

**SUTORITO**  
**FASHION**  
**STREET FASHION**

## On the streets

Fashion is an important expression of creativity and identity. Of the creators who dedicate themselves to designing — the great designers and their catwalks — and the wearers, who create their own styles from existing clothes, making unique combinations. In other words, everyone who chooses what to wear before leaving home.

Fashion acts as a significant form of individual expression and, collectively, proposes groupings based on affinities, the so-called “tribes”.

Street fashion is born from the interaction between people and the city, as well as being influenced by the market and aligned with the historical context, cultural movements, technology, and the current economy.

The popularization of trends is also strongly linked to the media, including magazines, cinema, television, and the internet, with rapid adaptations and changes. All of this happens spontaneously, and this unpredictability is what makes streetstyle so fascinating and of constant interest.

Since the 1950s, Japan has experienced major economic and social changes, which have helped shape much of its

culture. Japanese street fashion, a means of expressing the spirit of the time, reflects aesthetic manifestations that characterized each period. It is strongly associated with youth and the culture of mass society. Since the 2000s, it has been perceived internationally as a symbol of the spontaneity, defiance, and creativity of young Japanese people.

*Sutorīto Fashion* refers to the Japanese way of pronouncing the English expression “street fashion.” The exhibition offers a walk through the streets of the Japanese capital over eight decades and a glimpse of the admirable diversity of forms of expression, highlighting the people who express their essence through their way of dressing. For this, we had the support of the magazines “*ACROSS*” by *Parco* and *FRUiTS*, important vehicles that have helped register the daily life of the streets of Tokyo, inspiring both the Japanese people and audiences worldwide.

### **Natasha Barzaghi Geenen**

Cultural Director of Japan House São Paulo

### **Gabriela Goelzer Bacelar**

Cultural Supervisor at Japan House São Paulo



## **Harajuku street fashion**

In the 1990s, resisting fashion trends that standardized clothing, a complex mix of different styles unexpectedly emerged in Tokyo's Harajuku district. They combined clothing from national and international designer brands, vintage pieces, and traditional Japanese clothing. They also sought references from a wide variety of sources, including techno music, rock, goth, anime, and manga.

As the Harajuku neighborhood attracted attention as a place of new styles, street fashion magazines sprang up to show what was happening there. Among them was *FRUiTS* magazine, founded by photographer Shoichi Aoki in 1997. The photos presented here, published between 1997 and 2016, show the creativity of the Japanese street style at that time. Widespread nationally and internationally, its originality continues to influence the world's leading designers, who look for references in the styles that emerged on the streets of Japan.

### **Souta Yamaguchi**

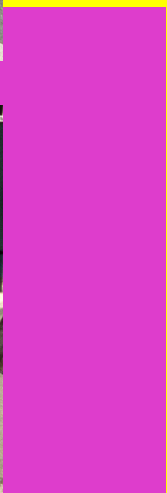
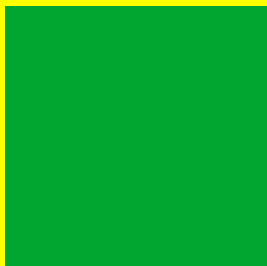
Exhibition supervisor











**June 25 - October 20, 2024**

Japan House São Paulo

Av. Paulista, 52

Free admission

Tuesday to Friday

10 am to 6 pm

Saturdays, Sundays, and holidays

10 am to 7 pm

Mondays | closed

**#SutoritoFashionNaJHSP**

**#ModaNaJHSP**

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