

LONDON'S
PREMIER
JAPANESE
FESTIVAL



JAPAN MATSURI



Sunday 21 September 10am - 8pm
Trafalgar Square

Stage Performances All Day

Dance, Song, Cosplay, Traditional Music, Martial Arts And Japanese Food Stalls



www.japanmatsuri.com

✕ [japanmatsuri](#)
📷 [japan_matsuri](#)
📍 [Japan.Matsuri.London](#)

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JA

JAPAN
ASSOCIATION
英国日本人会

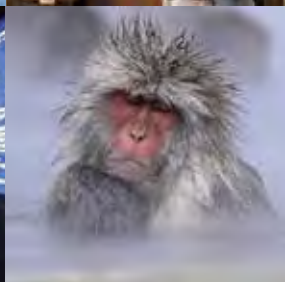
Jcci uk
Japanese Chamber of Commerce and Industry in the UK



日本クラブ
NIPPON CLUB



We are Japan Matsuri, a registered charity (Charity Commission Number 1150911) and welcome your donation to promote Japanese culture in the UK. For further information, please contact us at contact@japanmatsuri.com.



<https://www.japan.travel/en/uk/>

JNTO

Japan National
Tourism Organization



Japan.
Endless
Discovery.

Message from His Excellency Mr Hiroshi SUZUKI, Ambassador of Japan to the UK



It gives me great joy to extend a warm welcome to all visitors attending Japan Matsuri 2025! This fantastic festival, first held in 2009 at Spitalfields, has been taking place at Trafalgar Square since 2012. Now celebrating its 15th anniversary, Japan Matsuri offers a great opportunity to enjoy Japanese culture in many ways.

Throughout the day, the stage will feature a diverse programme of performances, including demonstrations of martial arts, traditional music and pop culture. You will also find a variety of stalls offering delicious Japanese foods and drinks, cultural attractions such as *origami*, and travel tips on Japan's many fascinating destinations.

This festival has been made possible by the tremendous voluntary efforts of Japanese residents in the UK and British friends of Japan, and the generous support from the sponsors. I would like to express my deep gratitude to all involved, especially Japan Matsuri Ltd, which consists of the Japan Association in the UK, the Japanese Chamber of Commerce and Industry in the UK, The Japan Society and the Nippon Club. Let me also thank the Greater London Authority and the City of Westminster Council for their kind assistance.

I wish you all a truly enjoyable day at Japan Matsuri 2025!



His Excellency Mr Hiroshi SUZUKI,
Ambassador of Japan to the UK





WASABI!

S&B® *Authentic Taste of Japan*

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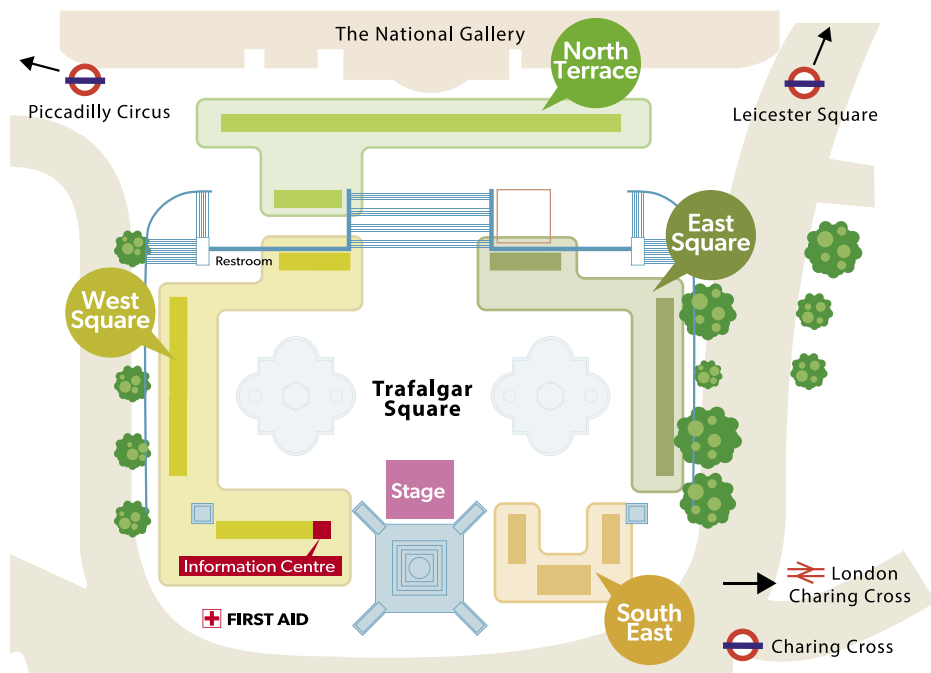


