

## The December 2022 Issue

### What is in this issue:



### Recycle Fashion

### Traditional Costumes



## 'In Fashion'

Do you know what it means when something is **'in fashion'**? It means that the style is popular with many people right now. Do you know what it means to be **'fashion forward'**? If you are fashion forward, then you are ahead of the fashion **trends**. You are very early and know what is **stylish**. Today, I (Sheila) want to look at things that were in fashion in the **past** and things that may be in fashion in the **future**. I think that we can learn from the past to have a more **sustainable** and **creative** future!



### Fashion Forward, Fashion Back



#### > Less Fast Fashion

Do you know what **'fast fashion'** is? 'Fast fashion' is clothes that are made and sold by big companies like H&M, Zara, and Forever 21. The clothes are made quickly so the people making them get very little money and are treated badly. The clothes usually **rip** quickly and are NOT high **quality**. They use **cheap** materials that are bad for the Earth.

#### < More Sustainable Fashion



Do you know what **'sustainable fashion'** is? Sustainable fashion is fashion that is better for the environment. For example, the people who make the clothes get paid **properly**. The clothes are also made from **materials** that can be used again, not plastic. Older clothes were made more carefully with **techniques** that make them last for many years. So now people reuse old clothes! You know **Reduce**, **Reuse**, and **Recycle**, right?

Tokyo has many amazing secondhand clothing stores. The recycle shops in Harajuku, Koenji, and Shimo-Kitazawa are especially famous! During 2020, many used clothing **apps** became more popular too. Do you know Mercari, Depop, Ebay, ThredUP, or Poshmark? I have used them for most of my clothes. Erin and I love hunting for the perfect **vintage** outfit on **sale**. Sometimes, people even fix the old clothes for you. If people change the old clothes into something new, then it is called **upcycling**. Recently **sewing**, **knitting**, and **crocheting** have become popular again too. Do you know **DIY**? Its Do-It-Yourself! Let's see some old clothes and how they can become new and fashionable again!



# The Keika Chronicle

2

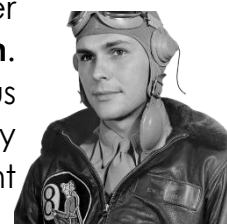
## Japanese 'Hanten' Jackets



In the Showa Era (1926-1989), students would wear **padded** *hanten* jackets while studying at their desks in the wintertime. The jackets were wonderful to keep warm in the cold. But soon, **fleece** and other fashionable material from **abroad** replaced these jackets. In the 1970's and 1980's when there was an **oil crisis**, many people remembered these jackets. They bought them to **save** money on electricity. Then, in 2020, when people stayed at home due to the Coronavirus, they became popular again! I even bought a padded *hanten* jacket in the red and white **pattern** from Miyata Orimono. This is a classic store in Fukuoka Prefecture. It cost about ¥16,500! That is expensive but it is high quality and good for the environment. Why? They say that you can wear their jackets inside or outside. If you are careful, the *hanten* jackets can last for ten years! My electricity **bill** will certainly be low in the wintertime now and I will be cute for Christmas!



## Japanese Souvenir Jackets 'Sukajan'



Do you know 'souvenir jackets' or '*sukajan*'? They are **embroidered** jackets from Yokosuka, near Yokohama. At first, they were 'bomber jackets' for the U.S. **military** on the Yokosuka Military Base. Then, in the 1950's, the **soldiers** wanted **designs** to remember Japan. So, they went to Japanese clothing makers. Designs like *geisha*, tigers, dragons, koi fish, **cranes**, shrine gates, maps of Japan, and cherry blossoms were popular. Often, the original *sukajan* were two-sided so you could wear a different design on either side. I think that this is an example of **cross-cultural** upcycling. American and Japanese people worked together to make beautiful, **unique** jackets. In 1960's Japan, they were a sign of **rebellion**. Recently, they have become symbols of Japan around the world. Even famous designers make them for fashion shows. However, I think the best thing is to buy an original, even though they are very expensive. I saved up money and bought an old, used one myself!

