

# 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.

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# Dressing for Summer in *Yukata*

## Light Cotton Kimonos Are an Elegant Way to Beat the Heat

Japanese summers are hot and humid. Often the heat continues even after the sun goes down and evening falls. The *yukata* (unlined cotton kimono) is the perfect clothing item for days like these. *Yukata* are becoming more and more popular as retailers offer an increasingly wide selection, ranging from traditional designs to more contemporary ones featuring frilly accessories and other such embellishments. Reasonably priced *yukata* sets, which include an *obi* (sash) and a pair of *geta* (wooden clogs), are now widely available, making these traditional garments more accessible to young people.



A *yukata* with corsage featuring roses on a purple background.  
(C)Yumetenbo/Dreamvision Co.,Ltd



*Yukata* are a summer favorite for men and women.  
(C)Takashimaya Co., Ltd.



A *yukata* patterned with big flowers on a navy background.  
(C)Takashimaya Co., Ltd.

## Bubble-Era Fashions Reinvented with New Twists



A style accented by a belt.  
(C)PROM

Outfits with the look and feel of the 1980s are currently prominent on the streets of Tokyo and other Japanese cities. Mod clothes, destroyed jeans with studded belts and other punk wear, dresses and items with a wide belt around the waist, and other individualistic styles are all part of the current trend of giving new life to 1980s-style items by arranging them to suit contemporary tastes.



The all-black look is classic 80s fashion. (C)PROM



Coordinating a colorful shirt with destroyed jeans. (C)PROM

# Relaxed Pants and Safari Style

## Versatile Unisex Clothes Attract Fashion Fans

Loose-fitting pants with a full silhouette are now in fashion. These pants are popular because they can be combined with a range of tops and other items to create a myriad of styles. Safari-style garments are also proving popular, with this year's items managing to be both elegant and casual. What these two trends have in common is their unisex nature and versatility.



A combination of harem pants and a jacket. (C)B7 NO ROSE WITHOUT A THORN



An example of coordination with loose pants. (C)A.SMITH CO., LTD. KELLY



A stylish way to wear a safari jacket. (C)JanJam Collection