

The Way We Are

ファッション: Fashion

Photographer



はみださないように、
きれいにきれいに。

At home in her room, Yuka spends time on personal care. Wouldn't any girl? Nose pack in place, she does her toenails. "Gotta be really careful so it won't look messy."

📷 Kondō Yumiko, Kanagawa prefecture

Nose pack and toenail art

Buying clothes



これ欲しいけど、
高いなあ.....。

The guys usually go clothes shopping in groups of three or four. They use their allowances to buy clothes they like and eat out together. "I'd like to buy this, but it's expensive..."

📷 Ōtake Hisatsugu, Tokyo

どう、
似合うでしょ!

Baggy "loose socks" are becoming the established standard for high school girls dressed in uniforms. At school, everyone changes into this kind of soft shoes indoors.

"Check out the graffiti on our shoes!"

📷 Takada Miho, Saitama prefecture

Cowboy hat



Makiko is window-shopping in the department store. Trying on one of the cowboy hats that are the fashion these days, she's really enjoying herself.

"Look! Don't you think it suits me?"

📷 Inoue Risa, Osaka prefecture

"Loose socks"



うわば
上履き、
らくが
落書きで
いっぱいだね。

Choosing sneakers at a skateboard shop. For the guys, sneakers are an important fashion item.

"Gotta be cool from the feet up!"

📷 Takeuchi Shuntarō, Tokyo

Kyōko is choosing nail polish from a shop's broad array.

"How can I make up my mind, when there are so many? I'd like to buy them all!"

📷 Yoda Wakana, Tokyo



前髪、はねちゃったよ.....。

Even with his sporty butch haircut, Yūji fuses over his hair. This type of uniform, black, with a stand-up collar, is one of the most common for high school boys.

"How come it's sticking out like this..."

📷 Shimada Kōhei, Tokyo

Stand-up collar uniform

これだけあると迷うなあ。
全部、欲しい。



Manicure



キャハハハ。

イエーイ!

In June and October, it's customary to switch from winter to summer and from summer to winter clothing. From June 1 to the end of September, the girls wear lighter-weight summer uniforms (short-sleeved shirt and skirt). These seniors, who graduate in March, are celebrating the last time they'll wear their summer uniforms with a cheer and a pose.

"Yay!"

"Oh, dear. They've spelled 'Good Bye' wrong on the blackboard..." [ed.]

📷 Unoki Aya, Saga prefecture



Koromo-gae (Dressing for the season)

Muffer

The standard winter-season fashion for high school girls is the checked muffer worn with the school uniform. Chiaki often lets hairdressers try out new hairdos on her, so at school she has to tame her locks with numerous clips and pins.

"Ha, ha, ha!"

📷 Uehara Shiharu, Okinawa prefecture

Miki is on her way home. Her school doesn't require uniforms, so the girls dress with the fashions, here in tank tops and the fashion backpacks now so popular.

"Wanna stop at McDonald's on the way back?"

📷 Tokunaga Yoshimi, Tokyo



Rucksack

帰り、マック寄る?

スイスイ!
楽ちゃん!

In Tokyo, the kickboard has caught on not just for fun and recreation but as a means of getting around in the city.

"Off I go! This is so easy to ride!"

📷 Satō Ritsuko, Tokyo

Kickboard



あしもと
足元から
キメるぜ!

Skateboards

and Sneakers



はんい
テスト範囲は、
なん
何ページまでだっけな。



Dyed hair

Akane dyes her hair. She attends one of the top high schools for college-bound students in her prefecture. With plans to go to the United States to study starting in July, she is studying English by reading the English-language newspaper every day. Studying at her desk, she pages through her textbook.

"Hmm, I wonder how many pages is the test going to cover?"

📷 Watanabe Yūka, Miyagi prefecture

Original sweatshirt



わたし
私だけの
オリジナルトレーナー
だもんね。

Eri is a skilled artist. Here she is painting an original design on a sweatshirt: that makes it one of a kind in the whole world.

"This is my very own, original sweatshirt!"

📷 Yamamoto Mitsue, Osaka prefecture

Notes

In line with the theme for "A Day in the Life" in this issue, "Color," the topics here, including "Dyed Hair" and "Uniforms," show the importance of color in high school students' fashions.

Chapatsu 茶髪 (dyed or bleached hair)

Most Japanese have naturally black hair. Pitch black hair was long associated with beauty for women. In recent years, however, dying or bleaching one's hair has become very common among young women and men as well. While older people often dye their hair black or brown to hide their age, the young chose from a broad array of colors, from browns, to blonds, and even red, for the sake of fashion.

Seifuku 制服 (uniforms)

Most Japanese school uniforms are either navy blue or black. For a long time, the typical uniforms for girls were either a navy blue dress with a sailor-style collar or skirt and blazer combined with a white blouse, and for boys, either a black or dark blue suit with stand-up collar or a regular lapel-collar suit worn with a dress shirt. Recently, what kind of uniform a school requires can have a major impact on its popularity, so more schools have specially designed uniforms with colors and patterns (checks or stripes) not bound by previous fashions.