

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/>

Trends in Japan <http://web-japan.org/trends/>

Sportswear Is a Fashion Winner

Functional, Stylish Sports Clothing Gains Fans

Sportswear that is both functional and fashionable is the latest beneficiary of the long-running health boom and the increase in the number of Japanese people participating in sports. New designs and colors abound, and the range of uses for this apparel is growing. Recent offerings are tailored to the preferences of people who put a premium not just on playing well but looking good, too.



Stylish, colorful golf attire.
(C)VIVA HEART/GRIP
INTERNATIONAL Co., Ltd.



An outfit featuring a running skirt.
(C)ASICS Corp.



Mountain climbing in a cute skirt.
(C)Yuri Yosumi/"Respect Nature"

Leg Fashions Stride Ahead

Leggings and Boots Among Popular Items

Leg fashions are gaining in popularity in Japan. Leggings, colored tights, and leg warmers, as well as engineer boots, thigh-high boots, and other types of boots are becoming items of choice for complementing dresses and mini-skirts. Dressy legs not only serve as a statement in themselves but provide a way to create a new look, and interest in them is high for these reasons.



An example of an outfit featuring knitted tights. (C)Color & Design Research Room of Kyoritsu Women's Junior College



Low-heeled boots are in fashion. (C)Color & Design Research Room of Kyoritsu Women's Junior College



Star-patterned leggings. (C)tabio

New Styles Win the Hearts of Brides-to-Be

Wedding kimonos are enjoying renewed popularity among brides-to-be. The *shiromuku*, a pure white ensemble that has long been the centerpiece of traditional Japanese wedding ceremonies, is being joined by an array of new styles, including variations of the *hikifurisode* (a kimono with long, flowing sleeves and a padded, trailing hem), and new effects are being achieved with the use of organdy fabrics and contemporary coiffures. The growing range of wedding kimono options is one of the factors behind the traditional garments' popularity.



A strikingly elegant black *hikifurisode* combined with a western hairstyle.
(C)Tsuruya Bridal Salon



Organdy *uchikake* robes are popular.
(C)Bridal Salon SHICHIFUKUJIN



A *shiromuku* wedding kimono.
(C)Tsuruya Bridal Salon.