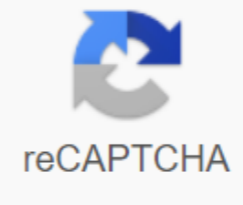




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J fashion brands

☆*..。 o ...*☆《 こにちわ 》Hello! Today I'm going to share my personal top 5 favorite Japanese fashion brands (๑>๓))I've included links to all the brand's stores and social media so you can look further into them if you're interested ๑ ('h') ☆*.. o ...*☆Let's get started! ☆*.. o ...*☆ 【Spank!】 Spank! is a popular brand that makes many adorable pastel handmade clothes and accessories, as well as selling vintage used clothes. It is rumored to be the brand that created Fairy Kei fashion, however there is no way to know for sure. Credit to tokyofashion.com Not only are the items cute, but it also has an adorable store interior, featuring lots of 80s toys! You can learn more about Spank! here:Online storeInstagram ☆*..。 o ...*☆ • W♥C!W♥C is a collaboration between the Japanese brand Wego and the Korean brand Chuu. It has such a unique style that, in my opinion, is a perfect blend of Korean and Japanese fashion. Their clothes are much more casual than the other brands on this list, so you could mix it with almost any kind of wardrobe! You can find them here: Online StoreInstagram ☆*..。 o ...*☆ • Listen Taste|Listen Taste is a popular brand that sells a wide variety of styles, from punk to pastel. There are designs are always very bold and have a small edge to them, which makes them very unique. One of my favorite things about them is how almost all of their shirts have some kind of design on the back, which is something you don't see very often with other brands! Credit to Kawaii International One of the best things about them is that they have an international store that ships around the world! You can buy from them here: Online storeInstagram ☆*..。 o ...*☆ • 6% DOKIDOKI!6% is probably the most iconic Harajuku brand of all. It goes back to 1995 and has such a bright and colorful look that it really stands out. It is founder is Sebastian Matsuda, who also made the Harajuku Watch and helped wjith Kyary Pyamu Pyamu of PON MUSIC VIDEO! Credit Sebastian MatsudaCredit at tokyofashion.comYou can find them here:Online storeInstagram|www.instagram.com/] ☆*..。 o ...*☆And last but certainly no less important ... ☆*..。 . o ...*☆ • Angelic Pretty!If I could have any clothing item from a brand, I would definitely like to Angelic Pretty.Then it is the most popular brand lolita at the moment, however they occasionally make clothes that can be worn in other styles. I love all their designs! I really hope I can own of them eventually, but their stuff is quite expensive (~ _ -) Their clothes range from sugary sweet to more mature styles, so I feel like most people can find something they like from them. you can find them in the online store:USInstagram ☆*..。 o ...*.) ...*.) blog today! I hope everyone enjoyed it (***)question time?? -what is your favorite clothing brand? Comment below! Thank you for reading! We'll see you next ^ ^ (ぶ っ) Goodbye! ☆*..。 . o ...*☆#curatorreview Image courtesy of Dick Thomas Johnson Ask any person to describe Japanese street fashion, and they will start with words like crazy and colorful. If they have some knowledge of Japan, they could list old styles such as optical kei, ganguro, or lolita. While these styles still exist today, they are no longer at the forefront of Japanese street fashion. Walk the streets of Harajuku today, and you won't see almost anyone dressed in such impressive attire anymore. However, Japanese streetwear is still around and is very lively. This article provides a basic background for Japanese street fashion, and nine prominent brands to help jumpstart a new style journey for those interested in these iconic looks. Japanese fashion: More lifestyle than fashion picture courtesy of Dick Thomas Johnson Unlike the West, where fashion is more about making a statement, fashion in Japan is closer to a lifestyle choice. People largely in their respective fashion subcultures know it inside and out, their clothes are related to their interests, their friends have the same style, and they don't deviate too far from what makes them feel comfortable. Instead of buying into all the trends of Instagram, Japanese street fashion encourages the experimentation of colors and silhouettes. Above all, Japanese street fashion requires commitment wholeheartedly to your style. Japanese fashion brands to try the courtesy image of Dick Thomas Johnson Plunging into Japanese street fashion is much easier than it looks. The first thing to do is to shop how the locals do. While giant groups like H&M and Zara in Japan are good at relying on some basics, you won't find too many things that look like authentic street fashion. Below are nine stores to start your fashion journey. 