

SENZOU conquers Japan

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MODE(IN)FRANCE

TOKYO 11/01-13/01 2017

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In Japanese [SENZOU](#) means a « fan », the symbol of this **costume jewellery** label created in **Marseilles** by Marie-Laure Rocca Serra.

The label's conquest of the Japanese market was inevitable, and it is only natural that they would participate for the first time in the « **Mode in France** » trade show in **Tokyo**. This trade show, specialising in fashion and accessories from France, is open until 13 January in the Japanese capital and has been successfully organised by the Fédération Française du Prêt à Porter Féminin (FFPAPF-French Women's Ready-to-Wear Trade Association) for the last 20 **years**. It is a guarantee of confidence for Japanese buyers appreciative of French skills and know-how.

The success Senzou's first creations enabled the label to be chosen by the **MMMM** as a laureate of the 2014 edition of the [M MAJOR](#) competition which rewards young designers based in Marseilles. Since then the label has come a long way and their necklaces, sautoir necklaces, earrings and bracelets have won over a vast number of French and International customers.

Senzou will soon be at the Bijorhca and Première Classe international trade shows in Paris to present their new collection.

A **success story** to be followed closely!

[Mode in France](#) du 11 au 13 janvier 2017 à Tokyo

[Bijorhca](#) du 20 au 23 janvier 2017 à Paris
[Première Classe](#) du 20 au 23 janvier 2017 à Paris