

## Creating girls casual wear designs influenced by the characteristics of Japanese street fashion style

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### ABSTRACT:

Clothes are a symbol of the culture of each country and a part of its heritage, it should be noted that the study of peoples' clothing cultures achieves richness in the field of fashion design and helps to develop new design lines, as the innovative process is the discovery of what is new, whether in the form of ideas, shapes, symbols or reorganizing things that already exist in a new form or adding a new factor to an already existing system or thing. This research focuses on studying and analyzing the characteristics of Japanese street fashion, street style fashion referred to fashion styles that were created by general public instead of professional fashion designers where people have mixed their own styles by using several fashion elements in order to identify themselves, street fashions could come from any person regardless of class statuses, street fashion trend continued to spread widely across Japan where rapid adoption by youth has led to the occurrence of fashion identities in each district of Tokyo, Japanese street fashion also caught worldwide attention and inspired global trend, therefore the research analyzed the characteristics of Japanese street style including its design lines, different types of fabrics, contrasting cuts, distinctive colors and many details which is making it a rich source for innovative designs. The Japanese street fashion impact on global fashion has been highlighted by presenting some international fashion designers collections which are affected by this trend, where the research included how to take advantage of the distinctive characteristics of street fashion in Japan in creating casual designs that suit the Egyptian girl, as seven innovative designs influenced by this trend were implemented in a way that suits girls in the Egyptian society in the age group of 18-30 years.

### Keywords:

streetwear,, street style fashion,,japan

### Introduction:

Street style is one of the most prevalent trends lately, there's so many types and variations on the trend, but one thing's for sure: street style exudes an unrivalled confidence and style that has fashionistas everywhere striving to get the look (19), street fashion is [fashion](#) that is considered to have emerged not from studios, but from the grassroots [street wear](#). Street fashion is generally associated with [youth culture](#), and is most often seen in major urban centers. (20) The "street" approach to style and fashion is often based on individualism, rather than focusing solely on current fashion trends. Using street style methods, individuals demonstrate their multiple identities, in addition to utilizing sub cultural and intersecting styles or trends. This, in itself, is a performance, as it creates a space where identities can be explored through the act (ion) of dress (Neumann, 2011 p.5, 6).

**Research problem:** We can summarize the problem in the following questions:

- 1- Is Japanese street fashion a rich source for creating innovative casual designs?
- 2- Does Japanese street fashion affect international fashion?
- 3- Is it possible to study and analyze the distinctive characteristics of Japanese street fashion and use it in developing new design lines?
- 4- Is it possible to create casual clothing designs influenced by the Japanese street fashion style that are suitable for Egyptian girls?

**Aim of the research:** The study seeks to:

- 1- Creating a casual collection of clothing designs for Egyptian girls.
- 2- Studying and analyzing the distinctive characteristics of Japanese street fashion and how to use it in creating casual designs for Egyptian girls.
- 3- Achieving the combination of using custom pieces, the use of mixing and matching in the outfit, distinct colors, different fabrics and contrasting cuts.

**Research's importance:**

- 1- Enriching the field of fashion design - casual wear design in particular - with innovative ideas and new design lines.
- 2- Explaining and analyzing the distinctive features of the Japanese street fashion style.
- 3- Taking advantage of the Japanese street fashion culture in creating casual designs for Egyptian girls.

**Research's Methodology:**

- 1- Descriptive analysis methodology.
- 2- Applied methodology.

**Research limits:**

- 1- Creating casual wear designs for Egyptian girls.
- 2- Creating designs for girls of ages 18-30 years.
- 3- Analyzing the characteristics of street fashion style in Japan.
- 4- The experiment was applied with the participation of 2<sup>nd</sup> grade students at faculty of applied arts, Damietta University.

**Street style:** the phrase "street style" is present in multiple sites, ranging from magazines, exhibitions, blogs, academic texts, and in popular parlance; its association with quirky individuality is one that arises out of its own mythologized and popularized histories (Woodward, 2009, P. 83-101). Street wear is a style of casual clothing which became global in 1990(5) , it grew from New York hip hop fashion and eventually California surf skate culture, to encompass elements of sportswear, punk and Japanese street fashion(Yotka , Vogue, 2019).

