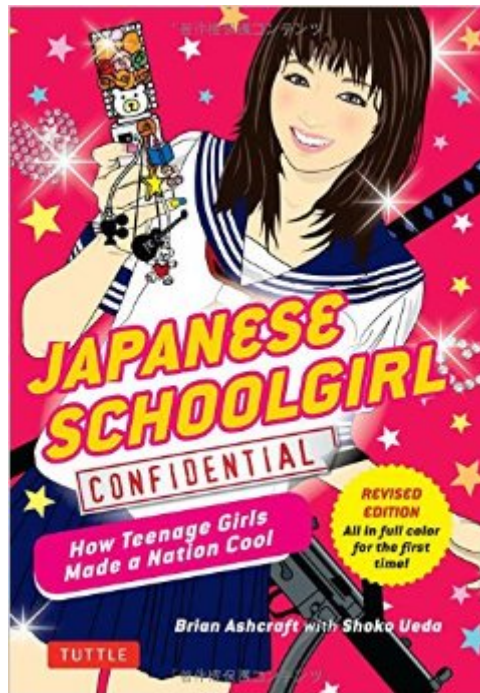


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# Japanese Schoolgirl Confidential: How Teenage Girls Made A Nation Cool



## Synopsis

"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 Magazine

Japanese 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 everywhere—in 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 artists—along with famous Japanese film directors, historians and marketers—authors 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 fashions

Japanese 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 Kill Bill, Vol. 1, you'll come away well versed." —Publishers Weekly

## Book Information

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## Customer Reviews

As an anime fan and as a person interested in Japanese culture I was excited when I stumbled across Ashcraft's book at my local Borders. At first glance I thought it would be a regular novel but was both intrigued and shocked to find the book littered with photographs and pictures. The book even has a soft cover sleeve which is usually exclusive to paperback books from Japan. I immediately picked it up. The novel covers eight chapters. The first is dedicated to the origin of the schoolgirl's sailor suit with tidbits on the sailor suit's effect on Japanese culture woven in. You'll learn old customs like taking a boy's second button from the top to current fads like gluing loose socks to yourself. The second chapter covers idol worship and music. Thanks to this chapter I've discovered new Japanese music that I would have otherwise never heard of. You'll learn about different super groups and music featuring information on AKB48, Momoe Yamaguchi, Masako Mori, Junko Sakurada, Tsukasa Ito, Seiko Matsuda, Scandal, Jurian Beat Crisis, Onyanko Club, and Morning Musume. The third chapter covers movies. You'll learn about the influence of the school girl on both western cinema (Kill Bill and Babel) as well as eastern cinema (Kite, Battle Royale). In particular the section goes into depth on the school girl movies of the seventies and their use of school girls as catalysts into fantasy both sexual and horrific. The fourth chapter covers shopping and how school girls form the bulk of Japanese buying power. You'll learn how items like the pager and the cell phone were popularized by the school girl and how the school girl's lack of interest can swiftly execute a fad (such as the Tamagotchi). The fifth chapter covers magazines and fashion.

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