

# 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.

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# Well Equipped for Cooking

## Japan's Dazzling Array of Kitchen Gadgets

The rich variety of different cuisines enjoyed in Japan is reflected in the wide range of cooking utensils that can be found in most Japanese homes, from items familiar to generations of Japanese to the latest hi-tech devices.



More and more people in Japan are using compact dishwashers installed next to the kitchen sink. (C) Panasonic



Many household kitchens are equipped with home bakery machines. (C) Panasonic



Japanese kitchen utensils range from traditional items to hi-tech devices. (C) Panasonic



The *oroshigane* is used to prepare the grated *daikon* (Japanese radish) garnish that is often served with grilled fish.

# Japan's Platform-Side Shopping Malls

## Making Japanese Stations More Than Just A Place to Catch a Train

Along with the redevelopment of land around railway stations in recent years, a new style of commercial facility has been springing up inside the buildings, right next to the platforms themselves. New railway station shopping malls suited to the active lifestyles of Japanese people are rapidly becoming a part of everyday life, making life in Japan more comfortable and convenient than ever.



At Ecute Shinagawa, the shopping facilities are right inside the station.



With the shops located directly above the tracks, the *ekinaka* facilities help reduce shopping time for busy commuters.



This stylish hair salon is located inside the station concourse in fashionable Omotesando.



At Ecute Tokyo, growing numbers of office workers are being lured in by the tempting *ekinaka* food courts on their way home from work.



# Convenient Delivery Services in Japan

## You Name It, They Ship It



A parcel delivery company collects skis and other bulky items from the customer's home.



Even foods that need to be kept refrigerated or frozen can be delivered door to door in today's Japan.



Sending golf clubs by *takuhaibin* allows golfers to travel to the course without any baggage.



Sending heavy suitcases to and from the airport by *takuhaibin* makes air travel a breeze.

*Takuhaibin* is the Japanese word for a remarkably convenient type of package delivery service. In today's Japan, all the customer has to do is make a single phone call or place an order online, and the delivery company takes care of the rest, collecting parcels, baggage, ski equipment, electric appliances, and even furniture from a designated address and delivering them speedily to their destination without any delay. Japanese delivery companies offer a wide range of services, including shipping goods that need to be kept frozen or refrigerated. These services have made life in Japan extremely convenient.

# Gorgeous Gadgets for Girls on the Go

## Style and Substance Make Portable New Devices a Hit



The Pocket Doltz.  
(C)Panasonic Corporation

Demand is growing for portable gadgets such as electric toothbrushes and massagers designed for people on the move. In Japanese, these are called “*soto-den*,” or “outside electronics” to distinguish them from conventional appliances for use in the home. The target audience is working women in their twenties and thirties—women who need to stay on top of a demanding schedule but still want to make sure they look their best. A fresh feminine perspective is carving out a new niche in a market previously dominated by a male point of view.



A young woman uses the “Nail Care” appliance to polish her nails.



The Pocket Doltz.  
(C)Panasonic Corporation



The Kalu Kote Plus.  
(C)kalu



The leg refresher in action.  
(C)Panasonic Corporation



The Face and Body Care Series. (Eyelashes Curler, Nail Care, and Hair Shaver).  
(C)TOSHIBA HOME APPLIANCES CORPORATION