

# Trends in Japan

## Fashion

When it comes to fashion, young people across Asia look to Japan's vibrant, innovative youth culture for inspiration. Be the first to discover the designers, clothes, accessories, and cosmetics that will be taking the world by storm in the months to come.

Web Japan <http://web-japan.org/>

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## Collection Reveals the True Face of Tokyo



Numerous fashion brands exhibited their latest styles.



The Shida Tatsuya brand fashion show.  
(C)Shida Tatsuya



The *matohu* brand fashion show.  
(C)*matohu*



*Theatre Products* brand fashion show.  
(C)*Theatre Products*

Japan Fashion Week is a ten-day event to enhance the global competitiveness of the Japanese fashion industry. Several main tendencies were discernable in the styles unveiled at this year's Tokyo Collection.

# The World Beyond Jeans

## New Styles in Men's Leg Wear



Rolled-up hems are the big trend. (C) Paper Inc.



Colorful leggings are a sure way to make a splash. (C) Paper Inc.



Strikingly colorful styles of leg wear are popular. (C) Paper Inc.

For many years, jeans were far and away the most popular style of casual pants for men. In Japan, however, this long-standing trend has recently started to change, and a wide variety of different styles have become popular, including chinos, cargo pants, shorts, and other innovative new combinations. Men are starting to look beyond denim, sporting things like leggings and long socks, once worn only by women. Popular combinations include leggings worn under shorts. Once autumn arrives, the cooler weather is likely to produce even more variety, giving trendy young Japanese men a wider range of styles to choose from than ever before.



A colorful new twist on traditional *suteteko*.

## Jazzing Up Simple Clothing with Accessories

Summer 2010 is seeing the spread of simpler styles with a natural feel in place of the body-hugging, punk, and other bold 1980s styles that made a major comeback in Japan in the 2000s. This season, Japanese women are opting to keep their clothing simple and add flair with accessory items. Meanwhile, the miniskirt boom that has prevailed for several years has culminated in mini-culottes that look like miniskirts.



Boots are worn with a variety of styles, even in summer. (C) Color & Design Research Room of Kyoritsu Women's Junior College



A straw boater. (C) Waganse



Open-toe boots for spring and summer. (C) Reflect



A mock skirt. (C) 5talent.com

## The Fashionable Uniforms Everyone's Desperate to Wear

Stylish fashions with the look and feel of school uniforms, called *nanchatte seifuku* ("just kidding" uniforms), are the latest hit among teenage girls. Students at schools with no official uniforms are choosing clothes that look like uniforms to go to school in, and even students at schools where uniforms are obligatory are dressing in stylish uniform-like clothes after school and on weekends. Recently the trend has started to take off outside Japan too.



Two girls in "just kidding" school uniforms. (C) arCONOMi



Students wearing "just kidding" school uniforms. (C) arCONOMi



Suzumiya Haruhi no Yuutsu. (The Melancholy of Haruhi Suzumiya) (C)Nagaru TANIGAWA・Noizi ITO/(C)KADOKAWA SHOTEN



A magazine specializing in faux school uniforms *School Mix*. (C)DIA COLLECTION