

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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Traditional Belly Warmers Turn into Hot Men's Fashion Items



This *haramaki* incorporates the fashionable "Nordic knit" pattern.



A colorful bordered *haramaki*.



A *haramaki* blends in naturally with the rest of this young man's outfit.



This rainbow-patterned *haramaki* brightens the whole outfit with a splash of color.

This winter, stylish and colorful belly warmers known as *haramaki* are making their way onto the waists of young Japanese men, bringing this traditional garment to the forefront of fashion.

The Festive Face of Japan's Kimono Tradition

Traditionally worn for weddings and other formal occasions, the colorful long-sleeved *furisode* kimono has begun to incorporate the influence of Western-style clothing and has become key to passing on the rich tradition of kimono to the next generation of Japanese young women.



A touch of red in the hair sets off the vivid colors of this *furisode*.



The chic colors give this outfit a grownup look.



A young woman wearing a *furisode* with a beautiful *obi* sash.



A yellow *obi* sash catches the eye, setting off the fashionable green of this young Japanese woman's *furisode*.

Stoles Adding Spice to Japanese Men's Styles

Stoles have become a firm fashion favorite with young Japanese men. The neck garments are available in a wide variety of materials—from versatile, year-round cotton to wool for the colder months and silk and cashmere for formal occasions.



This cashmere stole goes well with a formal look.



A young man sports a fashionable panther-pattern stole.



This red stole sets off the gray sweater with a touch of color.



A delicate and eye-catching combination of colors.

One of the attractions is the ease with which stoles can bring sophistication to even the simplest jeans-and-T-shirt outfit. Available at budget fashion stores and other outlets for reasonable prices, stoles are highly popular as affordable accessory items.

Japanese Winter Fashions

Colorful, Unique Styles Live Up the Winter Scene

Popular fashions this winter incorporate colorful accessories and multiple layers to create an individualized look. Cozy boas, fake fur outerwear and wraps, and retro Nordic-pattern knits are all popular.



This Nordic pattern dress brings out a feminine style. (c)DISANI



A young woman accenting her outfit with a fur stole.



The imitation fur stole and beret add a touch of style to this pea coat outfit.



"Mods coats," available in several different colors, have become a standard part of the daily wardrobe for many men.



The cozy fake fur hat and the Nordic pattern outerwear make a cute combination. (c)DISANI