



## Fresh Fruits

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Presented in an identical format to Phaidon's previous Fruits, published in 2001, Fruits Too is a collection of Tokyo teenage street fashion portraits selected from Japan's premier street fanzine of the same title.

Published every month by Shoichi Aoki, who is also the sole photographer for the magazine, Fruits was established in 1994 as a project to document the growing explosion in street fashion within the suburbs of Tokyo. Over the last decade the magazine has grown to cult status and is now avidly followed by thousands of Japanese teenagers who also use the magazine as an opportunity to check out the latest styles and trends. The average age of those kids featured in the magazine is between 12 and 18 years old. Most of the clothes that they wear are a combination of high fashion - Vivienne Westwood is a keen favourite - and homemade ensembles which when combined together create a novel if not hysterical combination. This latest publication of the best of Fruits will follow the original Phaidon publication by including translations of the various Japanese captions that were originally attached to the photographs that list the name, age and clothing of each person photographed.

## Fresh Fruits Details

Date : Published June 1st 2005 by Phaidon Press

ISBN : 9780714845104

Author : Shoichi Aoki , Schoichi Aoki (Photographer) , Shoichi Aoki

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## From Reader Review Fresh Fruits for online ebook

### HeavyReader says

This book has only a little to read, but a lot of stuff to look at. EYE CANDY! It is so cool.

The photos are from a Japanese magazine, highlighting the street fashion of Japanese folks in the late '90s and early 2000s. Bright colors! Cool accessories! This book is rad!

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### Jess says

[ This post was originally uploaded to <http://www.theageofintimacy.com/shoic...> as part of a blogging/social media internship. ]

Asian street fashion is an enigma to most Westerners. Even if they have lived on the continent for an extended period of time, chances are that their country of origin or ancestors has more influence on their style than their newly-adopted homeland. I lived in Thailand for three years at the end of high school, and it still tickles me pink that once the temperature drops below 25, many Thais will pull out parkas and puffer jackets, simply because that is 'cold' for them, and it also gives them a chance to experience winter fashion in a tropical climate.

Shoichi Aoki uses Fresh Fruits to display the wide range in Japanese street fashion, across a variety of ages and demographics. From the adorable toddlers who are rainbow from head to toe, to Lolita girls, to couples dressing in matching punk-inspired outfits, Aoki has selected a large sample size and even included some outfits that almost conform to the Western fashion sensibilities. The age range also seems to discredit the theory that street fashion is primarily a youth culture.

I love the distinct style which, in some instances (like the Lolita style), have the basis in Western fashion from decades or centuries passed. In some outfits, I can clearly pick the influences from the '60s, '70s and '80s. But though the past has influenced the design of the clothing itself, the Japanese have truly made it their own through their original pairings of "clashing" (to the Western eye) patterns, colours and fabrics. What really inspires me, though, is how individual each person looks, even if the themes of their clothing are similar when you really scratch the surface. In their own unique ways, they combine Japanese cultural identity with both traditional Japanese dress and Western fashion, to create a look that is all their own.

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### Grace says

Whether you're a fashion lover or not, this book of Japanese fashion will inspire you. It is full of photos of everyday Japanese youth, and their originality and fearlessness encourages me to dress my own way.

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### Damien says

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I'm generally anti-consumerist and, for the most part, against trendy fashion. But so many of the clothes in this book, and the book that came before it, ARE JUST TOO COOL!!!

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### **Phyllis says**

I'm not as crazy about this 2nd volume, mainly because it doesn't have as wide a variety of styles as the first book. Way too many generic punk looks and Elegant Gothic Lolitas. The whole EGL subculture is one of those things where I'm glad it exists but I have no personal interest in it whatsoever, so that probably explains my tepid reaction to pages and pages of frilly dresses eerily reminiscent of the dresses traditional square dancers wear in the states.

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### **Olivia says**

This is definitely not as good as the first Fruits in my opinion. I bought about 20 copies of the Fruits when I was in Tokyo a few years ago, (they had backorder mags available at a store) and I love looking through those and the first fruits book, but this was a huge disappointment for me.

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### **Supermomochan (PeachyFishyBooks) says**

I have read this a million times and I still find it super interesting. I want a more updated version, as this is hella outdated. lol

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### **John Shaw says**

Fruits  
And it's companion piece  
Fresh Fruits

May be amongst the weirdest  
photo essays I have ever seen.

Lord knows I can't judge these young  
Japanese and the way they choose to  
rebel against a rigid culture  
with severe age and gender  
expectations.

But  
Holy Shit.  
It's like they are cosplaying the  
most screwed up anime  
EVER.

That said an intriguing look into the youth of Japan.

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### **Luna says**

FRUiTS & Fresh Fruits by Shoichi Aoki are a collection of Tokyo teenage street fashion portraits selected from Japan's premier street fanzine. Despite being older the fashion in these books does not date because the style is so unique to each person. I really enjoy looking through the books and seeing the creativity.

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### **Marie-Louise says**

Loved the colours and quirky-ness of this amazing Japanese street style book. What's even more fascinating about Fresh Fruits is the fact that these photographs were taken from 1997-2002 which is amazing because the photographs look and could be so current. I love to check out the 90s fashions (I was born in 95) and it's lovely to see a snapshot of a stylish Japanese teen and what they were into. A really neat and cleverly constructed book.

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### **Lindsey says**

Very cute! It made me wonder what I would have answered if someone had taken my picture and asked what my current obsession was when I was a teenager. Most of their answers made a lot of sense, like "my friends" "my boy/girlfriend" "life" or random bands.

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### **Shannon says**

A wonderful gathering of "street" clothing and the characters who wear it in Japan. A great collection of unique styles and comments that are captivating to look at. An excellent coffee table book for conversations!

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### **Tosh says**

The first volume of 'Fruits' is the classic one to get. If you can't find the first one then get this one: volume 2.

It's good, but it doesn't have the affect of the first volume. Japanese street fashion is the best in the world. But it also changes radically from one thing to another. By the time these books were published the kids in Japan are onto something else.

It's a fascinating world and worth the ticket to just to sit near the Shibuya train station to people-watch. Harajuku is better actually. I will take all of you there!

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**Elaine Meszaros says**

I loved the original book by Aoki, *Fruits* - a collection of photos of Japanese street fashion. *Fresh Fruits* is the same format, kids in their truly outlandish fashions with a small chunk of commentary at the bottom. At first, I skipped over the rather hard to read comments on the bottom. However, the images soon became secondary when I really started paying attention. The first few lines of commentary are about where the kids got their clothes. However, the last line about "your current obsession" can be shocking, from the pierced punker who is obsessed with cooking rice balls to the delicate little Goth Lolita in floppy bonnet who is obsessed with cutting herself. Incredible pictures and a few, very succinct and interesting words.

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**Heidi says**

Hours and hours and hours of entertainment leafing through these amazing Japanese kids outfits. I dream of being this cute! If you put it on your coffee table you will inevitably end up talking about it with whomever comes into your house.

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