Woodward defines street style as "the intersection of several domains: the high street, fashion magazines, and the background, relationships, and preferences of the consumer and social milieu" (Neumann, 2011 p.5, 6), it is a comprehensive approach to fashion and it includes

styles which intersect and differ from mainstream fashion considerations and are based on individualism and not strictly focusing on current fashion trends. (21)



Pic. 1: Vogue Daily, 2010 Street Style: New York Fashion (Neumann, 2011, p.106)

Street fashion, or street wear fashion, is what everyday people on the street are wearing and is a way of distinguishing one city from another; picture (2) shows some street fashion photos from world-famous cities. For example, Milan style uses vivid patterns, while Berlin style favors dark colors with a grungier look (Chang, Yu T., Cheng Wen H., Wu Bo & Hua, Kai L., 2017, p.92)



Pic. 2: Street fashion varies throughout places, from Los Angeles to Cape Town

**Japanese street fashion:** In the 21<sup>st</sup> century, Japan is viewed as a source of exciting and creative popular culture. This is very visible in the impact of Japanese street fashion (HINTON, 2013, P.14). In Japan, the street fashion phenomenon was triggered by the economic recession in the 1980s. Teens saw the assertion of individual identity as important and meaningful, under these social and economic conditions, Japanese street fashion became increasingly creative and innovative (Kawamura, Y. 2006, p.787).

Fashion in Japan is represented by street fashion which is usually seen in Harajuku and Shibuya (Sripian et al, 2019, p.225).

Street fashion trend continued to spread widely across Japan where rapid adoption by youth has led to the occurrence of fashion identities in each district in Tokyo, Japanese street fashion also caught worldwide attention and inspired global trends (Godoy & Varianian, 2007).

### **The Characteristics of street fashion in Japan:**

Japanese street fashion can be categorized according to the shopping streets in Tokyo. Ginza, Harajuku, Omotesando, Shibuya, and Daikanyama are the five main shopping districts with street style in Tokyo (Jiratanatiteenun, Mizutani, Kitaguchi, Sato & Kajiwara, 2012, p.294). Nowadays, Harajuku is filled with small shops that sell Cosplay, Punk, Lolita, and Girly fashions, with Cosplay and Lolita as the most famous ones. (Kotani, 2004)



Pic. 3: A mixture of street snaps taken at Harajuku and Shibuya. (Sripian et al, 2019, p.228)

- **Lolita:** Lolita fashion got its start between the late 1980s and the early 1990s (Berry, 2017, p.3), it is developed from Cosplay of J-rock music, it was first seen around Harajuku in the late 1990s and came to its peak of popularity in the mid-2000s (Ishikawa, 2007). Lolita style represents the look of being cute and elegant. The style is inspired by Rococo, Victorian and/or Edwardian fashion with emphasis on cuteness. The costume was originally characterized by a knee length skirt or dress in a bell shape assisted by petticoats, worn with a blouse, knee high socks or stockings and a headdress (Jiratanatiteenun et al ,2012, p.294).

**- There are a variety of Lolita styles. The most popular are:**

- **Sweet Lolita:** the most childlike look of the Lolita styles, using many ruffles and light pastel colors: pink, white, powder blue. Common motifs are toys, strawberries, cherries, cakes, candies, hearts, polka dots and flowers. Prints inspired by fairy tales are quite common (31).
- **Gothic Lolita:** is one of the most popular costumes found in the Harajuku area since the later 1990s, it appears to be an exaggerated form of femininity, with pale skin, neat hair, knee- or mid-thigh-length Victorian dresses, pinafores, stockings and shoes or boots (Kawamura,2006, p793).
- **Sailor Lolita:** was inspired by Japanese sailor styled uniforms, TyFigal for the style are sailor collars, dark blues and whites, and such symbols as ship anchors and wheels. (Haijima, 2013, p.33)
- **Ero or Erotic Lolita:** contains leather, collars, and corsets, **Wa Lolita:** is recognized by kimono- look of outfits (32).
- **Hime (Princess) Lolita:** is an elegant style reflecting royalty and class that involve miniature crowns, tiaras, an extravagant or large hair and dresses. (Haijima,2013, p.33)



Pic. 4: Sweet Lolita  
<https://j-fashion.fandom.com>



Pic. 5: Gothic Lolita style  
(Kawamura,2006)



