


(Free) Ametora: How Japan Saved American Style

## Ametora: How Japan Saved American Style

W. David Marx

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**W. David Marx : Ametora: How Japan Saved American Style** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ametora: How Japan Saved American Style:

11 of 11 people found the following review helpful. Great book! By Customer I discovered Japanese-made clothing through forums and websites. I got to know the brands through some fanatics' jeans and also scanned magazine pages, which showed me a totally new universe. Since then, access to products from Japan rose sharply. Brands that

previously operated only in the Japanese market began appearing in stores all around the world. I also had the opportunity to know the country and see a bit of it all. But how they got to that point was still a mystery to me, why couldn't it be like that in Brazil too? What Amora does is unify all this information through very extensive research. E. David Marx tracked many important figures and obscure clues to trace a narrative that explains the evolution of men's fashion industry in Japan, through the consumption behavior, creation, and content. Reading is light and the build up makes a very exciting plot. The book has less than 300 pages that talk about the Ivy style in Japan, the US denim reproductions, vintage culture, workwear, the avant-garde, and streetwear concept brands. One of the most interesting things in the book is how it describes the role of men's style magazines. These magazines, written by enthusiasts, took on the function of describing the "rules" of American clothing, encoding all styles in categories such as "Ivy", "Heavy Duty", etc. If a Japanese wanted to use Ivy League clothes in the early '60s, he had no older as a reference point and so had to resort to the media to tell you what to buy and how to use. The American style in Japan was not a copy, but more of a filtered version by through the eyes of "influencers". These authors were mainly inspired by catalogs, and as the Japanese grew more confident, magazines decreased the "cake recipes". I found this to be a very interesting aspect because we're in a similar boat here in Brazil. There are no references in our society for those who want to dress well, or those like a style in Brazil. Brands are pretty much all the same, and follow the same ideas. There is no diversity of styles... you can't find ivy, you can't find workwear, you can't find high fashion, at least not easily and without huge import duties. If a brand wants to introduce a new product it needs to explain how to use that product, show references, creates "rules", fight backlash of consumers, etc. We are still at the stage of how to tie a tie, not to ride your custom Harley wearing flip flops, etc. Even new creative brands do not have many resources because of operating costs, or access to knowledge and expertise to go beyond the surface of their inspiration. Sounds very much like the Japan in the early stages of "Amotora"! Unfortunately we do not have magazines and people creating content so cool, but fortunately we have the internet and books like this one! I highly recommend it even if you're not into fashion and clothes. Read it for the history, cultural aspect, and thrilling story of some cool entrepreneurs.

5 of 5 people found the following review helpful. Insights on Japanese Itself Through Japanese Pop Fashion By Bengoshi A real page turner for anyone obsessed with Japan, Japanese history and Japanese pop culture and fashion. I have read a lot of books like this, on Japanese baseball -- Gotta Have Wa -- and tons on Yakuza and bozozuko -- Speed Tribes is really great. But this one is really well written and tells a great historical story. Learn how Harajuku became what it is today, about the greasers dancing nearby in Yoyogi park, about the history of product fetish magazines, and how Tokyo youth wearing Ivy -- Ivy league clothing -- really had no idea of its origins. Most of all, the book teaches that Japanese fashion trends imitate more than blaze new trails -- indeed, that Japan itself, as a whole, since Meiji, is a studied imitation of the West. Well done.

5 of 5 people found the following review helpful. I learned so much By Matthew Watson What is the background to the Take Ivy book? Why is he called Nigo? What is a mook? What is a mono? How did Evisu and the Osaka Five denim brands start? Thanks to this book I now know some history behind my favorite shops, brands, and styles. The pieces of the puzzle were put together. A must-read if you are into some of the following: ivy style, workwear, Japanese denim, vintage clothing, bape, evisu, studio dartisan, full count, kapital, 45rpm, beams, flat head, journal standard, free easy, sugar cane, united arrows, warehouse, lightning magazine, popeye.

Look closely at any typically "American" article of clothing these days, and you may be surprised to see a Japanese label inside. From high-end denim to oxford button-downs, Japanese designers have taken the classic American look-known as amotora, or "American traditional"-and turned it into a huge business for companies like Uniqlo, Kamakura Shirts, Evisu, and Kapital. This phenomenon is part of a long dialogue between Japanese and American fashion; in fact, many of the basic items and traditions of the modern American wardrobe are alive and well today thanks to the stewardship of Japanese consumers and fashion cognoscenti, who ritualized and preserved these American styles during periods when they were out of vogue in their native land. In Amotora, cultural historian W. David Marx traces the Japanese assimilation of American fashion over the past hundred and fifty years, showing how Japanese trendsetters and entrepreneurs mimicked, adapted, imported, and ultimately perfected American style, dramatically reshaping not only Japan's culture but also our own in the process.

B.J. Novak, Wall Street Journal, One of the best books of the year "Amotora by W. David Marx traces the craze for American fashion after World War II in Japan, but it quickly becomes larger than that. It's a fascinating window into how fashion, culture and history intersect; you end up learning about several things at once." Wall Street Journal