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## Fruits

*From Shoichi Aoki*

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#328513 in Books Shoichi Aoki 2001-01-06 Original language: English PDF # 1 9.00 x 1.00 x 6.751, 1.75  
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**From Shoichi Aoki : Fruits** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fruits:

7 of 7 people found the following review helpful. Art in motion By C Merry...I love the colors and textures and looks they combine. What makes me happiest about this book is the couples. I like to think of them planing their funky wardrobe, calling, texting, sifting through stores and closets and the original FRUiTS zines and meeting each other and smiling as they check out what their friend has put together and visa versa. SO many jeans and t-shirts on the street today, comfortable yeah but its safe. All the pretty details from hair ribbons to hats and all the velvets and cottons and tweeds in between are wonderful to pour over. Its also artistically pleasing when you want to see colors collide and patterns mix. All those combos make you smile for different reasons. And even if you want to stay safe in

un-eye popping outfits you get a real escape looking at these happy people. Its also nice that these really look like fun OUTFITS not costumes- you know this isn't some Halloween parade somewhere. Some of them are very comfortable looking some look painful! But they are never uninteresting. Combine this book with TOKYO A Certain Style and you feel like you have a great view on these people's lives- where they come from where they live, how they express themselves in fashion that looks like something everyone can have if they can stand the stares :) What a great book- even if you aren't into fashion its a great human view- we are walking this planet and have our bodies to give something to the view of others and these people want to give a lot more than just another person walking by- and since we'd be arrested walking around naked.... You want to say THANKS for the fun :)0 of 0 people found the following review helpful. Love this bookBy 3girlzn3boyzLove this book. I have the other one too. I love all the pictures and the little details about the style and ages and outfits of the people. My kids also enjoy these books. The outfits are a great starting point for coming up with ideas of our own for one of a kind outfits. They also help us to see its okay to be different and have fun with our clothing choices. No need to be beige!2 of 2 people found the following review helpful. Colorful WorldBy fatal\_degreeI had the good fortune to run into this book on vacation. As soon as I got home I ordered both Fruits and it's companion. As a self motivated student of fashion and all of it's off-shoots, I immensely enjoy this book. It is a plethora of individuals, and not a duplicate picture in the book. It features mostly youth (teenagers) but that is to be expected. But it doesn't limit itself to just the very young. There are a few family photos and "older" individuals. It is a monument to anyone who creatively clothed themselves. It gives brief details: name, age, point of fashion, fashion brands and makers. A lot of the "point of fashion" remarks seem like nonsense at first. After reflection, I think they are just 'smart allec come-backs', much like what you'd get from someone in the American Gothic culture if you asked one of them why they wear black all the time. Even with brief details you can start to see patterns in clothing styles seperating themselves out from one another. By age particularly, and by preference to designers within a group of friends. The only problem I had was reading some of the bubble gum colored print that it was done in.

This is a collection of 45 Tokyo street fashion portraits from Japan's premier fanzine. Fruits was established in 1994, by photographer Shoich Aoki, initially as a project to document the growing explosion in street fashion within the suburbs of Tokyo. The magazine has since 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 the kids featured in the magazine is between 12 and 18 years and the clothes they wear are a mixture of high fashion - Vivienne Westwood is a keen favourite - and home-made ensembles which, when combined, create a novel, if not hysterical, effect.

.com If you ever wondered where the catwalk got its claws, then the portraits gathered in photographer Shoichi Aoki's book Fruits, from the streets of Harajuku in Tokyo, point the way to an extraordinarily imaginative and invariably stunning glut of mongrel fashion heists. A best-of collection from the fanzine of the same name, and published for the first time outside Japan, Fruits keeps its style clean: front-on, razor-sharp images, ranging from the deadpan to the manic, of the sharpest collages of sartorial influence that, usually, little money can buy. From off the peg to off the wall, kitsch to bitch, each person bears a combination and philosophy as distinctive as DNA. All shades of aesthetic are raided, with exquisite, scrupulous attention to detail. Punk is a favorite, as is, appropriately, Vivienne Westwood, alongside Milk and Jean-Paul Gaultier, and the occasional Comme des Garons. Many of the outfits, though, are second-hand or self-assembly, such as a skirt drooping petals of men's silk ties, Wa-mono, when tradition Japanese clothes are topped with, say, an authentic bowler hat, EGL (elegant gothic Lolita), and a swathe of tartans, pinks, and turquoises. The most malleable feature, unsurprisingly, is hair, with dreadlocks, mohicans, back-combing, and crops dyed an irradiated spectrum. While the eye is drawn, obediently, to the mannequins, the background is often worth a look, either for the vending machines against which a number are shot, or the ubiquitous Gap store and bags, a constant reminder of the global mass market. One enterprising man wears a genuine British paperboy's delivery bag, and, to pick but one profile, Princess, 18, is trying to be a doll and is currently preoccupied with body organs. Mmm. All the subjects are asked the source of their clothes, as well as their "point of fashion" and "current obsession." The scope for sociopsychological discussion is vast, particularly with the preponderance of infantilization, through dolls, bonnets, pop socks, and Barbie, but this is a joyous documentation of the innovative, celebrating the inspirational polytheism of street fashion, captured with provocative, political zeal. Best let the street cats prowl. --David Vincent "A funny, funky look at Tokyo's street fashion... Guaranteed to give you that happy-all-over feeling."-Elle "Fascinating... Inventive."-i-D "Will delight all dedicated followers of fashion."-Glamour "hat is exciting about [Aoki's] photographs is that he portrays teenagers' desires to express themselves through the way they dress. The originality and non-conformist attitudes they exude show little desire to follow trends. By taking in references as far flung as Blade Runner nihilism, Vivienne Westwood couture and Hello Kitty kitschness, Aoki's subjects pride themselves on creating a personal identity that is instantly recognisable as their own."-Dazed ConfusedAbout the AuthorShoichi Aoki (b.1955) is a leading publisher and photographer of street fashion in Japan. In 1997 he established

his much acclaimed Fruits magazine which to this day records and celebrates the freshness of Japanese street fashion. He is also the editor of the popular fashion magazines Street and Tune.