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Ametora: How Japan Saved American Style is a MUST for anyone with any interest in fashion, particularly Japanese fashion. In fact, fashion aficionados of the 21st century now know that you cannot possibly disentangle the generalised concept of 'fashion' from 'Japanese fashion', the most vibrant and diverse fashion industry in th

~~Ametora: How Japan Saved American Style by W. David Marx~~

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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 Ametora , cultural historian W. David Marx traces the Japanese assimilation of American fashion over the past hundred ...

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Ametora: How Japan Saved American Style Marx, David W. Overview: 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 ametora, or "American traditional ...

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"Ametora - how Japan saved American style" by W. David Marx covers clothing trends in Japan from around WW2 up to recent times, or to put in other terms, the transition from Japan wearing traditional clothing to being a world leader in style and fashion.

~~Review: "Ametora — how Japan saved American~~

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~~style" — Well ...~~

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 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 ...

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(Basic Books / Ametora: How Japan Saved American Style) Also, it seems the best American-inspired products, like military jackets or North Face parkas, were and are only available to buy in Japan.

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In Ametora, 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.

~~Ametora: How Japan Saved American Style | The~~
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Armoury

Author W. David Marx, who recently published *Ametora: How Japan Saved American Style*, is certainly part of the latter group. Having lived and studied in Tokyo for 13 years, Marx has been observing the Japanese fascination with Western culture, and especially American fashion, up close for some time.

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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 ametora, or "American traditional"-and turned it into a huge business for companies like Uniqlo, Kamakura Shirts, Evisu, and Kapital.

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ametora how japan saved american style begins with a curious anecdote in the summer of 1964 hundreds of japanese teenagers descended on the revitalized neighborhood of ametora is a japanese abbreviation for american traditional and the term in japan is used to mean essentially ivy league east coast preppy styles explains w david marx

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wearing traditional clothing to being a world leader in style and fashion that transition was a far from simple linear development though as this book clearly

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