## Vintage American Fur Coats



In 1950's America, **fur** coats were a sign of money, **status**, and fashion. They were sold at famous department stores, in fancy **magazines** like Vogue, and given as beautiful gifts. They came from many types of animals like foxes, **minks**, and rabbits. They were made to last a **lifetime**... but now times have changed. Many grandmothers want to give their granddaughters their old, **precious** fur coats. However, many young people and even world **governments** no longer believe it is ok to **kill** animals for fur. I agree that it is **cruel**! So, what do we do? I think that there should be no NEW fur goods. However, vintage fur jackets that have lasted for 50 years should still be used and **respected**. They already **exist** after all. What about **fake fur**? Fake fur is made of small **pieces** of plastic that go into the ocean. So maybe the only good kind of fur is the very old kind?





## Traditional Costumes

### Countries' Clothes



Let's look at more old clothes! This time we will talk about the **traditional** clothes of countries around the world. We might call them **national** costumes. Of course, these clothes were made before 'fast fashion', so they are better for the environment. However, these clothes are NOT the everyday wear in these countries. For example, in Japan NOW, do you wear *kimono* or *hakama* or *yukata* to school? To club? To work? Only if you work in a *kimono* store or are in a traditional club. Or you are going to a special event like a wedding, right? So, the **context** is important. Even if they are NOT **normal** clothes, we need to **respect** the outfits because they **represent** beautiful people, countries, and culture. It is also very hard to make them! The makers need to have a lot of **skill** and old **knowledge**. We can only wear these clothes from other countries at the right time and right place. For example, if your friend is having a traditional Hindu Indian wedding, maybe they will ask you to wear a *sari* for the event. And, of course, they would help you to make sure you know how to put it on. I think *kimono* are hard to put on too!



Let's see some of these beautiful national costumes on famous dolls! Do you know the classic Disneyland ride 'It's a Small World'? It plays that song while dolls from all over the world dance together in their country's clothes. I took some pictures when I went on the ride with Erin because I was so **inspired**! On the next page, I will show you some Madame Alexander Dolls. They are classic dolls from the U.S.A. made by a woman named Madame Alexander (1895-1990). She made dolls for many countries over many years. However, please remember that **some places have changed\***, and the company is American so everything may not be perfect.



**Which country's costume do you want to wear? I want to wear one from Ireland, Scotland, England, France, or Germany because those are my family's roots! <3**

**XOXO.**

**Sheila & Erin**





## Madam Alexander International Dolls

Which outfit do you want to wear?

Thank you to A Collector's Comprehensive Guide to Madame Alexander International Dolls by A.E. Guthrie

**Africa Doll\***  
(1970)↵



**Albania Doll**  
(1987)↵



**Armenia Doll**  
(1989)↵



**Australia Doll**  
(1990)↵



**Bolivia Doll (1963)↵**



**Brazil Doll**  
(1965)↵



**Netherlands Doll**  
(1968)↵



**Ecuador Doll**  
(1963)↵



**Egypt Doll (1986)↵**



**Estonia Doll**  
(1986)↵



**Finland Doll**  
(1968)↵



**Germany Doll**  
(1967)↵



**Greece Doll**  
(1968)↵



**India Doll (1977)↵**



**Indonesia Doll**  
(1973)↵



**Israel Doll (1970)↵**



**Jamaica Doll**  
(1986)↵



**Japan Doll (1973 & 1975)↵**



**Laos Doll (1987)↵**



**Latvia Doll (1987)↵**



**Mexico Doll**  
(1988)↵



**Morocco Doll**  
(1968)↵



**Panama Doll**  
(1985)↵



**Philippines Doll**  
(1985)↵



**Scotland Doll**  
(1986)↵



**Spain Doll (1962)↵**



**Thailand Doll**  
(1971)↵



**Tunisia Doll**  
(1989)↵



**U.S.A. Doll (1983)↵**



**Yugoslavia Doll\***  
(1968)↵