[sbfoods.uk](https://www.sbfoods.uk)



GOLDEN CURRY

Festival Site Map



**Scan here!!
Find your
favourite stall.**

North Terrace



West Square



East Square



South East



**Answer the questionnaire for a
chance to win Japan Matsuri goods!**

Thank you for coming to Japan Matsuri 2025!
We appreciate your visit and support and hope you had a great time.
To help us make future Japan Matsuri events even better,
we would love to hear your feedback and impressions.
Please kindly complete the survey by scanning the QR code.
Don't miss out - Japan Matsuri goodies could be yours!)
We appreciate your time and thoughts!





Programme

~Main stage~



10:00~11:00 **Opening Ceremony**

Joji Hirota and The London Taiko Drummers 廣田丈文&ロンドン太鼓

A must watch - Joji Hirota and The London Taiko Drummers at Japan Matsuri!
Joji Hirota's traditional beats have wowed audiences globally, including in LIVE EARTH at London's Wembley Stadium with 100 drummers. Join us to hear Japanese traditional and contemporary taiko drumming. <https://realworldrecords.com/artists/joji-hirota>

Japan Matsuri song IBUKI / Naomi Suzuki with Chelsea Kodomo no Hiroba Miyabi Nursery & Young Starts

ジャパン祭りソング『息吹』：鈴木ナオミと子供達

The Japan Matsuri Official Song: "IBUKI"! is a beloved song at Japanese festivals across the globe. Join us in the dance this year, with Naomi Suzuki, the kids from Chelsea Kodomo no Hiroba & Universal Young Stars!

<https://www.youtube.com/watch?v=-6iFFXga7Dw> <https://lit.link/naomisuzuki>
<https://chelsea-kodomonohiroba.co.uk/>





Opening Ceremony オープニングセレモニー

Japan Matsuri will be officially launched by the Chairman of Japan Matsuri Executive Committee and the Ambassador of Japan to the UK, who will lead a traditional Japanese kagami biraki, or ceremonial opening of a sake barrel, accompanied by the Matsuri distinguished guests.

Mikoshi Procession (Provided by Teikyo School United Kingdom) 神輿 (帝京ロンドン学園)

Look out for the mikoshi, a portable shrine with a phoenix on top, which will be carried around the square. If you hear the shouts of 'Wasshoi! Wasshoi!' you know you are in the right place!

<https://teikyo-london-uk.teikyo.jp/>

11:00~12:00

Sōran-bushi Performance ソーラン節 (立教英国学院)

Experience the energy and spirit of Japan by students from Rikkyo School in England with their performance of Sōran Bushi, a traditional festival dance! Accompanied by the rhythm of the taiko drums and captivating choreography, this show brings Japanese heritage to life and bridges between Japanese and British cultures. <https://www.rikkyo.co.uk/>

Radio Taiso ラジオ体操

Get moving with Radio Taiso, a classic Japanese exercise routine! Originally started in the 1920s, radio taiso is practised in schools, parks, companies, and festivals, it's a fun and energising way to refresh both body and mind. Join us for an easy exercise led by the teachers and graduates from Chelsea Kodomo no Hiroba!

Nippon Club Women's Choir The Green Chorus 日本クラブ女性合唱団グリーンコーラス

Tune into the musical magic of the Nippon Club Japanese Women's Choir! The Green Chorus has been spreading the joy of Japanese music across London at churches, festivals, and concerts for four decades, and just like every Japan Matsuri, they will be rocking the stage with their beautiful songs.

