

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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No Longer Just Summer Wear

Shorts Create Well-Balanced Outfits for Winter

With a multitude of appealing styles, shorts matched with legwear have become an essential part of women's wardrobes.



Left: Combining shorts with tights for an active look even in cold weather
Above: Denim shorts are one of the most popular styles.



Left: These more formal tweed shorts can even be worn to the office.
Right: Shorts made of soft fabric can look like a mini-skirt.



Left: A youthful style combining knee socks with shorts cinched at the hem
Right: Boldly patterned tights give a sharp impression when combined with shorts.

A Boom in Elegant Hats

Wearing Stylish Hats Makes Everyone Feel Like an Actress

Wide-brimmed hats were once associated with chicness and social position. Today, young Japanese women have embraced these and other hats as a new, sophisticated fashion style.



The material used in fedoras changes from straw in summer to felt in winter to sustain its popularity even in the fall and winter.



Left: Wide-brimmed "actress hats" give an elegant impression. Above: Wide-brimmed hats even make the face appear smaller!



Left: Combining this somewhat mannish hat with a duffle coat and mini-skirt creates a cute look. Center and right: Recently, bowler hats with narrow brims have also become popular. Combining bowler hats with lace-up shoes gives the outfit a classic look.

Long, Flowing Maxi Skirts

Brighten up Winter Streets

Young Japanese women are enlivening city streets these days with the flowing contours of the maxi skirt, which they pair with various other contrasting styles.



Combining a maxi that has a sweet feel to it with a parka or casual top has been popular this year.



The hugely popular maxi. A design combining a chiffon material with pleats has been the most popular style this winter.



Maxis come in a wide range of variations, including jumpers and tight denim skirts.

New Trend in Hairstyles

Retro Styles Created with Simple Arrangements and Accessories

Various hairstyles—curled, braided and piled up—combined with retro-style hair accessories have recently come to the fore among young Japanese women, who are yet again setting new fashion trends.



Antique-style hair accessories such as elliptical barrettes (left), barrettes using large rhinestones (above right) and hair elastics with ribbons attached (below right) are very popular. They are always combined with hairstyles involving curls and braids to give a soft look.



Left and middle: Alice band with a ribbon ornament, perfect for coordinating styles to create a retro look. Right: Cloth bands combined with elastics are also popular. Some girls adeptly use both pearls and lace.

Left: Barrette styled to look like a ribbon, paired with braids. Right: Hair accessories can be handmade and combined with ethnic fashions.

