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"A FASCINATING CULTURAL  
HISTORY." —PEOPLE

# AMETORA

HOW JAPAN  
SAVED  
AMERICAN  
STYLE

UPDATED  
WITH A NEW  
AFTERWORD

W. DAVID  
MARX



# Ametora Japan Saved American Style

**Christopher Breward, Beverly  
Lemire, Giorgio Riello**



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

Ametora W. David Marx, 2015-12-01 The story of how Japan adopted and ultimately revived traditional American fashion 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 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 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 **Reinventing Japan**

Martin Fackler, Yoichi Funabashi, 2018-03-14 Highly readable yet deeply researched this book serves as an essential guide to the many ways in which Japan has risen to become one of the world s most creative and innovative societies During its so called Lost Decades Japan has quietly reinvented itself from a nation with an economy playing catch up into a global leader in innovation and creativity one whose soft power extends from postmodern architecture to pluripotent stem cells Written by a dozen experts in their fields including architect Kengo Kuma designer of Tokyo s 2020 Olympic stadium this book describes Japan s contributions to the world in fields ranging from fashion and pop culture to development aid and historical reconciliation In addition it demonstrates how Japan has led efforts to contend with several social and economic challenges facing the entire developed world including demographic aging rising health care costs and wasteful consumption Using these accomplishments as evidence it argues that in an era of questions surrounding the capability of American leadership the time has come for Japan to step into a new role as a purveyor of models and values better suited to today s multipolar and diverse world **The Visible Self** Joanne B. Eicher, Sandra Lee Evenson, 2023-10-19 All over the world people get dressed mostly for the same reasons Why then do we look so different from each other The answers lie in the constellations of factors that contribute to the human condition from climate to conformity gender expression to race and ethnicity Beginning with the body as the organizing principle around which to study dress this 50th anniversary edition of The Visible Self makes sense of humans as biological social and aesthetic creatures based on cross disciplinary concepts and examples It explores the daily act of dress in cultures around the world using the word dress to describe the wide variety of behaviors connected to the act of adorning our bodies or not through the use of clothing modifications and or supplements Political economies are addressed holistically to understand the global world through contemporary topics such as racism and how dress can be used to sustain or rebel against dominant structures With current examples and relevant readings in every chapter the authors

convey how dress can achieve standards of appearance and social ideals relate to individuality and conformity in fashion and communicate identity and character in the arts Exploring the global mash up of fashion dress culture production and sustainability including life in a post pandemic world The Visible Self offers a powerful understanding of the way we look and how we look at others New to this Edition Focus on the body as the organizing principle in the study of dress including additional insight on fashion and using this concept to define the target customer Investigation of current issues such as race and the post pandemic world Updated readings at the end of each chapter with discussion questions that directly connect chapter concepts to reading content Activities that apply chapter concepts to design product development merchandising and everyday life STUDIO Features Include Links to third party video clips to help visualize how dress is used to identify the self Self assessment quizzes to test yourself on what you have just read Flashcards of key terms and concepts covered in the book Instructor Resources Instructor s Guide to help incorporate the text into your classroom Test Bank to highly key concepts and test student comprehension on those concepts PowerPoint Slides for every chapter

**The Cambridge Global History of Fashion: Volume 2** Christopher Breward,Beverly Lemire,Giorgio Riello,2023-08-17 Examines the challenges of fashion from the nineteenth century to the present day from decolonisation to sustainability

**Pure Invention** Matt Alt,2021-06-22 The untold story of how Japan became a cultural superpower through the fantastic inventions that captured and transformed the world s imagination A masterful book driven by deep research new insights and powerful storytelling W David Marx author of Ametora How Japan Saved American Style Japan is the forge of the world s fantasies karaoke and the Walkman manga and anime Pac Man and Pok mon online imageboards and emojis But as Japan media veteran Matt Alt proves in this brilliant investigation these novelties did more than entertain They paved the way for our perplexing modern lives In the 1970s and 80s Japan seemed to exist in some near future gliding on the superior technology of Sony and Toyota Then a catastrophic 1990 stock market crash ushered in the lost decades of deep recession and social dysfunction The end of the boom should have plunged Japan into irrelevance but that s precisely when its cultural clout soared when once again Japan got to the future a little ahead of the rest of us Hello Kitty the Nintendo Entertainment System and multimedia empires like Dragon Ball Z were more than marketing hits Artfully packaged dangerously cute and dizzyingly fun these products gave us new tools for coping with trying times They also transformed us as we consumed them connecting as well as isolating us in new ways opening vistas of imagination and pathways to revolution Through the stories of an indelible group of artists geniuses and oddballs Pure Invention reveals how Japan s pop media complex remade global culture

**Blank Space** W. David Marx,2025-11-18 An NPR Most Anticipated Book of Fall 2025 A revealing exploration of a quarter century of cultural stagnation examining the commercial and technological forces that have come to dominate contemporary culture from music and fashion to art film TV and beyond Over the past twenty five years pop culture has suffered from a perplexing lack of reinvention We ve entered a cultural blank space an era when reboots rehashes and fads flourish while

bold artistic experimentation struggles to gain recognition Why is risk no longer rewarded and how did playing it safe become the formula for success Acclaimed cultural historian W David Marx sets out to uncover the answers In this ambitious cultural history Marx guides us through the blur of the twenty first century so far from the Obama era to the rise of K pop from Paris Hilton to the Marvel cinematic universe from Beyonc and Taylor Swift to Beyonc and Taylor Swift whose enduring influence highlights both their adaptability and the broader shifts in pop culture Combining sociological economic and political insights with a deep dive into art street culture fashion and technology Blank Space dissects the rise of profit driven formulaic trends and the shifting cultural norms that often prioritize going viral over innovation He reveals how backlash against indie snobbery and nineties counterculture gave rise to a counter counterculture one marked by antiliberal sentiment the celebration of business heroes and the increasing influence of industry plants and the elite class In a world of crypto bros nepo babies and AI driven art Marx offers readers a much needed dose of clarity and context Vibrantly narrated and sharply argued Blank Space is an essential guide for anyone looking to understand the chaos of the twenty first century the trends tastemakers and icons who shaped it and how we might push our culture forward over the next quarter century through renewed emphasis on creativity community and the values that transcend mere profit

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