1. UNIQLO - Smart Japanese Basics As the most important retail brand in Japan, UNIQLO (Uniqlo) quickly evolved into an international brand competing with the likes of Zara, H&M, and Forever21. Launched in Yamaguchi Prefecture, Uniqlo changed Japanese fashion dramatically through the 20-year economic downturn in the 1990s. Uniqlo is not advertised as a fast fashion group pushing out styles similar to those you'll find on the catwalk. Instead, Uniqlo offers consumers affordable and functional clothes that can be worn for almost any occasion. Clothes are made of high quality fabrics and made to last through multiple wears. While uniqlo style deemphasizes big brands for their clothes, there are opportunities all year round to get some collaborative pieces with big names like Billie Eilish, Pokemon, and Keith Haring. Uniqlo Uniqlo Stores be found all over the country, but we highly recommend visiting the Uniqlo store in Ginza, filled with 12 floors of Uniqlo clothing. 2. HARE - Modern and quality pieces If you are a fan of the avant-garde style of Yohji Yamamoto, then HARE is a great starter brand to try. While pricing is significantly cheaper than the famous designer, you can still find high quality pieces to try the waters with. Taking items from traditional Japanese garments, HARE creates flowy silhouettes that can be layered on top of each other to create a cohesive look. They usually focus on using muted colors like white, black, beige, and gray, and all their pieces have an oversized look on them. There are a few shops sprinkled around the Kanto area, but HARE on Cat Street in Harajuku is popular with locals. 3. Bape - Classic Japanese Streetwear Founded in 1993 by Nigo, a fashion designer with deep connections to the American and Japanese fashion industry through his works with Hiroshi Fujiwara and Pharrell Williams. Bape has remained the symbol of Japanese street fashion for over 20 years. Bape, short for A Bathing Ape was one of the pioneers of Harajuku's underground style, Ulahara, in the 90s. Although the hype about Bape has died down significantly since Nigo left the company, Bape remains an icon among streetwear enthusiasts globally. Bape Place in Shibuya is one of the longest standing stores for the brand with exclusive items released weekly. 4. 6%DokiDoki - the embodiment of Kawaii culture If you are a fan of Kyary Pamyu Pamyu and other kawaii images, then 6%DokiDoki is the perfect place to start. Created by artist Sebastian Hasuda, 6%DokiDoki has been bringing kawaii virtual culture to Harajuku since 1995. Although the era of exuberant fashion de décor has come and gone, the store is still alive and well. The shop is not hard to miss, as it is located in the middle of Harajuku, and its brightly colored decorations and shockingly graceful aesthetics appear prominently in the shop windows. Here you can find a range of accessories, clothes and trinkets to fill your kawaii soul. 5. PUNYUS – Fashion available in Plus Sizes Japan is notorious for its small clothing sizes, without much room for older men and women. However, PUNYUS, created by singer, comedian, and actress, Naomi Watanabe, provides extracentric colorful Japanese clothes to plus the size of women in Japan. Punyus can be found in the virtual Shibuya 109. 6. LaForet Harajuku - Virtual Chips in One Place is now at the height of prominence, as it was in the 90s, fashion lolita still holds a special place in the hearts of many. LaForet Harajuku serves as a good starting point for anyone who wants to turn into a princess. Angelic Pretty targets the more traditional sweet lolita formula, while Alice and the Pirates focuses on the Gothic lolita aesthetic. Brand new lolita dresses can cost one at a time about 20,000 yen, so if you're looking for a starter brand that gives the same lolita feel, but with a more modern look and wearability, try Jane Marple, which still draws influences from the Victorian era. 7. Closet Kid - Used Loita Tokyo brands boasts many second-hand stores—however, not all thrift stores are made the same. Closet child stands out well above the rest. Closet Kid has a ranking of Japanese name-brand items, ranging from gothic to lolita, at severely discounted prices. The closet child is known among locals as the point to break into your desired subculture. 8. Kinji - A must-visit thrift store You can't visit Japan and not go to at least one thrift store, Kinji is one of the largest thrift store retailers in Japan and is known for its expansive variety of clothes waiting to be discovered. The items are grouped by their subsection (the 80s, 90s, lolita, dresses, and more), making it easier for customers to find something that piques their interest. Kinji is extremely popular among locals, and if you're lucky enough, you may even see an influencer. 9. New York Exchange Joe Another can't lose thrift store in Tokyo is the New York Exchange Joe's, which is located in a renovated Japanese bathroom in Shimokitazawa. It is popular with local hipsters for its exchange and purchase policy. Bring your clothes to sell or take store credit, which can be put towards your next purchase from the store. New York Exchange Joe's is known for having a little more variety and upscale clothes than Kinji, so it's worth taking a look. Experience Japanese street fashion from abroad, Japanese fashion can seem a little intimidating at first—especially if you don't know where to start looking. These are only a handful of shops but, if you spend a day exploring Tokyo, you are guaranteed to find many places that serve your aesthetics. Main image courtesy of Dick Thomas Johnson Page 2 2

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