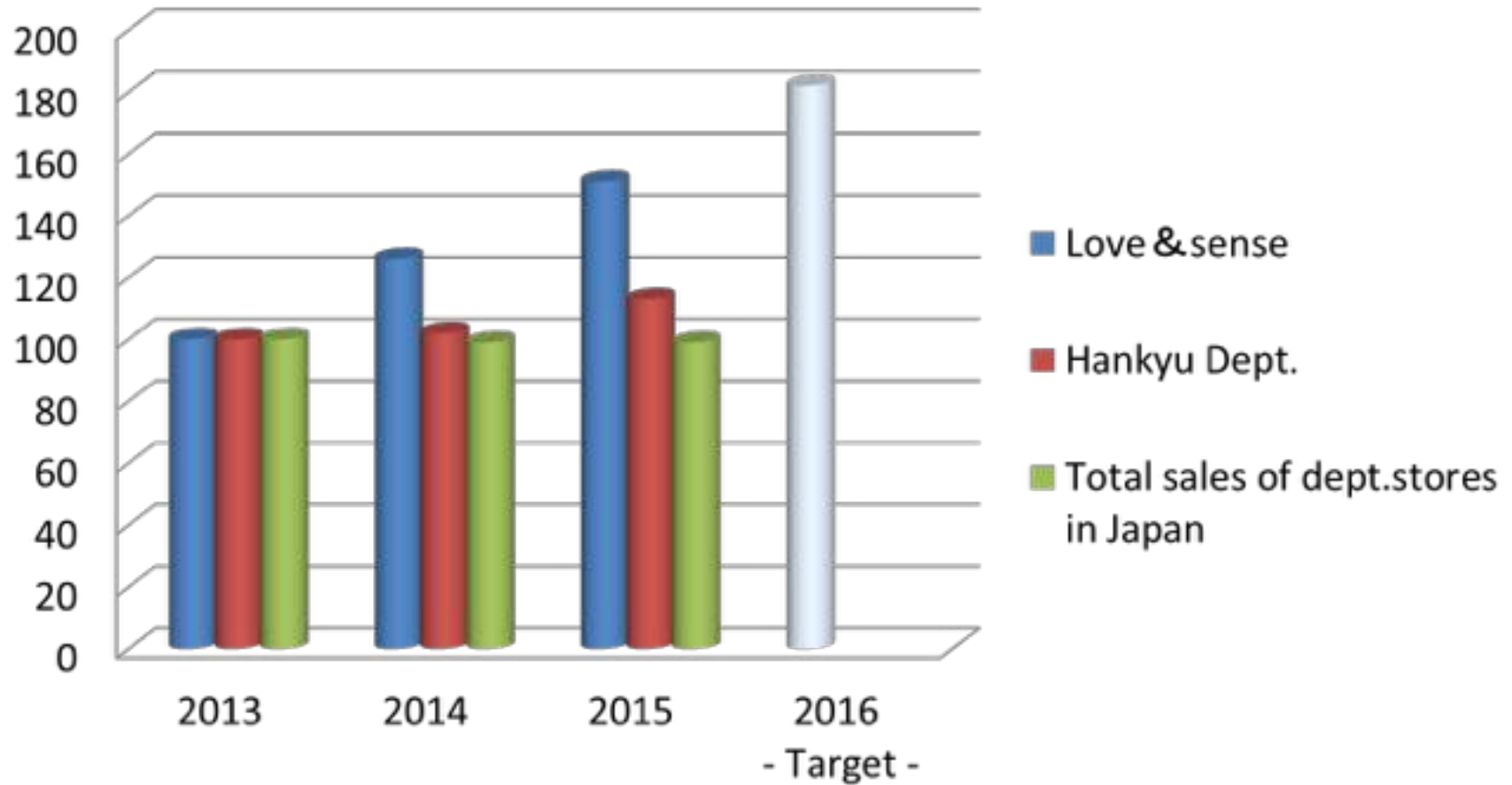
# How to sell your Fair Trade products in Japan.

