

Contents

FOREWORD

Tristram Hunt
9

INTRODUCTION

Kimono:
Kyoto to Catwalk
Anna Jackson
13

KIMONO IN JAPAN

Status, Style and
Seduction
Anna Jackson
37

Creation and
Commerce
*Anna Jackson and
Iwao Nagasaki*
81

Clothed in Splendour:
Bridal Kimono from
the Edo period to the
Present Day
Masami Yamada
103

Picturing Fashion in
Edo-Period Japan
Masami Yamada
111

FASHION FOR THE FOREIGN

A Taste for the Exotic:
Foreign Textiles and
Japanese Dress
Anna Jackson
119

The 'Nippon Kimono'
Voyages to Europe
Yuzuruha Oyama
129

Interwoven Gowns:
A Tale of Global Trade
Ariane Fennetaur
139

Geographically Confused
but Familiarly Exotic:
The Influence of Kimono
in Seventeenth-Century
England
Susan North
143

SHIFTING STYLES

Fashioning Modernity
in Japan
Anna Jackson
153

The 'Kimono Craze':
From Exoticism to
Fashionability
*Elizabeth Kramer and
Akiko Savas*
177

Picturing Kimono in
Britain, Europe and
America
Elizabeth Kramer
193

Radical Restructure:
The Impact of Kimono
Akiko Fukai
199

KIMONO AS COSTUME

Kimono Codified:
Uniform for the Nation
Josephine Rout
211

Geisha: Perpetuating
the Kimono Mystique
Lesley Downer
221

Kimono Rental, Tourism
and Sartorial Expression
Elizabeth Kramer
227

Behind the Screen:
Kimono as Costume
Josephine Rout
231

KIMONO REINVENTION

Kimono Reborn
Rupert Faulkner
247

Moriguchi Kunihiko
Anna Jackson
257

Kikuchi Nobuko:
Stylish Rebellion
Kohka Yoshimura
263

KIMONO TRANSFORMATION

Kimono Dreams
Claire Wilcox
269

Statement Piece:
The Kimono Jacket Trend
Elizabeth Kramer
287

Kimono Revolution
Sheila Cliffe
291

Jōtarō Saitō
Anna Jackson
303

From Edo to Instagram:
Kimono Fashion
Josephine Rout
307

Notes 313
Bibliography 321
Author Biographies 328
Acknowledgements 330
Picture Credits 331
Index 332