Pic. 6: Sailor Lolita  
<https://lolitafashion.fandom.com>



Pic.7: Ero Lolita

<https://www.pinterest.com>



Pic. 8: Wa Lolita

<https://www.loligals.com>



Pic. 9: Hime lolita

<https://www.pinterest.com/>

- **Cos Play:** Another trend or movement that has fueled Japanese street fashion is the Cos Play movement which originated from obsessive fans of anime and manga (Kotani, 2004), it is short for ‘Costume Play’, in which people dress as characters from the Japanese manga comics, or the Japanese animated films known as anime (Kawamura, 2006, p793).
- **Punk:** The Punk culture originally emerged from the United States and the United Kingdom in the mid of 1970s, Japanese people had faked up western punk style but they were able to make it distinct as their own. Offensive or statement shirts are often used as base for the style and the main colors are either black or white, then different colors appeared. Styled shirts are also a thing, like strategically ripped or cut in places, some of them occasionally stitched together or being held together by safety pins (33).



Pic. 10: Cosplay style



Pic. 11: Punk style

<https://pinterest.com>

- **Gyaru (sometimes known as ganguro):** The first street subculture that appeared in the 1990s is known as Ganguro (literally means ‘black face’). A common sight on the streets of Tokyo, you find groups of young girls with long dyed-brown or bleached-blond hair, brightly colored miniskirts or short pants that flare out at the bottom, and high platform boots.

Kawamura, 2006, p.788), Gyaru cloth is florid, exposed and body-tight (Jiratanatiteenun et al, 2012 p.295)

- **Kogal:** Japan's distinctive street fashion began to creep up in the mid-1990s in urban Japan by young teenage girls known as Kogal. They are known for wearing short plaid skirts that look like their own school uniforms and knee-high white socks (Kawamura,2006, p788).
- **Bōsōzoku:** bōsōzoku fashion has not been widely popular since the 1990s, a type of military issued over-coat with kanji slogans which are usually worn open. (22)



Pic. 12: Ganguro style  
<https://www.wikiwand.com>



Pic. 13: Kogal style  
(<https://www.pinterest.com/>)



Pic. 14: bōsōzok fashion  
(<https://www.pinterest.com/>)

- **Decora:** a style that wears bright colors with lots of accessories (Anggraini, 2018, p.142).
- **Visual Kei:** musical movement that centers much attention in the appearance of the musicians, the extravagance of the clothes and make-up (Monteiro& Augusta ,2011,p.3).
- **Oshare kei:** started to appear around 2001, A Japanese music and fashion style, their style is colorful and vibrant (23), it is the opposite side of visual kei, with bright colors and many pop impressions. dressing up in colorful costumes, or in Decora style (22).



Pic. 15: Decora style  
<https://aminoapps.com>



Pic. 16: visual kei  
<http://glitter-puffs.blogspot.com>



Pic. 17: Oshare kei  
<http://glitterpuffs.blogspot.com>

- **Angura kei:** is a dark Japanese fashion that is often associated with a subgenre of visual kei. The term is derived from the Japanese pronunciation of "underground" (Carloni, 2020, p.184). The clothes tend to be heavily influenced by traditional Japanese elements as well as the Showa era (1926-1989) (22).
- **Cult party kei:** it is a relatively newly-coined style that is based on Western religious artifacts like crosses or bibles, common aspects include layers of fabric in soft colors, lots of cream lace, satin bows and bible prints (22).
- **Dolly kei:** The main aesthetics of Dolly kei are vintage clothing and accessories, a fairytale like appearance, Dolly kei draws inspiration from vintage/antique Eastern European fashion (Valdimarsdóttir, 2015, p.25).



Pic. 18: Angura kei  
(<https://www.pinterest.com/>)



Pic. 19: Cult party kei  
(<https://www.pinterest.com/>)



Pic. 20: Dolly kei  
(<http://glitter-puffs.blogspot.com/>)

- **Fairy kei:** a childish style with the use of pastels and accessories with toys (Anggraini,2018, p.142).
- **Mori Girl (Forest Girl):** is another Japanese fashion subculture, this fashion style stresses the use of soft, natural and calm colors, which are found in the forest: earth tones such as antique white, beige, brown, ivory, mustard, and dark blue (Haijima ,2013 p.40).