<https://www.nipponclub.co.uk/html/05.html>

<https://www.facebook.com/GreenChorusLondon/>

Shiranamikai Karate 英国空手白浪会

Watch students of all ages and grades demonstrate the three pillars of Shotokan karate: Kihon (fundamentals), Kata (forms), and Kumite (partner work)! Perhaps this performance will inspire your first step toward learning this fascinating and dynamic martial art. Karate with Shiranamikai and the Japan Karate Association is the ideal activity for the whole family.

<https://shiranamikai.co.uk/>

12:00~13:00

Mikoshi Procession 神輿 (帝京ロンドン学園提供)

Look out for the mikoshi, a portable shrine with a phoenix on top, which will be carried around the square. If you hear the shouts of 'Wasshoi! Wasshoi!' you know you are in the right place!

Yosakoi London Temuzu Japanese Dance Team よさこいロンドン天夢手

Catch Yosakoi London Temuzu in action!

"Yosakoi" is a Japanese dance style that combines elements of traditional Japanese dance and music with a variety of modern-day influences. With this vibrant dance, the London based Japanese dance group is sure to light up the stage at Japan Matsuri, don't miss out!

<https://yosakoilondon.co.uk>



Photography by Shinnou Kazaki

Programme

~Main stage~



~13:00

Let's Bon-Dance with MYAKU-MYAKU! ミャクミャク盆踊り

MYAKU-MYAKU is coming! Expo 2025 Official character MYAKU-MYAKU is visiting London especially for Japan Matsuri. MYAKU-MYAKU is practicing bon-dance and would love you to join in, too! <https://www.expo2025.or.jp/en/>

Ready Singer One レディー・シンガー・ワン

Ready Singer One, the UK's only Anime and videogame choir, are proud to present songs from your favourite Japanese media! From Attack on Titan, to Totoro, and Pokemon, the UK's nerdiest choir will delight you with their six-part choral arrangements of fan-favourite melodies. Ready Singer One are delighted to join the Japan Matsuri festival again, for an one-of-a-kind musical experience. <https://readysingerone.co.uk/>





13:00~14:00

LJ English Showa Kayoukyoku LJ イングリッシュ 昭和歌謡曲

Step back in time with LJ English for a nostalgic journey through the golden age of Japanese popular music! With style, humour, and a distinctive English twist, LJ performs classic Showa Kayoukyoku spanning the late 1940s to the 1980s. Each performance is a heartfelt tribute to the unforgettable soundscape of Showa Japan, a cross-cultural celebration of music and memory. <https://ljenglish.co.uk/>

Awa Odori (Japan Association in the UK) 阿波踊り (英国日本人会)

Step into the rhythm of one of Japan's most iconic summer traditions - Awa Odori! 「踊る阿呆に、見る阿呆、同じ阿呆なら、踊らな損、損」 As we say in Japanese; "The dancers are fools, the watchers are fools - if we're all fools anyway, we might as well dance!" Don't just watch, join the dance and become part of the festival spirit! www.japanassociation.org.uk

Let's Bon-Dance with MYAKU-MYAKU! ミャクミャク盆踊り

MYAKU-MYAKU is coming! Expo 2025 Official character MYAKU-MYAKU is visiting London especially for Japan Matsuri. MYAKU-MYAKU is practicing bon-dance and would love you to join in, too! <https://www.expo2025.or.jp/en/>

Cosplay Catwalk コスプレ・キャットウォーク

Cosplay is a popular pastime where participants express their love for their favourite fictional characters through detailed costumes and performance. Step into the world of Japanese anime, manga and games with our colourful catwalk on the main stage. This year's catwalk theme is "Summer Matsuri", join us for a vibrant array of costumes inspired by some of Japan's most beloved characters.

