

Harajuku and Tokyo street fashion is usually influenced by a lot of subjects that are in pop culture and popular media. A common influence is Anime, as many artists make their style dynamic and multipurpose for fashion. A common example is skater streetwear and graphic tees being used in emo/alt fashion. Harajuku and Tokyo street fashion is a very broad topic, as it is not just one fashion trend, but multiple different genres within the umbrella that is street fashion. Along with that, as much as many people think that these styles are common in the streets of Harajuku, there are few people that sport these looks once in a while due to the extreme look in some subgenres. For example, there is Lolita fashion which is influenced by maid styles found in anime and other media that accentuates a very feminine and formal style. There are people that dress in Lolita and are even considered Lolita models, but people only wear these clothes once in a while and is not as common as expected.

Old media and culture staples like cartoons show their way into styles and usually get revamped or remixed into new style trends. There were trends in Tokyo that would follow this known as the Vintage remake style, which is using pieces that were from eras and styles of the past and resewing them to something new. This included pieces from the 80's, 90's, and so on. A lot of cartoons also echo the era that they come from. This is due to their aesthetic fitting the time era they were made in and pulling consumers due to the memory's importance. The fashion industry looks for new consumers, and seeing the success of retro styles and callbacks to cartoons, they bank on nostalgia and use nostalgic icons so they could stick in consumers' heads and bring them back to their brand to buy.

As consumers, we do not realize what an impact memory and influence have on us. Whether it be on reflecting on old fashion trends that make us remember a simpler time or a favorite influencer wearing this cool new design on a T-shirt, it is everywhere. The reach of influence also expands more due to social media's reach as well. In reviewing the impact of style on other consumers, Morgan Lazlo brought up a recent point of this and how media and pop culture can affect fashion.

"People like being in style and in the know of what is trending. If a new style is on the rise or deemed cool, lots of people switch and start imitating that style and then quickly move on to the next new style. As different shows and characters get popular, the style of dress that the characters wear gets popular and becomes apart of the cycle of trends. For example, *Stranger Things* got really popular and there was a resurgence of the 80s style. Things popular in the 80s resurged again and the modern style was now influenced by that. This is not the only show, as lots of people base their style off of anime characters and TV show characters."

Seeing from this observation, nostalgia and influence are big drivers for the creation of fashion and what makes something resurge and trend again. It does not have to be necessarily the cartoon character themselves, but also the characters' styles and what they wear. This influences styles like Lolita and other styles of Harajuku fashion, making the trends popular and interesting worldwide and not just in Japan.

Fashion has a way of finding interest in the public eye and gaining a following. Social media is a big contender for spreading new ideas and trends in the fashion industry, making influencers jump on the idea of creating a new trend or being the first to wear something off of the runway once readily available to those with the money for it. However, a majority of social media consumers are not these big billionaires and look to find a fashion trend that is their own and comfortable in. Those that find certain styles of clothing or pieces comfortable usually find themselves more attractive and confident. With this in mind, a piece of clothing can have these traits, but there is also the outside influence of social media that was mentioned.

Now in the 21st century, social media has an impact on consumers and consumer culture because there is a seeking of attention from their like peers. Whether it be positive or negative, the attention causes social media to shift its attention to what is catching the most attention along with being new. This is also included in the context of style and how it changes on the basis of social media and it helps spread things such as pieces tied to nostalgia, and new yet odd designs. This can be said in the rise of Harajuku fashion as a lot of art styles ties to the nostalgia of certain shows, have a tie of comfort to them, and have a bit of an odd look to them. As stated by a person that works on his style and is always open to something new, Finley Brisko says...

[Pop Culture and entertainment] probably influence what people consider to be “attractive” or “stylish,” based on their perception of the media and the characters.

What he is mentioning is the fact that in some shows, people get attached to characters that have a similar taste of style to them and would look for styles that the character and themselves would wear. Harajuku plays into this need and shamelessly gets inspired by looks that are popularized by shows and media, fulfilling that fantasy of dressing like your favorite character.