

Cultural Evolution of Fashion Industry: The Exploration of Fashion World in Japan and Taiwan

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Abstract

The massive fashion industry has waved into every corner of the world with its multi-dimensional impact to the people. Above all, Japan has proved its undeniable status in the fashion market. From the year 1963 when the Ivy style was brought into Japan from the United States by Kensuke Ishizu, to nowadays the massive success of Japanese fashion market. This paper argues that fashion is essentially a reflection of culture, and to demonstrate that how fashion has been stimulated by the culture, fashion evolution in Japan and Taiwan have been taken as two cases to explain the idea.

Due to the Japanese economy becoming depressed after World War II, the founder of VAN JACKET Kensuke Ishizu brought the American collegiate clothing style called Ivy into Japan along with lots of American Hollywood made movies at that time, making Japanese people admire American culture. In 1963, the Ivy Style look were worn by the Miyuki-zoku tribe, thus causing great influence to the Japanese culture at that time. As a result of the Japanese team wearing the Ivy style look in the Tokyo Olympic Games, people started to accept the new clothing style. Soon after that, Japan utilized their culture and integrated American culture to present their own fashion trend. On the other hand, Taiwan is a multi-cultured country from its colonization by different countries. So to make the market become more active. Taiwan imported various foreign fashion brands

In order to find out how culture influences affect Taiwan's and Japan's fashion industry, this research collects the data from magazines, the internet, books and some secondary interviews to find out the cultural influence on fashion between two countries. The author that interviewed the CEO that has been a part of the fashion industry for more than 10 years, in which their viewpoint on fashion industry was crucial to find out the comparison in the fashion industry between Taiwan and Japan in this research. In short, this paper discuss different cultural background on fashion industry between Taiwan and Japan. The main purpose of this research is to let the people realize the different cultural effects on the fashion industry between Taiwan and Japan and also to prove that culture is an essential factor on fashion industry.

Keyword: fashion industry, Japan, Taiwan, culture, Ivy, fast fashion, select shop