14:00~15:30

JERO11 Metal Shamisen Performance JERO11 メタル三味線

JERO11 is a heavy metal shamisen player and guitarist inspired by traditional Japanese music, anime, video game soundtracks and the yokai folklore and culture. He built his own electric box shamisen and developed a distinctive modern metal fusion style. <https://www.jero11.com/>

Radio Taiso ラジオ体操

Get moving with Radio Taiso, a classic Japanese exercise routine! Originally started in the 1920s, radio taiso is practised in schools, parks, companies, and festivals, it's a fun and energising way to refresh both body and mind. Join us for an easy exercise led by the teachers and graduates from Chelsea Kodomo no Hiroba!

Naomi Suzuki & Seika Ito A Dazzling J-Pop Duet 鈴木ナオミ J-pop デュオ

Get ready for a musical journey through the golden sounds of Japan! From the global sensation of City Pop, to the nostalgic charm of Showa-era classics (Pink Lady's song), and high-energy anime hits, Naomi Suzuki and Seika Ito bring it all to life with their perfectly harmonized duet performance. Join to hear classic acts and anime anthems, featuring a powerful tribute to Kimetsu no Yaiba (Demon Slayer). Piano: Saaya Matsumoto <https://lit.link/naomisuzuki>

ASP in the U.K.: Japanese idols U.K tour opening ASP (英国ツアー開幕)

Forget what you think you know about Japanese idol groups - ASP isn't it! Born from Tokyo's WACK and led by disruptor-in-chief Junnosuke Watanabe, ASP launched in May 2021 as the first act on WACK's own label since BiSH broke the idol mould. Tune in to rediscover Japanese Idol Groups! <https://purerecords.com/asp>



Photography by Shinobu Iizaki

Programme

~Main stage~



15:30~17:00

Performance of Japanese traditional calligraphy 書道パフォーマンス (立教英国学院)

Discover the depth and discipline of 'Japanese Calligraphy' as students from Rikkyo School in England present 'The Art of Japanese Calligraphy' at Japan Matsuri 2025. They will introduce this timeless art form to the UK audience, sharing the beauty and expression behind it. Don't miss this inspiring traditional show.

<https://www.rikkyo.co.uk/>



**Wadaiko Performance - Tamashii School of Wadaiko-Dō
和太鼓演奏一魂 School of Wadaiko-Dō**

Tamashii Drummers share the energy and spirit of Japanese Taiko with audiences around the world. Their performances fuse traditional and contemporary styles including the vibrant Fukui style with disciplined rhythm, expressive solos, and dynamic choreography!

www.tamashii.co.uk



The SOAS Min'yō Group SOAS 民謡グループ

Once again, we are excited to welcome The SOAS Min'yō Group to Japan Matsuri! Formed by the late Dr David Hughes, this awesome UK-based group loves teaching and performing traditional Japanese music.

Join us for a musical journey of a mix of charming min'yō (folk songs) from Japan with shamisen, shakuhachi, and lots of audience participation.

<https://soasminyo.wordpress.com/> https://x.com/SOAS_Minyo

17:00~18:00

Radio Taiso ラジオ体操

Get moving with Radio Taiso, a classic Japanese exercise routine! Originally started in the 1920s, radio taiso is practised in schools, parks, companies, and festivals, it's a fun and energising way to refresh both body and mind. Join us for an easy exercise led by the teachers and graduates from Chelsea Kodomo no Hiroba!

Kimono de Go with Japanese dance association Kimono de Go with 日本舞踊

This special collaboration created a stage performance that combines classical and contemporary Japanese dance styles, allowing you to enjoy special dances and traditional costumes! <https://www.kimonodego.com/>

Yuriko Kotani Stand-up comedy 小谷ゆり子 スタンダップコメディー

Yuriko Kotani is a UK-based Japanese comedian. She was named as 'one to watch' by Time Out and won the BBC New Comedy Award in 2015. She appeared on 'Russell Howard's Stand Up Central', 'Pointless Celebrities' (BBC1), 'Mandy' (BBC2), 'Pls Like' (BBC3), 'Paul Hollywood Eats Japan' (C4), 'Sorry, I Didn't Know' (ITV) and 'Comedy Central Live'. Don't miss the chance to see Yuriko's unique blend of sharp wit and cultural insight, a must-watch for comedy fans everywhere! <https://www.instagram.com/yurikocomedy/>

Ryukyu Kobujutsu 琉球古武術

We will be joined by Shihan Julian Mead, a 8th Dan master in Ryukyu Kobujutsu, who had trained in Japan under Grandmaster Motokatsu Inoue. Watch as he demonstrates the art of Ryukyu (Okinawan) traditional weapons, showcasing Kihon (basics), Kata (form), and Kumite (fighting).