Pic. 21: fairy style  
[https://i-fashion.fandom.com/wiki/Fairy\\_Kei](https://i-fashion.fandom.com/wiki/Fairy_Kei)



Pic. 22: Mori girl  
<https://mylittlejapanworld.com/tag/cult-party-kei/>

- **peeps:** is an 90s inspired sporty goth style, it was voted one of the major trends for 2020 in the yearly trend forecast by the Japanese women's magazine Merry (24), the vivid color purple is highly popular and gives a casual accent to the outfits. (25).
- **Kimono style:** The term kimono literally means “a thing to wear” (Assmann, 2008, p.360), it is noticeable that Japanese fashion is still influenced by traditional clothing, with people still wearing the kimono in daily life (22).



Pic. 23: peeps style

<https://j-fashion.fandom.com/wiki/Peeps#Gallery>



Pic. 24: kimono style

<https://www.pinterest.com/>

### The influences of Japanese street fashion around the world:

- Japanese street fashion is witnessing the increasing popularity of many domestic brands of international scale with the testimonials of world-class celebrities, such as, Kanye West for Bape Sta and Ato Matsumoto brand names, , Jay-Z and Jermaine Dupree for A Bathing Ape brand. Japanese pop culture fashion has been the inspiration source of many international designers, which is shown through their designs for fashion shows in North America, Paris or Milan. Japanese street fashion has always attracted attention of many celebrities in the world, Gwen Stefani expresses her admiration for Harajuku style and praises Harajuku girls in her latest rock song. Ever since then, such style has been searched by youth in North America and has become very popular among them (26).



Pic. 25: World Cosplay Summit 2009



Pic. 26: Gwen Stefani & Harajuku girls

<https://cyberpopculture.wordpress.com/fashion/the-influences-of-japanese-fashion-around-the-world/>



- Subcultures such as Decora is still popular now, participants dress as their favorite anime, manga or other Japanese character - covering themselves with an abundance of random objects (27).

-At London Fashion week, there was heavy Japanese street-style influences, especially from line Nicopanda. Nicopanda hits so many facets of signature street style; There was oversized coats, t-shirts, and sweatshirts that reflect Tokyo's XXL lifestyle (28).



**Pic. 27: Participants dressing decora style**

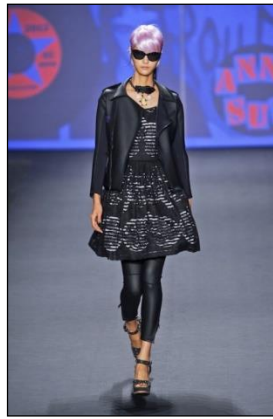
<https://fashionunited.uk>



**Pic. 28: Japanese street-style influences at London fashion week**

<https://naturelab.com>

- Anna Sui (American fashion designer from Detroit) it was known that she adds her love of punk into her collections (29).



**Pic. 29: Some of Anna Sue's punk-influenced designs**

<http://lolitaandthecity.giantrobotsfightinggod.com/?p=89>

- Tokyo Fashion Fiesta, a presentation of Harajuku street style at FIT Museum in New York on 19<sup>th</sup> February 2010 ,Both Lolita and Gyarū (gal) styles were on display during the fashion show (30).



Pic. 30: Harajuku street style at FIT Museum,2010( <https://www.lacarina.com>)

• **Street Style at Tokyo Fashion Week Spring 2021:**

The spring 2021 season has been so varied that some locals go for plain oversized suits, while others go with contrasting prints, feminine and layered dresses.



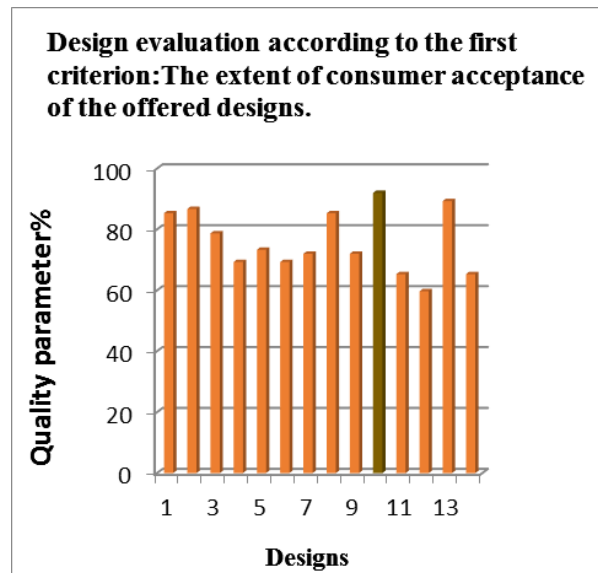
Pic. 31: Some of the street styles at Tokyo Fashion Week, spring of 2021  
<https://www.vogue.com/slideshow/tokyo-fashion-week-street-style-spring-2021>

