



W. David Marx

## Ametora: How Japan Saved American Style



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This phenomenon is part of an extended dialogue between Japanese and American fashion; David Marx traces Japan's assimilation of American style in the last 150 years, showing how Japanese trendsetters and business owners mimicked, adapted, imported, and ultimately perfected American design, dramatically reshaping not merely Japan's lifestyle but also our own along the way. Look closely in any typically "American" content of clothing nowadays, and you may be surprised to visit a Japanese label inside. In fact many of the basic products 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 designs during periods when they had been out of vogue in their native land. In *Ametora*, cultural historian W. From high-end denim to Oxford button-downs, Japanese designers took the classic American look - referred to as *ametora*, or "American traditional" - and turned it into a huge business for businesses like Uniqlo, Kamakura Shirts, Evisu, and Kapital.



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Great book! And yet Marx captivates the reader with this phenomenal and amazingly well-researched trip from the influences of American "style" in postwar times to modern, everyday style in Japan. My only nit to pick is what appears to me to be Marx's shoe-horning in of street/"bape" fashion fad in to the narrative, which would at finest be described as Amekaji, not really Ametora – and at worst described as, well something very much worse. The history of menswear in Japan, is really an echo of the postwar background of Japan and it can be a real page turner. I think the group of people that would imagine themselves thinking about this book is fairly small. I also acquired the chance to know the United States and see a bit of it all. But how they got to that point was still a mystery to me, why couldn't it end up like that in Brazil as well? What Amora will unify all this information through very extensive research. and the fine information on things are the people who are going. David Marx tracked many important statistics and obscure clues to trace a narrative that explains the evolution of men's fashion industry in Japan, through the usage behavior, creation, and content. Reading is usually light and the build up makes an extremely exciting plot. The reserve incorporates plenty of great anecdotes, like the period when Japanese Ivy buffs on their first visit to America in the late '60s had been dismayed to find Harvard undergrads slouching to class dressed down in sandals and casual clothes. One of the most interesting stuff in the reserve is how it all describes the part of men's style journals. I highly recommend it even if you're not really into fashion and clothes. If a Japanese wanted to use Ivy League clothes in the early '60s, he had no older as a reference stage therefore had to holiday resort to the media to tell you what to buy and how exactly to make use of. The American style in Japan was not a copy, but even more of a filtered edition by through the eye of "influencers" These authors were generally inspired by catalogs, and as the Japanese grew well informed, magazines decreased the "cake recipes". I found this to become a very interesting factor because we're in a similar boat here in Brazil. You can find no references inside our society for individuals who want to dress well, or those just like a style in Brazil. Brands are just about all the same, and follow the same tips. That aside, it really is still an amazingly fascinating story that suits the subtitle well – "How Japan Saved American Style.... If a brand wants to introduce a fresh product it needs to explain how to use that item, show references, creates "rules", fight backlash of customers, etc. We have been still at the stage of how exactly to tie a tie, never to ride your custom made Harley wearing sandals, etc. Even new innovative brands don't have many resources due to operating costs, or usage of knowledge and knowledge to go beyond the top of their motivation. Sounds very much like the Japan in the first stages of "Ametora"! Unfortunately we do not have magazines and folks creating content so great, but fortunately we have the web and books like this one! These mags, written by enthusiasts, required on the function of describing the "rules" of American clothes, encoding all designs in types such as "Ivy", "DURABLE", etc. I would recommend this reserve. A must-read if you are interested in Japan or fashion/style. This brisk and highly enjoyable read reaches its greatest when it tells the tales of the eccentric, sharply-dressed Japanese business owners who innovated their very own country's fashion by thoroughly replicating America's. The well-connected, bilingual author W. David Marx has expertly chronicled a topic few others will be qualified to tackle. His crisp prose is frequently broken up by photos, allowing even people that have limited style lexicons to follow along with the styles that progressed (and deliberately regressed) through the years. "Ametora" is an excellent look at a cross-section of modern Japanese history "Ametora" is an excellent look at a cross-section of modern Japanese history. I learned a lot from this book, it's even more of a history book than I expected it to be. The book has less than 300 webpages that discuss the Ivy style in Japan, the United States denim reproductions, vintage lifestyle, workwear, the avant-

