

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.

Harajuku fashion has a lot of subgenres that embody a lot of aspects that are the backbone to many styles seen on the runway today around the world. Along with the runway, the influence of style sets the journey for the trends that will come to be. As previously mentioned, not everyone can afford runway or higher name brand clothing, so things that look similar and that fit everyday wear will catch people's attention and be made popular. This is how Harajuku fashion gained popularity and spread many subgenres of fashion movements around the world.

Many people do not realize that maybe some of the clothing that they wear or reasons that certain trends come back into cycle from previous decades are because of Harajuku fashion. This can include trends such as the remaking of clothing from the 90s, using techno themes that were popular in sci-fi Tv shows and movies from the 80s and 90s in styles such as Decora Kei, and punk rock styles stemming from 70s and 80s styles. Harajuku is a place that recycles and reuses old trends and brings them back in ways so everyone can partake in them. People find comfort in groups and fitting into something, so being able to find a community surrounded by clothing is another perk of Harajuku fashion. These clothes made accessible to others with lower incomes allow them to create a sense of community within the styles. When people walk down the street sporting said styles, those that share the same would most likely find familiarity with them and be able to tell by what they are wearing what they like and if they would be worth talking to. As mentioned by Alexis, she notices that,

"I think individuals seek to belong somewhere and at the same time be true to themselves. People look at what they like to consume in the media or entertainment to help influence their choices in appearance. For example, if a person loves anime they might choose to buy or make clothes and accessories related to anime to show their love for it, and as a result, this person is able to fit in with other people who share a love for anime while being themselves b/c he/she had the individual freedom to choose the clothes or style."

This is what Harajuku fashion does for consumers. A lot of the the city's styles are very out there and niche, calling back to times where, at this point, many newer generations haven't lived through. Other subgenres of Harajuku also seem bizarre to other clothing due to vibrant colors, interesting silhouettes, and so on. Because of its uniqueness, those that are interested in a certain style create a community and sense of belonging that a lot of other branches of fashion do not include. Fashion is actually quite exclusive and shaming towards other people. Harajuku opens the fashion industry up to many other people and therefore makes the styles more popular and mainstream.