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アメトラ

アメリカンスタイルの伝説

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HOW JAPAN SAVED  
AMERICAN STYLE

日本がアメリカンスタイルを救った物語



*W. David Marx*

## **Ametora: How Japan Saved American Style**



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Look closely at any typically "American" article of clothing nowadays, and you may be surprised to visit a Japanese label inside. In *Ametora*, cultural historian W. David Marx traces the Japanese assimilation of American style over the past hundred and fifty years, displaying how Japanese trendsetters and entrepreneurs mimicked, adapted, imported, and ultimately perfected American design, dramatically reshaping not only Japan's culture but also our own in the procedure. In fact, many of the basic items and traditions of the present day American closet are alive and well today because of the stewardship of Japanese consumers and fashion cognoscenti, who ritualized and preserved these American styles during periods if they had been out of vogue within their native property. From high-end denim to oxford button-downs, Japanese designers have taken the classic American look-known as *ametora*, or "American traditional"-and turned it into a large business for companies like Uniqlo, Kamakura T-shirts, Evisu, and Kapital. This phenomenon is component of an extended dialogue between Japanese and American fashion;



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Great reserve! Brands that previously operated only in japan market began appearing to get all over the world. I got to understand the brands through some fanatics skinny jeans and also scanned magazine pages, which showed me a totally new universe. Since then, access to products from Japan rose sharply. I discovered japanese made clothes through forums and websites. I also acquired the opportunity to know the united states and see a little bit of it all. But how they surely got to that time was still a mystery to me, why couldn't it be like that in Brazil too?What Amora will is unify all this information through very extensive research. E." ?????????????? The Fascinating History of Style in Japan! Reading is light and the build-up makes a very exciting plot. The book has less than 300 web pages that talk about the Ivy style in Japan, the united states denim reproductions, vintage lifestyle, workwear, the avant-garde, and streetwear concept brands. I would recommend this book I bought a set of original Japanese slacks in a second hand look for 2€. These periodicals, written by lovers, had taken on the function of describing the "rules" of American clothes, encoding all styles in categories such as "Ivy", "Heavy Duty", etc. If a Japanese wished to use Ivy League clothes in the early '60s, he had no older as a reference point and so had to resort to the mass media to tell you what to buy and how exactly to make use of. you can't find ivy, you can't discover workwear, you can't discover high style, at least not quickly and without large import duties. I came across this to be a very interesting factor because we're in an identical boat within Brazil. There are no references inside our society for individuals who want to gown well, or those such as a design in Brazil. Well done. Even new creative brands don't have many resources due to operating costs, or access to knowledge and expertise to go beyond the surface of their motivation... The American style in Japan had not been a copy, but even more of a filtered version by through the eyes of "influencers" These authors were mainly motivated by catalogs, and as japan rew more confident, magazines decreased the "cake recipes". If a brand really wants to introduce a new product it requirements to explain how to use that item, show references, creates "rules", fight backlash of customers, etc. We remain at the stage of how exactly to tie a tie, not to ride your custom Harley wearing flip flops, etc. There is absolutely no diversity of designs. Sounds like the Japan in the first stages of "Ametora"! Unfortunately we don't have magazines and folks creating content so cool, but fortunately we've the internet and books like this one! Insights on Japanese Itself Through Japanese Pop Fashion A genuine page turner for anybody obsessed with Japan, Japanese history and Japanese pop culture and fashion. Read it for the history, cultural aspect, and thrilling story of some awesome entrepreneurs. His crisp prose is frequently split up by photos, allowing even those with limited fashion lexicons to check out the styles that progressed (and deliberately regressed) through the decades. This brisk and highly