<https://www.rkagb.com/>

18:00~19:00

Sakura Project - Koto Music collaborating with Sakura Choir London

琴演奏 (桜合唱団との共演)

Keiko Kitamura with her student and Masako Onishi will perform 'Merry-Go-Round of Life' from Ghibli's Howl's Moving Castle. 'Sakura Sakura' and 'Oboro-zukiyo ~ Inori' (Hazy Moonlit Night ~ Prayer) joined by our special guest: Sakura Choir London. www.keikokitamura.com

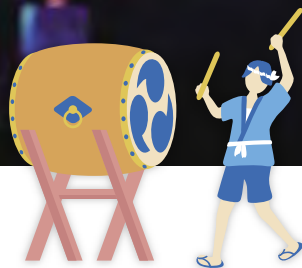
Okinawan music and Eisa performance (Dr David Hughes Memorial) ロンドン沖縄三線会

Get ready to celebrate cultural diversity and Okinawan heritage with the London Okinawa Sanshinkai! Sanshin is a stringed instrument that is indispensable to Okinawan music, and Eisa is a traditional performing art of Okinawa and is a powerful expression of respect for ancestors. An embodiment of the Okinawan spirit. Discover the spirit of Okinawa through the unforgettable experience of tradition, rhythm, and artistry.

<https://sanshinkai.uk>



Photography by Shinobu Iizaki



19:00~19:50

Radio Taiso ラジオ体操

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Finale Matsuken Samba + Japan Matsuri song

LJ English+Naomi Suzuki+Kids フィナーレ マツケンサンバ+ジャパン祭りソング 『IBUKI』

Get ready to turn up the heat at Japan Matsuri 2025!

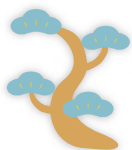
UK Enka sensation LJ English returns with dancers to ignite the stage with the legendary hit "Matsuken Samba". Join us for one last dance together and end Japan Matsuri on the highest note! But that's not all - LJ English will also team up with festival regular Naomi Suzuki, the incredible Japanese Kids, and a lineup of special guests to perform the Matsuri anthem "IBUKI" live!

<https://www.youtube.com/watch?v=-6iFFXga7Dw> <https://ljenglish.co.uk/>
<https://lit.link/naomisuzuki> <https://chelsea-kodomonohiroba.co.uk/>

Joji Hirota and The London Taiko Drummers 廣田丈自&ロンドン太鼓

A must watch - Joji Hirota and The London Taiko Drummers at Japan Matsuri! Joji Hirota's traditional beats have wowed audiences globally, including in LIVE EARTH at London's Wembley Stadium with 100 drummers. Join us to hear Japanese traditional and contemporary taiko drumming.

<https://realworldrecords.com/artists/joji-hirota>



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SEE THE ORIGINAL JAPANESE QUEENS ON THE WEST END STAGE!

