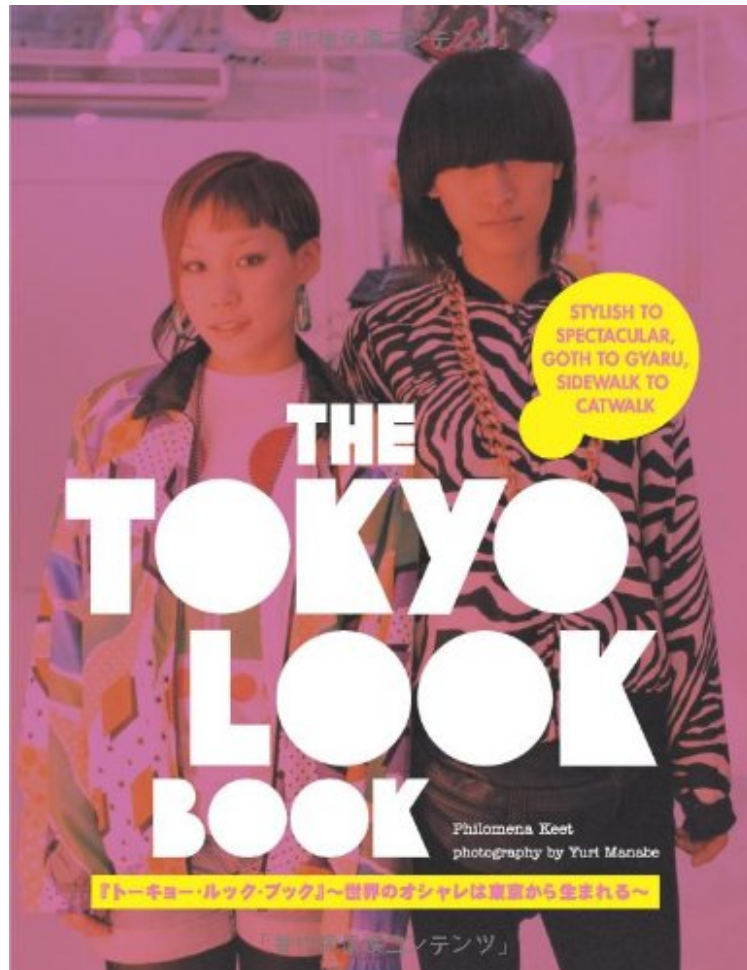


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## The Tokyo Look Book: Stylish To Spectacular, Goth To Gyaruu, Sidewalk To Catwalk

*Philomena Keet*

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**Philomena Keet : The Tokyo Look Book: Stylish To Spectacular, Goth To Gyaruu, Sidewalk To Catwalk** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Tokyo Look Book: Stylish To Spectacular, Goth To Gyaruu, Sidewalk To Catwalk:

1 of 1 people found the following review helpful. How To Tell The Japanese Youth Fashions Apart By James R. Holland This volume differs from most of the other photography books about the Japanese Street Fashion Cults in two major ways. First, unlike the majority of the other book-length color photo essays, it includes males. It's not just a collection of preteen and teenage fashion-crazed Japanese girls. Secondly, unlike its competition, it actually has some

text explaining the history of the various fashion trends and fads illustrated in the book. That's useful information since for foreigners and other outsiders it's not always easy to see just how the various fashion styles actually differ especially since some of them are amalgamations of several trends. Some times the differences are really quite subtle. Also different from most of the other street fashion books currently available, this one includes five chapters including "Shibuya Girls and Guys," "Spectacular and Subcultural," "Youth Street Fashion," "The Stylish Female," "Young Men At Work." Each chapter includes samples, information on shops selling the fashions, the designers and some idea of cost and of course, lots of happy fashion devotees of the various styles pictured staring directly into the camera. Definitely unlike most of the other books on the youth culture fashions, this one includes lots of close-ups of details such as elaborate fingernail decoration and individual fashion accessories. This reviewer very much enjoyed the book except that some of the type fonts and layout styles made it unnecessarily hard to read quickly. I personally detest having to turn the book horizontal because some of the captions run up and down the sides of some of the vertical pictures. I'm also one of those people that never liked to turn "Playboy" sideways to better examine its centerpiece, so I'm an equal opportunity criticizer on that type of layouts. Otherwise this is an excellent guide to Tokyo Fashions for the teenage subcultures as well as the over-the-hill, aged thirty plus fashionistas who look wonderful in their more classic toned down fashions. The types of kimonos and elaborate hair styles typically worn during the "Coming-of-age Day, a national holiday in early January to honor all those who attained the age of 20 in the previous year" were quite lovely and harkened back to the ancient, colorful woodblock prints showing Feudal Japan. One of the kimonos pictured cost the young wearer 650,000 Yen. The traditional look kimonos are often updated with modern purses or other accent items. Another good book on these fashion subcultures is "Style Deficit Disorder: Harajuku Street Fashions-Tokyo" which also includes a decent amount of informative and helpful text but is more limited in the number of different fashion styles covered. This is the best over-all fashion guide that this reviewer has so far located.

