

Kawaii-ology: Constructing Japanese Cute Aesthetics and Identity through *Ukiyo-e*, Manga, and Harajuku Fashion

AUTHOR Yuniya Kawamura
COLLECTION EDITED BY Joseph H. Hancock II

COLLECTION
Fashion and Personal Style Studies

EDITION
1st edition

MARKET
College/higher education and Professional and Scholarly

This course reading...

- Traces the historical roots of kawaii from Edo-period *ukiyo-e* and *sumi-e* to contemporary Japanese popular culture.
- Reframes kawaii as a cultural ideology that shapes personal, social, and gendered identities.
- Explores the influence of manga, anime, and iconic characters such as Hello Kitty on cute aesthetics.
- Examines Harajuku subcultures including Lolita and Decora as forms of fashion-based identity and community.
- Ideal for students and scholars of Japanese studies, fashion studies, sociology, cultural studies, youth subcultures, and popular culture.

What does "cute" reveal about Japanese culture, identity, and the ways people express themselves through art and fashion?

Kawaii-ology: Constructing Japanese Cute Aesthetics and Identity through Ukiyo-e, Manga, and Harajuku Fashion by **Yuniya Kawamura** explores kawaii not simply as a style or aesthetic, but as a cultural concept and social practice that has shaped Japanese identities across generations.

Tracing the roots of kawaii from Edo-period *ukiyo-e* and *sumi-e* to modern manga, anime, and globally recognized characters such as Hello Kitty, the book challenges the assumption that Japanese cute culture is purely a twentieth-century phenomenon. Kawamura reveals how visual representations of youth, femininity, and cuteness have evolved while continuing to influence ideals of identity and self-expression.

The book also examines Harajuku subcultures such as Lolita and Decora, showing how young people use clothing, styling, and visual aesthetics to construct distinctive identities and communities. These styles have extended far beyond Japan through global and digital networks, connecting like-minded individuals and enabling new forms of cultural and subcultural belonging.

Drawing on fashion sociology, Japanese visual culture, and the history of popular culture, Kawaii-ology offers a fresh interpretation of one of Japan's most influential cultural exports. Ideal for students and scholars of Japanese and East Asian studies, fashion studies, sociology, cultural studies, youth and subculture studies, and popular culture, as well as readers interested in manga, anime, Harajuku fashion, and Japanese aesthetics.

Yuniya Kawamura a Professor of Sociology at the Fashion Institute of Technology whose research focuses on fashion theory, youth subcultures, Japanese visual culture, and fashion identity.

Consumer print and ebook pricing available on the LPP website.
Institutional print and ebook pricing available through your chosen library vendor.
This title is available as part of the LPP Library collection.
For pricing, inquire at contact@livedplacespublishing.com.

https://livedplacespublishing.com/book/isbn/9781918026825