# What is Love&sense?



Love & sense

# Growing: Love&sense



Love & sense

# 2014 WFTO asia



Love & sense

# 1. Foreign object



Love & sense

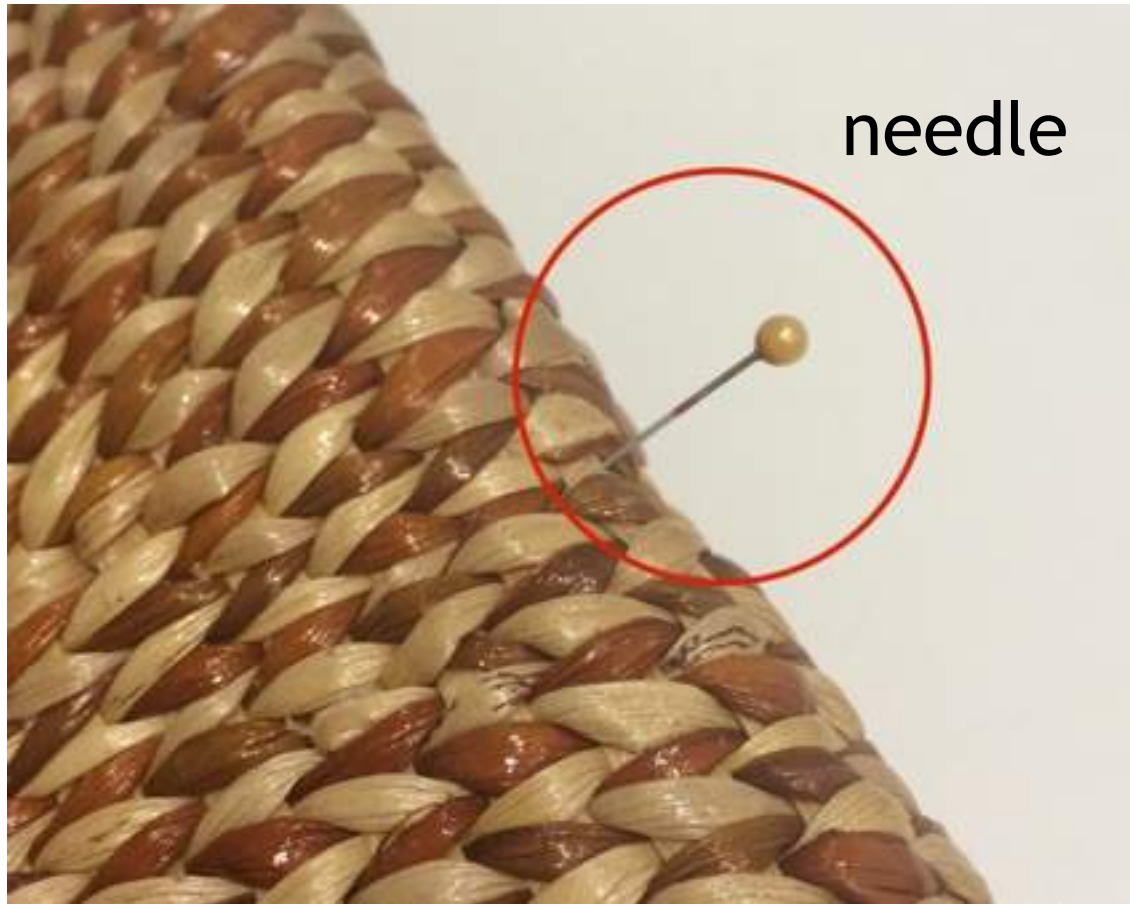
# Foreign object



Love & sense



# 1. Foreign object



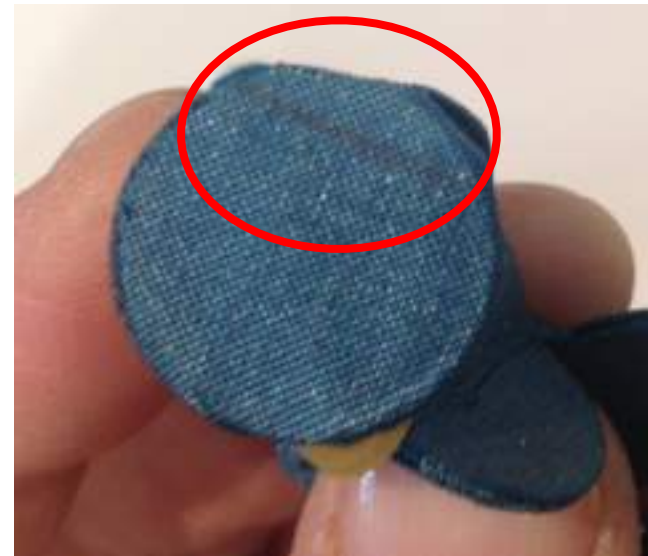
Love & sense

Police may come



Love & sense

## 2. Damage



Love & sense

## 2. Damage



Love & sense

# 3.Story

## Silk necklace from Vietnam



## Story card of necklace



# 3. Story



H&M  
1299JPY  
(12USD)  
(440THB)



Love&sense  
9200JPY  
(90USD)  
(3130THB)

Story=Value

Love & sense

# 3. Story



People who  
made=Story

Love & sense

# Keys to grow sales

1. be careful to foreign objects in your product avoiding police come.
2. pay attention to breakage and stain to get customers credit.
3. telling your story to customers.



Thank you

# How the recognition ratio of fair trade has been changed in Japan

2006

2015