SIX

PERFORMED IN JAPANESE WITH ENGLISH CAPTIONS



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4 TO 9 NOVEMBER 2025

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*Contact us for more details
contact@sixthemusical.com

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Japan
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JAPAN MATSURI 2025

弊社の原点は今から40年前、

1985年6月25日の日経新聞「私の履歴書」で

斎藤英四郎氏（新日鐵会長）が書かれた

「大成は常に窮苦の日に存す、

事破るるは多く得意の時にあり」に

鼓舞されてロンドンに

日系初の保険ブローカー会社を

設立して今日に至っております。

指針は「公平性と透明性」を軸に

「世のお役に立つ事」が

事業の指針であります。

多くの顧客の皆様に感謝し、深く御礼申し上げます。

ジャパン・イングランド・インシュアランス・ブローカーズ

代表取締役会長 佐野 圭作



JEIB

Japan England Insurance
Brokers Limited

40th
Anniversary

JAPAN ENGLAND INSURANCE BROKERS LIMITED

Bridgeは、ヨーロッパにてビジネスの展開・拡大からその後の管理を目指す全てのお客様のワンストップショップ(one-stop shop)ソリューションです。

アムステルダムに本社を置き、ロンドンを始めとする計5つの事務所に約95名の各専門家が在籍しており、ヨーロッパ全域のパートナーとの強固なネットワークを通じて幅広いサービスを提供しています。

- ✓ 会社法（法人の設立など）
- ✓ 会計（記帳代行、各種レポート作成など）
- ✓ 税務（VAT、法人税、移転価格税制、個人確定申告など）
- ✓ 給与計算（オランダ国内外の支社を含む）
- ✓ 移民法（労働許可証の申請代行など）
- ✓ 人事に関する全般的なサービス
- ✓ 雇用法（雇用契約書の作成～終了までの法的サポートなど）

Japan Desk 担当者：

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London, W1W 5PF

England



Photography by Shimohi Kazaki

Stalls

**Scan the QR-code!!
Find your favourite stall.**
<Festival Site Map on Page 5>



North Terrace

British Airways, Finnair, Iberia, Japan Airlines

Our joint stall showcases British Airways, Finnair, Iberia, and Japan Airlines, highlighting our Europe-Japan network, new routes, loyalty perks, and multi-airline bookings, all with a warm welcome from our team.

Central Japan Railway Company

Introducing tourism in Japan, including popular attractions and transport in the Central Japan region, such as the Tokaido Shinkansen (high-speed rail) and local trains.

East Japan Railway Company

Tourism about the Eastern Japan region, for example, Tohoku, Nagano, Niigata, etc. Learn about the railway network and its rail passes.

Hokkaido Fine Foods

Hokkaido products including regional specialty foods and other unique goods.

Hokkaido Tourism Organization

We will introduce the grandeur of Hokkaido's nature, its unique culture, and the charm of the coexistence of urban and natural environments!

Japan Airlines Co., Ltd.

Visit us for our origami airplane workshop and target game. Wear a uniform and have your photo taken!

Japan Association in the UK

Handmade Japanese goods, kimono, obi and second-hand goods.

The Japan Foundation, London

Information on learning Japanese and how The Japan Foundation can help you. Try fun Japanese language activities!

Japan House London

Learn about Japan's role in the evolution of pictograms and make your own pictogram badge. Test your knowledge and win with our competition, and discover more about 'Pictograms: Iconic Japanese Designs' - our current exhibition.

Japan Local Government Centre

Learn about the regions of Japan and discover new places to visit on your next trip!

Japan National Tourism Organisation

A chance to ask questions and start planning where to go on your next visit to Japan.

Japan Premium Food & Travel

Matcha powder, drinks, confectionery, and Japanese rice & seasoning.

The Japan Society

Visit us to learn about the Society and for a chance to win tickets to the Grand Sumo Tournament!

London Shakunage-kai

Fukushima Agricultural Products including fruit, peach juice, ramen, dried sweet potatoes, fried noodles.

MIKI HOUSE

Original MIKI HOUSE apparel products for children, such as shoes and jinbei, all thoughtfully made in Japan.

Nakayoshikai - The Japanese Friendship Group

Enjoy children's books and traditional games like Super Ball Scooping, and Wanage (ring toss). Fun for all ages! Win fantastic anime figures from popular series!

Nintendo

Meet Pikmin, the protagonists of Nintendo's beloved game series! Capture your Japan Matsuri memories at the Pikmin photo booth, pick up a Pikmin visor, and collect exclusive Pikmin in the Pikmin Bloom app. All activities are free of charge!