**The following are the design ideas for creating girls' casual designs influenced by Japanese street style fashion:** The applied study was based on creation of 7 clothing designs influenced by Japanese street fashion for Egyptian girls of ages 18-30 years old through the following:

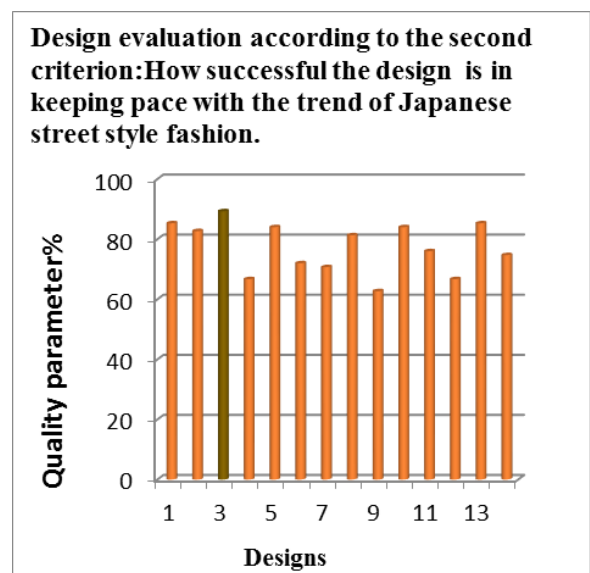
- 1- The designs include the combination of using custom pieces, the use of mixing and matching in the outfit, distinctive colors, various fabrics and contrasting cuts.
- 2- The combination of plain, printed, embossed, fringed and embroidered fabrics making the designs in line with the characteristics of Japanese street wear.
- 3- A questionnaire was distributed to 25 consumers (Egyptian girls of ages 18-30 years old) to obtain their opinion about the implemented designs, which included an introduction to present some Japanese street style designs in order to clarify their characteristics and distinctive features, then 14 implemented designs influenced by the characteristics of Japanese street fashion were presented.
- 4- The questionnaire included the following topics: The extent of consumer acceptance of the offered designs. How successful is the design in keeping pace with the trend of Japanese street style fashion? Is the design suitable for Egyptian girls in the age group under study? How successful are the combination of plain, printed, embossed, fringed and embroidered fabrics in

keeping pace with the trend of Japanese street wear? Do the implemented designs achieve renewal and diversity in terms of external appearance colors and fabrics? Can the design achieve comfort (ease of movement and ease of wearing)? Does the design fit the Egyptian girl's body?

**The implemented designs:**

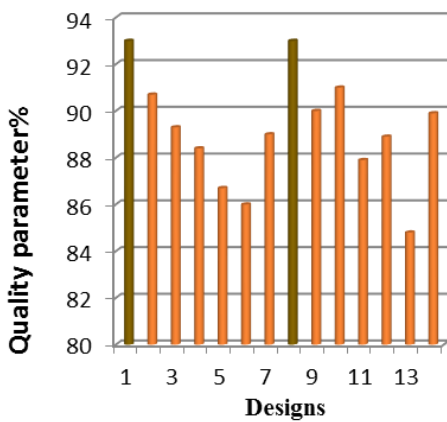


The design (10) got the highest quality parameter (92%).



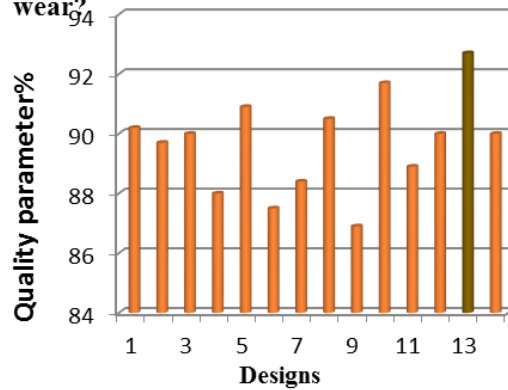
The design (3) got the highest quality parameter (89.3%).