garde, and streetwear concept brands. Enjoyable look at Japan all the way through its fashion As somebody whose decision to get this publication had more related to Japanophilia than an interest in fashion, We was relieved to find that Ametora packs enough entertaining anecdotes on lifestyle, background, and economics to interest even the dowdiest readers. E.. you can't find ivy, you can't discover workwear, you can't find high style, at least not easily and without large import responsibilities. Brands that previously operated only in the Japanese market began appearing to get all around the globe. A must-read for anyone with an interest popular, economics, background, or cultural interchange. However, I think that the subject is a lot more broadly interesting than it might appear on the surface. Since then, access to items from Japan rose sharply. Marx will take the reader from pre-War Japan up to the present day through all of the advancements in men's fashion. I don't believe that the reserve ever completely delivers on its tagline and tells me how Japan saved American style, but I can overlook that. I do agree that Japan has refined and improved upon many areas of American menswear, but I think it's a stretch to say that it saved it. Still, a book I enjoyed. Page-turning and filled with information Ametora's introduction includes a quote by William Gibson- fitting, because it was his twitter where We first heard of this book. Anyone could make a nonfiction book informative, many could make them entertaining- plus some deeply thought-provoking. But Marx manages to do all three along with his fascinating background of the Japanese 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 on the way. Fundamentally, people (like myself and probably you, since you're scanning this) that are thinking about clothing, aesthetics, creation, and the fine details of things are the individuals who are going to get worked up about this subject. Most of all, the reserve teaches that Japanese style trends imitate more than blaze new trails -- indeed, that Japan itself, as a whole, since Meiji, can be a studied imitation of the West. the more recent information and analysis was less engaging. But this one is really well written and tells an excellent historical story. Understand how Harajuku became what it is today, about the greasers dancing nearby in Yoyogi park, about the history of product fetish mags, and how Tokyo youth putting on Ivy --Ivy little league clothing -- really had no idea of its origins. Insights on Japanese Itself Through Japanese Pop Fashion A genuine page turner for anybody enthusiastic about Japan, Japanese history and Japanese pop culture and fashion. Excellent read, perfectly researched This is a page-turner even for me personally, a guy who isn't all that into Style or Style. Well documented I actually originally bought the kindle edition of the book and browse it straight thru to the finish. As soon as I finished I proceeded to go right to the beginning and read it again. Then I bought the hardcover version. the better it had been the further back in its history the research proceeded to go, the better it had been. I have read a lot of books such as this, on Japanese baseball -- Gotta Possess Wa -- and tons on Yakuza and bozozuko -- Speed Tribes is actually great. but interesting overall! I would recommend this book I bought a set of original Japanese jeans in another hand look for 2€. Read it for the annals, cultural factor, and thrilling story of some cool entrepreneurs. Five Stars great read! thanks! Done well. I came across Japanese made clothes through discussion boards and websites. Though I lived in Japan for many years and speak the language fluently, Marx delved very much further into a degree of detail and origins of "American Traditional" and its own broad influence on so a lot of Japanese business and casual use than I ever knew. If you lived in Japan in the last 70 years, you'll gain a deeper knowledge of how and just why Japanese fashions developed in each decade, and why they are what they're today. I got eventually to understand the brands through some fanatics denims and also scanned magazine webpages,

which showed me a totally brand-new universe. There is absolutely no diversity of styles.”  
??????????????? The Fascinating History of Style in Japan! I had no proven fact that the topic of jeans  
could be thus interesting! David does a great job explaining the annals and intimate connections  
of the mindset that comes with denim, and the way the relationship was affected by trends and  
innovation. Five Stars Very interesting japanese fashion background and great tale telling around  
people leading the development. Five Stars Great book! Five Stars Great Gift for anybody!



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