Oita Prefecture

Discover Japan's hot spring paradise – Oita Prefecture. Promotional videos and brochures are available. Take our survey to get a freebie!

Otakky

Trading card games, plush, toys, figures and other goods from various famous Japanese manga including Pokémon, ONE PIECE, Yu-Gi-Oh! Dragon Ball, and more!

Rikkyo School in England

Step into the world of Rikkyo School in England and meet our students to learn what it's like to study at a Japanese boarding school in the UK. Join our students for fun language challenges and cultural games.

UCC Europe Limited

Enjoy the Perfect Brew with Ueshima Coffee! Experience authentic Japanese coffee roasted with passion. Freshly brewed, rich in flavor — only at our booth!

Yamada Onigiri

Freshly made, pre-packed riceballs just like those in Japanese convenience stores—filled with teriyaki chicken, grilled salmon, spicy tuna mayo, takana, and more for a delicious, on-the-go meal!



West Square

AUN

Yakisoba fried noodles, takoyaki, karaage fried chicken, and tempura prawns.

Bento Boys

We're "Bento Boys", a Japanese takeaway serving homemade-style bento boxes with chicken, seafood, or vegetarian options, inspired by traditional home cooking with rice, vegetables, pickles, and a main dish.

Buy & Bite

The UK's first Omurice brand, bringing a menu packed with excitement —crispy bao buns, chicken karaage, curry fries, and soba bowls. It's a true celebration of flavour and fun!

Hidden Curry

Japanese curry.

Japan Centre Group Ltd

Karaage, takoyaki, onigiri, and temaki sushi.

Japan Matsuri Information Centre

Information about the Japan Matsuri. Lost children. Lost property. First Aid (the information centre will hand you on to the onsite medical team). Also, selling Japan Matsuri original T-shirts, and tote bags.

K.Minamoto

Premium authentic Japanese wagashi confectionery, including dorayaki, matcha senbei, matcha mochi, hakuto mochi, kasutera (castella), fukuwatashi senbei, oribenishiki, usagi-san, mame daifuku, and kuri daifuku.

Matchado

MATCHADO is a premium Japanese tea cafe and retailer, specializing in matcha green tea and matcha-infused baked goods. Try our award-winning matcha brownies, matcha cookies, dorayaki, refreshing iced matcha lattes, and delicious hot drinks.

Mizkan Europe

OSU experience: Mizkan's apple cider vinegar made in the UK.

OKAN & OTON

Sizzling hot, freshly cooked authentic Osakan OKONOMIYAKI!! Be the first to try our brand new OTON concept dish!

Oishi Don

Offering chicken teriyaki donburi (rice bowl) along with chicken, veggie, and apple gyoza.

O-Matcha East Ltd, TSUJIRI

Matcha latte, matcha ice cream and matcha sweets.

Shoryu Ramen

Celebrate Hakata with our 12 hour tonkotsu ramen, street food favourite takoyaki and a selection of Japanese soft drinks.

Yakult UK Ltd.

A chance to take home our tasty Yakult Peach!

Zen Musubi

A selection of our signature onigiri, prepared with the finest ingredients to provide a taste of authentic Japanese cuisine.



East Square

Bite Mi Buns

Hirata steam bao filled with teriyaki chicken, sweet soya duck, or spicy fried tofu for a gourmet experience. Check us out on Instagram @BiteMiBuns!

Fruit Mochi Nanaka

Fruit mochi (daifuku), a delicious traditional Japanese fruit-filled sweet made with white bean paste, along with mitarashi dango, warabi mochi, and yuzu drinks and tea.

IPPUDO

Real Japanese tonkotsu ramen.

KEWPIE

Samples of KEWPIE MAYONNAISE and deep-roasted sesame dressing, served with sliced vegetables. Join us at our stall for a flavourful experience! Indulge in complimentary tastings of our beloved products and conveniently purchase your favourites on the spot.

Kōfuku

Come and sample our Japanese-Latin fusion menu. Sushi tacos, bao buns, bowls and sides. Katsu curry, karaage tuna, salmon and vegan options available.

