

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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Conservative Makes a Comeback

Classic Fashions Are Back on the Rack

During the past five or six years, form-fitting dresses, contemporary styles with an avant-garde feel, and fast-fashion retailers offering casual, trendy clothing at low prices have been all the rage on the Japanese fashion scene. Lately, however, young Japanese women on the forefront of style appear to be leading a return to a more modest, conservative look.



A form-fitting skirt and pumps ensemble. (C)Color & Design Research Room of Kyoritsu Women's Junior College



A beige half-length coat and boots. (C)Color & Design Research Room of Kyoritsu Women's Junior College



A Chanel-style collarless jacket. (C)GLam Roberts

Elegant Fabric Broadens Its Appeal in Japan

Lace, which ranks among the most elegant of fabrics, is enjoying renewed popularity in Japan. Though once used exclusively in spring and summer designs, it is now featuring regularly in outfits designed for the colder seasons. The range of uses has also grown to encompass lace overlays, as well as lacy embellishments.



A combination of a lace miniskirt and tights. (C)Color & Design Research Room of Kyoritsu Women's Junior College



A casual use of a lace skirt. (C)Color & Design Research Room of Kyoritsu Women's Junior College



Men can look stylish in lace, too. (C)Mercury Japan

Girls of the Forest

Women Drawn to Rustic Fashions

The phenomenon of *mori girl* (forest girls) is becoming the talk of the town. *Mori* girls favor loose-fitting clothes, particularly dresses, typically made of natural materials and in naturalistic colors like white or cream. This gentle style is winning the hearts of young women seeking comfort in a restless age.



Mori girl fashion.
(C)ASCII MEDIA WORKS Inc.



Mori girl style.
(C)ASCII MEDIA WORKS Inc.



A magazine featuring *mori* girls.
(C)ASCII MEDIA WORKS Inc.

Faux Materials Finding Fans



A trendy fake leather rider's jacket.
(C)RESP-EC SHOP

Fashion items incorporating leather and fur, starting with leather rider jackets, but also including fur-trimmed down jackets, mod coats, and sheepskin boots, are dominating Japan's fashion scene this winter. While these fabrics are appreciated year in, year out for their protection against the cold and their cozy appearance, this year the merits of faux fur, faux suede, and man-made hides and leather products are attracting particular attention.



A fur-bordered coat.
(C)RESP-EC SHOP



A warm fur vest.