0 of 0 people found the following review helpful. a reference for ideas and inspiration  
By Low Blood Sugar  
This is a look book of wild street style fashions. The pictures are street style photography, using mostly available light, rather than fashion photography with sets and backdrops. The variety of fashions are great especially since it covers men's fashion as well as women's fashion. As a "look book" it serves more of a reference for ideas and inspiration than a "I just want to look at pretty pictures" book...I am giving 4/5 stars because I think that it is too centered on street ware and not enough on high fashion.  
1 of 1 people found the following review helpful. I just love this book. It's wonderful.  
By Brian Mandabach  
This book gives so much information, so many pictures, and interviews. It's perfect for anyone who's ever wanted to see Japanese fashion beyond the eccentric photos found in Shoichi Aoyama's "Fruits". (While Fruits is also amazing.) Definitely worth the money.

Tokyo is home to the most creative and stylish fashion in the world. The Tokyo Look Book takes us on a dazzling journey through the streets, clubs, and boutiques of this trendsetting city to introduce us to the people who wear the latest fashions and the people who make them. Crammed with cool, full-color photographs of Tokyo's trendy teens and twenty-somethings captured candidly as they work and play, this is a comprehensive look at the richly varied fashion scenes that thrive in Japan's capital city -- from the "gal" mecca of Shibuya, to the goths and cosplayers who hang out on Jingubashi bridge on Sundays, through the cutting-edge kids on the Harajuku backstreets, to the stylish young professional men and women on Omotesando Boulevard. Yuri Manabe's distinctive photographic portraits are complemented by insightful text from British anthropologist and fashion expert Philomena Keet, who offers witty and informative background information on each of the fashion scenes introduced, and a plethora of soundbites and quotes from the featured fashionistas. In addition, there are interviews and spotlights on Tokyo's hottest fashion designers, magazines and boutiques, including: SHIBUYA 109: Shibuya's iconic shopping mall GLAD NEWS: One of 109s leading boutiques REIKO NAKANE: A former trendsetting charisma109 shop girl, now producer of her own fashion label MANA: Japanese pop star and designer of Elegant Gothic Lolita brand, Moi-meme-Moite H.NAOTO: Creator of the popular goth/punk brand TAKUYA ANGEL: Creator of the cult cyber-kimono brand TEAM MESSAGE: Designer of skate/streetwear brands DOG: Owner of a cult street-fashion boutique SHOICHI AOKI: Creator of the influential street-fashion magazine FRUITS GARCIA MARQUEZ GAUCHE: The husband-and-wife team behind this stylish brand for young women 5351 POUR LES HOMMES: A fashionable mens brand TOKYO FASHION WEEK: A peek behind the scenes MANNENYA: Purveyor of traditional Japanese workmens outfits

From Publishers Weekly  
Armed with a PhD in Tokyo street fashion, anthropologist Keet hits the pavement to interview and profile several distinct tribes of fashionable Tokyo youth in this eye-catching style guide. Keet combines her findings with bold graphics, more than 200 color photographs, information on popular shops and brands, and interviews with several Tokyo-based fashion designer to "take the reader beyond the outer layers of clothing and into the minds of the wearers." Starting in the "street fashion epicenters" of Shibuya and Harajuku, Keet introduces the fast-paced trends of the teenage gyaru, the panda-like make-up of yamamba street kids, the "Little Bo Peep" dresses of the Lolitas and the colorful costumes worn at the biggest anime and manga convention in Tokyo. Beyond the highly visible "extreme minority fashions," Keet also covers the more sophisticated clothing of upmarket Ginza and the

Marunouchi business district, showcasing "style tribes who are little known outside of Tokyo, but who represent what is probably the dominant fashion aesthetic." While Keet's method of spontaneously meeting and interviewing subjects gives the book a you-are-there feel, similarly impromptu photography can be frustratingly repetitive (many one- or two-shots playing stiffly to the camera), and occasionally out of focus. Still, with its cheerful format and knowledgeable commentary, this book is sure to catch the eye of young fashionistas around the globe. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "From Goth to Gyarū, Japan's groundbreaking street fashion is rounded up in *The Tokyo Look Book*." --Elle "[*The Tokyo Look Book*] showcases full-color photographs of the stylish set, but also interviews designers such as Naoyuki Ohira and members of the Goth rock band Moi- meme-Moitié." --Womens Wear Daily "The beautifully photographed book is notable not only for the great variety of looks it documents, but also for providing insight and background into the root of Tokyo street style and the individuals who constantly reinvent it." --Fashion Wire Daily "The Tokyo Look Book offers a colorful peek at what the kids are wearing these days on the sidewalks and catwalks of the capital city. Not only does she profile specific youth subcultures concentrated in a few celebrated districts, but she also turns a lens on the rest of Tokyo society." --BudgetTravel (online) "From Goth to Gyarū, Japan's groundbreaking street fashion is rounded up in *The Tokyo Look Book*." --Elle "[*The Tokyo Look Book*] showcases full-color photographs of the stylish set, but also interviews designers such as Naoyuki Ohira and members of the Goth rock band Moi- meme-Moitié." --Womens Wear Daily "The beautifully photographed book is notable not only for the great variety of looks it documents, but also for providing insight and background into the root of Tokyo street style and the individuals who constantly reinvent it." --Fashion Wire Daily "The Tokyo Look Book offers a colorful peek at what the kids are wearing these days on the sidewalks and catwalks of the capital city. Not only does she profile specific youth subcultures concentrated in a few celebrated districts, but she also turns a lens on the rest of Tokyo society." --BudgetTravel (online) About the Author PHILOMENA KEET is currently carrying out doctoral research into Tokyo street fashion with London University's School of African and Oriental Studies. YURI MANABE is a Tokyo-based photographer whose work has appeared in a variety of prestigious music and fashion magazines.