

# Trends in Japan

## Lifestyle

This section covers the latest developments in a wide variety of fields and products in which Japanese innovations often spread to other countries, such as health, leisure, and communication.

Web Japan <http://web-japan.org/>  
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# Cool Ideas for Hot Weather

## Eco-Friendly Air-Conditioned Beds and Clothes

During the summer in Japan, it is often so hot and humid that just walking outside is enough to break out in perspiration. At night, the heat can make it difficult to get to sleep. Fortunately Japanese researchers and companies have used their ingenuity to devise a plethora of products that help to keep people comfortable even at the height of summer.



Odor-free underwear (C)SEIREN Co., Ltd.



# Cafes with a Twist

## Candles, Crafts, and Picture Books Soothe Customers

Cafes provide opportunities for relaxation, and visitors to Japan can find close to 300,000 such outlets throughout the country. These days, many cafes provide more than just a place to enjoy a snack with a cup of coffee or tea. A growing number of distinctive "concept cafes" are catering to customers' needs in innovative ways. Some seek to create a therapeutic atmosphere, while others serve as venues for live entertainment or to communicate the latest trends. Still others offer patrons the chance to further particular hobbies or interests.



(C)FamilyMart



# The Quest for Beauty Continues Apace

## New Products and Services Defy Recession



The desire to be beautiful seems to know no bounds. Sales of beauty products at department stores in Japan rose for 23 months in a row on a year-on-year basis through November 2008, and the beauty industry has proven itself remarkably resilient to the subsequent downturn. The pillars of the Japanese beauty industry are its high standards of service and its use of new technologies. Here we highlight some of the new products and services that have found favor with Japan's discerning consumers.