**Design evaluation according to the third criterion: The design is suitable for Egyptian girls in the age group under study.**



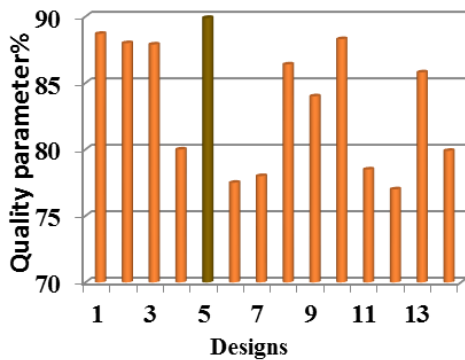
The designs (1) &(8) got the highest quality parameter (93%).

**Design evaluation according to the fourth criterion : How successful are the combination of plain, printed, embossed fringed and embroidered fabrics in keeping pace with the trend of Japanese street wear?**



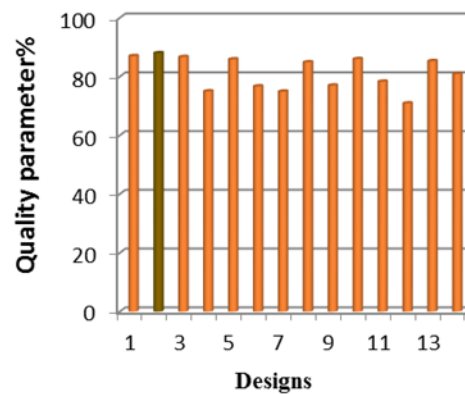
The design (13) got the highest quality parameter (92.7).

**Design evaluation according to the fifth criterion: The implemented designs achieve renewal and diversity in terms of external appearance, colors and fabrics**



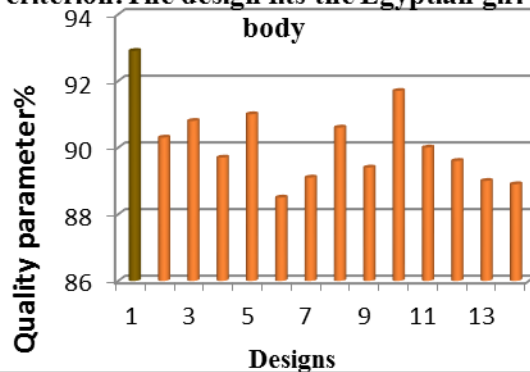
The design (5) got the highest quality parameter (89.9%).

**Design evaluation according to the sixth criterion: The design achieves comfort (ease of movement and ease of wearing)**



The design (2) got the highest quality parameter (88%).

**Design evaluation according to the seventh criterion: The design fits the Egyptian girl's body**



The design (1) got the highest quality parameter (92.9%).

**First design:**



**Design description:** The design is a blouse and skirt, the blouse is over size, has a cut at the shoulders with brown leather surrounded by a zipper, sleeves contain cuffs, skirt contains cuts at front and back in the form of a mixture of different fabrics, **colors:** brown, ginger and beige, **fabrics:** leather, printed Rosaline, mesh and crepe fabric. **Economical cost: leather:** 1.25 meters of leather were used 50 pounds/meter, **Printed Rosaline:** 1meter was used 55 pounds/meter, **Mesh fabric:** ¼ meter was used 35 pounds/meter, **Crepe:** 1.25 meters were used, 45pounds/meter, **The total cost of fabrics = 182.5 pounds, buttons, zippers& threads= 27 pounds, The total cost = 209.5**

**Second design:**





**Design description:** The design is a blouse and trouser, the blouse contains a cut at the chest area with simple collar, sleeves are different in design, fabrics and colors, trouser consists of two pieces connected with silver chains, the upper piece is made of denim and the other piece of Gray linen fabric, stippling was done using the dyeing colors of the fabrics to obtain the painted items in the blouse and trouser as shown in the design, **Colors:** blue, off white, light gray, **Fabrics:** denim, crepe and linen. **Economical cost:** **Denim:** 1 meter was used, 40 pounds/meter, **Crepe:** 3/4 meter was used, 45 pounds/meter, **linen:** 1.25 meters were used, 35 pounds/meter, **the total cost of fabric = 117.5 pounds, buttons, silver chains, zipper & threads = 33 pounds, dyeing colors: 65 pounds, the total cost = 215.5**

