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Fresh Fruits

From Phaidon

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From Phaidon : Fresh Fruits before purchasing it in order to gage whether or not it would be worth my time, and all praised Fresh Fruits:

2 of 2 people found the following review helpful. Very Inspiring!By CustomerThis is great inspiration as an artist who loves coming up with fashion! However, there are a lot of pictures of people with fake black hair (locs all the way to various afro wigs) which is something to keep in mind if you are going to give it to anyone who wouldn't think critically about that or who it might personally be hurtful to.3 of 3 people found the following review helpful. One of the first, still the bestBy Michael CallaghanEvery time I go to Japan, I buy a copy of the magazine "Fruits". I sometimes detour through otaku-town in Osaka to see what's new on the videogame front, and to see what some of the kids are wearing. Aoki's magazine and books (which are best-of collections from the magazines) are immensely interesting and enjoyable when we divorce ourselves of our American mainstream prejudices and see these young people defining their own fashion and developing their own aesthetics, appropriating high and low and non fashion to express themselves. What happened that American youth are generally so homogeonized, everyone essentially wearing the uniform of their declared social group? It's no fun, really, not compared to these kids.Sadly, the 'Fruits' in Japan are also slowly disappearing, being choked out by conformity and a changing local landscape. A sign of the times, for sure, and not an encouraging one.Well, borderline expat digression aside, this is a wonderful book. It's a semi-hardcover, real cloth binding, so with care it should last for a long time. There is no text to speak of (aside from some of the kids' names and what they're wearing) so it's an accessible book for - well, literally for anyone. I gave a copy to my eight year old niece last Christmas and she loved it, as did her parents. I have both "Fruits" and "Fresh

Fruits" (as well as about ten different copies of the magazine) and they are equally good. If you have lots of books, the bright colors on the spine stand out nicely when these books are shelved, if that matters. 'Bright colors standing out nicely' just about sums up the spirit of these books. By the way, a few years ago I showed the magazine to a professional fashion-designer friend of mine in New York and he fell in love with it immediately. You'd have to be pretty stodgy not to enjoy this book, highlights of the magazine, and document of a gradually fading, colorful and inventive subculture. 0 of 0 people found the following review helpful. Loved this since i came across it in 1999 By Thomas Brauer The styles of any culture should be at the forefront of pop culture.. These kids drive the game to the maximum! The photographer ensured the world could be a witness to what was being seen, and both Fruits and Fresh Fruits are epic visual narratives of the moment that really help you understand what you missed when you weren't there. The bits of commentary telling the individual's "current obsessions" and locations that they purchased items was a huge plus.. because for those that don't know where to look for such fashion gold... Well, they just got a road map. Loved this since i came across it in 1999

Young Japanese culture