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Ametora: How

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American Style:

Ametora is a cultural history covering the Japanese assimilation of American fashion over the past hundred and fifty years – Ivy, hippie, outdoor, rock 'n' roll,

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Ametora How

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preppy, street  
fashion, and

vintage –

showing how

Japanese

trendsetters and

entrepreneurs

mimicked,

adapted,

imported, and

ultimately

perfected

American style.



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**Ametora: How  
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**American Style:  
Marx, W. David**

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Ametora: How  
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American Style,  
by W. David Marx  
296 pages Basic  
Books,  
Nonfiction.

**Ametora: How**

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American Style

by W. David Marx

MensJournal.com

"W. David Marx's

Ametora: How

Japan Saved

American Style

is a fascinating

cultural history

that tells the

story of how the

country emerged

from the Second

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American Style

World War and  
took now-iconic  
American styles  
-- from the Ivy  
League look to  
classic workwear  
-- made them  
their own, and  
maybe made them  
better."

**20 Minutes With:  
W. David Marx on  
How Japan Saved**

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...  
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•••

Ametora: How  
Japan Saved  
American Style  
is a MUST for  
anyone with any  
interest in  
fashion,  
particularly  
Japanese  
fashion. In

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fact, fashion aficionados of the 21st century now know that you cannot possibly disentangle the generalised concept of 'fashion' from 'Japanese fashion', the most vibrant and diverse fashion

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industry in th  
American Style

**Nonfiction Book  
Review: Ametora:  
How Japan Saved  
American ...**

"From a rising  
fashion  
historian, the  
story of how  
Japan imitated,  
assimilated,  
perfected, and  
ultimately saved

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traditional  
American fashion  
Look closely at  
any typically  
"American"  
article of  
clothing these  
days, and you  
may be surprised  
to see a  
Japanese label  
inside. From  
high-end denim  
to ...



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**Ametora: How To  
Dress With  
Japanese Style |  
FashionBeans**

In Ametora?, W.  
David Marx  
focuses on the  
role Japanese  
manufacturers  
have had on  
men's fashion in  
the United  
States and

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throughout North  
American Style  
America.

Managing to  
separate itself  
from the  
sweatshops of  
its neighboring  
regions, Japan  
has enjoyed a  
rich history of  
not only  
manufacturing  
but even  
designing and

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improving some  
of the finest  
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"Ametora is a  
Japanese

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abbreviation for  
'American  
traditional,'  
and the term in  
Japan is used to  
mean essentially  
Ivy League/East  
Coast preppy  
styles,"  
explains W.  
David Marx,  
author of ...

**Ametora: How**

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American Style:

Marx, W. David

...

"Ametora - how  
Japan saved  
American style"  
by W. David Marx  
covers clothing  
trends in Japan  
from around WW2  
up to recent  
times, or to put  
in other terms,

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the transition  
American Style  
from Japan  
wearing  
traditional  
clothing to  
being a world  
leader in style  
and fashion.

**Review: "Ametora  
- how Japan  
saved American  
style" - Well**

...

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The history of menswear in Japan, is really an echo of the postwar history of Japan and it can be a real page turner. I learned a lot from this book, it's more of a history book than I expected it to be. I

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don't think that  
the book ever  
completely  
delivers on its  
tagline and  
tells me how  
Japan saved  
American style,  
but I can over  
look that.

**Ametora:**

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**David, Marx:**



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1, 2015 Other  
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# Acces PDF Ametora How Japan Saved American Style

## **Ametora How Japan Saved American**

In Ametora,  
cultural  
historian W.  
David Marx  
traces the  
Japanese  
assimilation of  
American fashion  
over the past

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hundred and  
fifty years,  
showing how  
Japanese  
trendsetters and  
entrepreneurs  
mimicked,  
adapted,  
imported, and  
ultimately  
perfected  
American style,  
dramatically  
reshaping not

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only Japan's

American Style  
culture but also

our own in the  
process.

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**The Japan Times**

In Ametora,

cultural

historian W.

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traces the

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parkas, were and  
are only  
available to buy  
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**W. David Marx On  
How Japan Saved  
American Trad -  
Ivy Style**

W. David Marx 's  
book, Ametora:  
How Japan Saved  
American Style,  
begins with a  
curious  
anecdote. In the  
summer of 1964,  
hundreds of

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Japan Saved  
Japanese  
teenagers

descended on the  
revitalized  
neighborhood of  
...

**W. David Marx**

Look closely at  
any typically  
"American"  
article of  
clothing these  
days, and you

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American Style

may be surprised  
to see a

Japanese label

inside. From

high-end denim

to oxford button-

downs, Japanese

designers have

taken the

classic American

look-known as

ametora , or

"American

traditional"-and

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turned it into a  
huge business  
for companies  
like Uniqlo,  
Kamakura Shirts,  
Evisu, and  
Kapital.

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...

Two years of

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research and two years of writing have culminated in my first book, "Ametora: How Japan Saved American Style." While Ametora (local slang for "American traditional") covers many topics beyond East Coast

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American Style  
campus styles  
(for example,

Japanese denim,  
outdoor wear,  
rock 'n' roll,  
streetwear), the  
story starts  
with Ivy, looks  
...

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