

## Japanese Schoolgirl Confidential: How Teenage Girls Made a Nation Cool



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## JAPANESE SCHOOLGIRL CONFIDENTIAL: HOW TEENAGE GIRLS MADE A NATION COOL

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Tuttle Publishing, United States, 2016. Paperback. Book Condition: New. 191 x 127 mm. Language: English . Brand New Book. The schoolgirl is the main driver of Japan s Gross National Cool, and Brian Ashcraft s book is the best source for those hoping to understand why. Chris Baker, WIRED MagazineJapanese Schoolgirl Confidential takes you beyond the realm of everyday girls to the world of the iconic Japanese schoolgirl craze that is sweeping the globe. For years, Japanese schoolgirls have appeared in hugely-popular anime and manga series such as Dragon Ball, Sailor Moon, The Melancholy of Haruhi Suzumiya, and Blood: The Last Vampire. These girls are literally showing up everywherein movies, magazines, video games, advertising, and music. WIRED Magazine has kept an eye on the trends emerging from these stylish teens, following kick-ass schoolgirl characters in videogames like Street Fighter and assassin schoolgirls in movies like Quentin Tarantino s Kill Bill. By talking to Japanese women, including former and current J-Pop idols, well-known actresses, models, writers, and artistsalong with famous Japanese film directors, historians and marketersauthors Brian Ashcraft and Shoko Ueda (who have both contributed to WIRED s Japanese Schoolgirl Watch columns) reveal the true story behind Japan s schoolgirl obsessions. You ll learn the origins of the schoolgirls unusual attire, and how they are becoming a global brand used to sell everything from kimchi to insurance. In Japanese Schoolgirl Confidential, you ll discover: Sailor-suited pop-idols Cult movie vixens Schoolgirl shopping power The latest uniform fashionsJapanese schoolgirls are a symbol of girl empowerment. Japanese Schoolgirl Confidential shows why they are so intensely cool. Don t miss this essential book on the Japanese youth culture craze that is driving today s pop culture worldwide. Whether your preferred schoolgirl is more the upstanding heroine Sailor Moon or the vengeful, weapon-wielding Gogo Yubari of Quentin Tarantino s...



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