Mugen

Offering traditional Japanese food such as sushi and yakisoba.

PEKO PEKO

Since Sept. 2011, we've been serving London's hungry "Peko Peko" customers in markets, events, and pop-ups! Our Matsuri menu: yakisoba, takoyaki, karaage chicken, gyoza, pumpkin korokke & vegan options!

RiceWineShop

Mini gyu-don, onigiri, karaage, and various sweets.

S&B FOODS INC.

Visit our stall for a free tasting of Golden curry and also a chance to get fantastic original gifts.

WASO Ltd.

We're serving unagi-don (grilled eel over rice), chirashi-don (assorted sashimi over sushi rice), and beverages.

YOSHINO

Original organic matcha powder, our original matcha parfait, matcha fresh non-alcohol drinks (FRESH mocktails), matcha desserts.



South East

AYAKO

Handcrafted accessories and artworks.

Clearspring

Where organic, plant-based food meets authentic flavour and sustainability.

Doki Ltd

Ceramic tableware including bowls, plates, and cups, chopsticks, and gift items

Ezen Designs

Greetings cards, art prints, woodblock prints, and more! Japanese traditional designs as well as the ever-popular Ezen Frog with new designs for Matsuri 2025!

HanaMizuki London

HanaMizuki, based in London, creates accessories using Tsumami Zaiku—a traditional Japanese craft of folding silk squares into floral designs. Discover elegant hairpieces and earrings blending heritage with modern beauty.

Japan Craft

Traditional souvenirs including kimono and yukata, ukiyo-e prints, daruma and kokeshi, fans, and more. We also have Japanese pre-packed candies, snacks, cans, sodas and sweets, including Pocky, Ramune, Hi-chew.

Japanese Gallery Kensington

Original ukiyo-e (Japanese woodblock prints), vintage Cel-ga (animation drawings on celluloid), Japanese paintings, anime posters and booklets, and luxury lacquer chopsticks.

JPU Records

Discover great Japanese rock, pop, and metal bands with CDs featuring lyric booklets in romaji! You might even meet members of alternative idol group ASP at the booth!

Kokoro Creation

Discover unique handmade Japanese kanji accessories, including earrings, rings, necklaces, and keyrings, each featuring a handwritten kanji symbolizing strength, love, and resilience.

Noriko Nagaoka Ceramic

Handmade ceramic tableware made in north London.

The Obi, Kyoto

Sustainable, handcrafted accessories, bags and homeware created from vintage Japanese kimono. In my work, traditional textiles are given new life in a modern form, while preserving their original beauty.

Obsidian and Flame

Handmade homeware, pottery and decor directly sourced from kilns and artists in Japan.

Remy's Crafts

Offering amulet style keychains made from chirimen fabric, coin purses, tote bags, lunch bags, resin accessories, scrunchies, hair clips, mobile phone straps, and more. Come discover and enjoy my uniquely adorable and authentic Japanese crafts.

Sonoeha

Sonoeha original prints, Japanese calligraphy T-shirts, kimono fabric belts, and accessories.

Table@Vallebona

Vintage kimono Jackets (100% silk kimono haori) directly imported from Japan and artisan soy sauce made in timber barrels from Shodoshima Island and Gifu prefecture.

Tamakurya

Furoshiki fabric wrapping and kimono accessories

Taste Of Japan

Authentic Japanese products | Tableware | Kitchenware | Japanese Tea & Condiments | 100% made in Japan



Photography by Shinobu Itazaki

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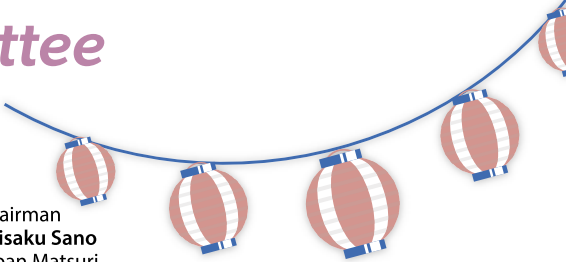
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