

# Lolita

Lolita fashion is one of the most notable fashions to come from the streets of Harajuku. Taking after the children's clothing and fairy tales of the Victorian era, the fashion is filled with ruffles, frills, bows, lace, and other fancy motifs, even if it drifts away from the more classical side into sweet, "over the top", or even gothic lolita.

The 'anatomy' of lolita is:

- ◆ Headpiece (bow, bonnet, crown, etc)
- ◆ Jewelry (necklace, bracelet, earrings, rings)
- ◆ Blouse (If the dress is a one piece dress a blouse is not needed)
- ◆ The dress (JSK/Jumper skirt or op/one piece)
- ◆ Tights or cute socks
- ◆ Appropriate shoes (heels, tea party shoes, flats)
- ◆ Bag
- ◆ Other accessories (brooches, hair clips, gloves, etc)

There is tons of different lolita subtypes that fit anyone's taste!

- ◆ Guro/gory
- ◆ Gothic
- ◆ Sweet
- ◆ Classic
- ◆ Sailor
- ◆ Hime/Princess
- ◆ + more!



PSA: THE 'LOLITA' AT DISNEY'S EPCOT IS NOT LOLITA



# Fashion: Harajuku Edition

In Japan resides a district called Harajuku. Maybe you've heard it from Snapchat stories or from Gwen Stefani, or even your favorite YouTuber like Pewdiepie or Saitya Nygaard. While it isn't as big as Shinjuku or even Akihabara, it absolutely is an iconic place for crazy and aesthetic fashion trends. Harajuku first became the iconic fashion and shopping district after artists started to set up shop during the Olympics as many tourists were staying there. It has grown ever since. If you ever go to Japan, Harajuku is somewhere you might want to check out.



# Kei

'Kei' is the umbrella term for a lot of the fashion to be born from the streets of Harajuku:

- ◆ Fairy Kei
- ◆ Decora Kei
- ◆ Visual Kei
- ◆ Mori Kei
- ◆ Rainbow Kei
- ◆ Gyaru Kei
- ◆ Ohare Kei
- ◆ Dolly Kei
- ◆ Cult Party Kei

Kei fashion has tons of different looks and, unlike lolita, isn't constricted to 'rules'. Kei fashion can be gothic, bright and colorful, pastel, muted, over the top, simple, and just about anything you can want or think of!

Decora kei is all about stacking and adding, stacking and adding. A crazy amount of hair clips, jewelry, and clothes is a must to pull off this striking look!



Visual kei is 100% the darker of the kei fashion. Some might call it goth, others might call it e-boy clothing. Hair sprayed until stiff, dark makeup, and dark clothes make up this fashion used by a plethora of Japanese rock artists.

