

# American Men's Wear in Japan: Pre- & Post- War Fashions

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## 1. Abstract

Fashion is a big part of our culture. Fashion expresses the society and the environment we live in. It tells us who we are, and what we do. As time has passed, fashion has changed. Modern Japanese men wear jeans, T-shirts and surf wear, whereas in the early 20<sup>th</sup> century or before they used to wear military uniforms or Japanese traditional Hakama. Change in fashion seems to reflect not just the trends but also the change of society or culture. “Safari” an American fashion magazine is now one of the most popular magazines in Japan. We see American fashion items everywhere in town in Japan. Remarkably, American fashion has been used differently in Japanese style compared to the original American style.

This report analyzes the spread of American fashion in Japan from Meiji to Modern Japan. It argues that American fashion overtook European styles in the Japanese imagination as leisure boomed after the war. Afterwards, European clothes, associated with formality, never quite caught up. Part One undertakes a definition of American fashion. Parts Two and Three, examine menswear in Japan before WWII, and the changes in the 1960s respectively. The final chapter examines some current trends and their background.