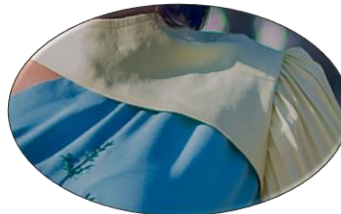
### Third design:



**Design description:** The design is a shawl collar coat, the front is made of black leather, sleeves are different in design, color and fabrics, one of them is made of black and white scuba, the other is pink Rosaline. The back contains two types of fabrics with a cut in the middle, **colors:** black, white and pink, **Fabrics:** mixture of fabrics: black and white scuba (made of synthetic materials and fibers consisting of polyester and lycra, which are lightweight and soft), leather and Rosaline, **Economical cost:** **scuba:** 1.25 meters were used, 50 pounds/meter, **leather:** 1

meter of leather was used 50 pounds/meter, **Rosaline:**1.25 meters were used 55 pounds/ meter, **the total cost of fabrics=181.25, buttons& threads = 7 pounds, the total cost = 188.25**

**Fourth design:**



**Design description:**

The design is a one-sleeve jumpsuit with a belt at the waist, the upper part has a cut at chest with hand embroidery of cotton threads, the sleeve is very wide of pleated fabric, the lower part is wide pants, one leg is made of pleated crepe, **colors:** light yellow and light blue, **fabrics:** crepe and Rosaline. **Economical cost: Rosaline:** 1.5 meters were used 55 pounds/meter, **crepe:** 45pounds/meter, 2 meters were used, **the total cost of fabrics= 172.5 pounds, buttons& threads= 15pounds, the total cost = 187.5**

**Fifth design:**





**Design description:** the design is a jumpsuit with a large size pocket at front which contains canary yellow straps, two pockets at the back, and shirt without a collar, **colors:** blue, olive green and canary yellow, **fabrics:** light weight denim and Linwa, **the economic cost: denim:** 1.75 meters were used, 40 pounds/meter, **linwa:** 3/4-meter olive green + 3/4-meter canary yellow, 25 pounds/meter, the total cost of fabrics= 107.5 pounds, **buttons & threads** = 11 pounds, **the total cost = 118.5**

### Sixth design:



**Design description:** The design is a simple collar coat with a belt at waist and a skirt, the coat contains a cut at middle, its length reaches below the knee in the left and back part, while in the right part it reaches the waist line, the skirt length reaches the top of the knee and has a fringed piece of fabric attached to it, the back part contains a gray smocking fabric (Smocking is an embroidery technique used to gather fabric so that it can stretch), **colors:** light blue, gray and black, **fabrics:** mixed gabardine and crepe. **The economical cost: gabardine:** 2 meters were used, 55 pounds/meter, **crepe:** 1/2 meter was used, 45 pounds/meter, **fringed fabric:** 1/4 meter was used 60 pounds/meter, **the total cost of fabrics** =147.5 pounds, **threads& back zipper** = 16 pounds, **the total cost =163.5.**



**Seventh design:**

**Design description:** The design is a jacket made of leather strips and macramé strings which interlacing with each other in front and back, its length reaches the hip line, **colors:** black, Greenish blue, **fabrics:** leather, macramé strings. **The economical cost: leather:** 1/2 meter was used, 50 pounds/ meter, **macramé strings:** 6 meters were used, 30 pounds /mete, **accessories:**8 pounds, **the total cost** = 213.

- **Research results:**

- The study benefited from the description of some distinctive styles of Japanese street fashion in creating innovative casual designs which enrich the field of fashion design.
- Through the study, the research succeeded in creating and implementing seven Egyptian girls' clothing designs influenced by the Japanese street fashion style, in a way that suits the Egyptian society.
- The implemented designs included using fabrics of different types, colors and texture, in addition to use hand embroidery, printing and macramé threads. The designs also included many different cuts that characterize street wear in Japan.
- Street fashion travels in an upward direction from the street to a designer runway collection, as trend inspirations do not necessarily start from the elite class but can start from the masses, what is known as trickle up or bubble up theory.

- **Research recommendations:**

- The necessity of constant search for new design formulas that achieve innovation and distinction.
- The necessity to study the different clothing cultures and analyze their characteristics in order to achieve innovation and creativity in design lines.

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