enjoyable read is at its greatest when it tells the tales of the eccentric, sharply-dressed Japanese entrepreneurs who innovated their personal country's fashion by properly replicating America's. The well-connected, bilingual author W. Learn how Harajuku became what it really is today, about the greasers dancing nearby in Yoyogi recreation area, about the annals of product fetish journals, and how Tokyo youth putting on Ivy --Ivy league clothing -- actually had no idea of its origins. Exciting look at Japan coming from its fashion As someone whose decision to pick up this publication had more related to Japanophilia than a pastime in fashion, I was relieved to find that Ametora packs enough entertaining anecdotes on tradition, history, and economics to interest even the dowdiest readers. "Ametora" is a wonderful appearance at a cross-section of contemporary Japanese history "Ametora" is a wonderful appearance at a cross-section of modern Japanese history. Page-turning and filled with information Ametora's introduction includes a quotation by William Gibson- fitting, since it was his twitter where I actually first heard about this book. I've read a lot of books such as this, on Japanese baseball -- Gotta Have Wa -- and tons on Yakuza and bozozuko -- Speed Tribes is really great. A must-browse if you're interested in Japan or fashion/design. The annals of menswear in Japan, is actually an echo of the postwar history of Japan and it can be a real page turner. Excellent read, very well researched This was a page-turner even for me, a man who isn't all that into Fashion or Style.. the more recent information and analysis was less engaging. Essentially, people (like myself and most likely you, since you're reading this) that want in clothing, aesthetics, production, and the fine information on things are the people who are going to get worked up about this subject. However, I believe that the subject is a lot more broadly interesting than it might appear on the surface. and the fine details of things are the people who are going .Anyone could make a nonfiction book informative, many can make them entertaining- plus some deeply thought-provoking. I don't believe that the reserve ever totally delivers on its tagline and tells me how Japan preserved American style, but I could over look that. Five Stars Great book! Then I bought the hardcover version. Marx will take the reader from pre-War Japan up to the present day day through all of the developments in men's style. I learned a whole lot from this book, it's even more of a history book than I expected it to be. The moment I finished I went right to the beginning and read it again. A must-read for anybody with an interest in fashion, economics, history, or cultural interchange.I highly recomend it actually if you're not really into fashion and clothes. The book incorporates plenty of great anecdotes, such as the time when Japanese Ivy buffs on their first visit to america in the late '60s were dismayed to find Harvard undergrads slouching to class dressed down in sandals and informal clothes. But this one is really well written and tells a great historical story. David Marx has expertly chronicled a subject few others will be qualified to deal with.

Primarily, the publication teaches that Japanese fashion trends imitate a lot more than blaze fresh trails -- certainly, that Japan itself, all together, since Meiji, is usually a studied imitation of the West. Brands are pretty much all the same, and follow the same suggestions. Five Stars great read! But Marx manages to accomplish all three with his fascinating background of japan obsession with American fashion, from black market blue-jeans to young Americans rediscovering classic collegiate style in the painstakingly researched webpages of Consider Ivy, and all of the subtle adaptations along the way. Still, a book I enjoyed. the better it was the further back in its history the research proceeded to go, the better it had been. I think that the group that would imagine themselves interested in this book is fairly small. but interesting overall! One of the most interesting factors in the reserve is how it all describes the function of men's style publications. I would recommend this book. Well documented I originally bought the kindle edition of this book and browse it straight thru to the end. thanks!. Yet Marx captivates the reader with this excellent and amazingly well-research trip from the influences of American "style" in postwar times to modern, everyday style in Japan. Though I lived in Japan for many years and speak the language fluently, Marx delved very much further into a level of fine detail and origins of "American Traditional" and its broad influence on therefore a lot of Japanese business and casual use than I ever understood. If you lived in Japan within the last 70 years, you'll gain a deeper understanding of how and why Japanese fashions evolved in each decade, and why they are what they are today. My only nit to choose is what seems to me to be Marx's shoehorning in of road/"bape" fashion fad into the narrative, which would at most effective be described as Amekaji, not really Ametora -- and at most severe referred to as, well something very much worse. That apart, it is still a remarkably fascinating story that suits the subtitle well -- "How Japan Saved American Style. David Marx tracked many important figures and obscure clues to trace a narrative that clarifies the development of men's fashion market in Japan, through the intake behavior, creation, and content. I had no proven fact that this issue of jeans could be so interesting! Five Stars Great Gift for anyone! Five Stars Very interesting japanese fashion background and great tale telling around people leading the development. I do agree that Japan provides refined and superior many areas of American menswear, but I believe it's a stretch out to say that it preserved it. David does a great job explaining the annals and intimate connections of the mindset that is included with denim, and how the relationship was suffering from trends and innovation.



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