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## STREET No.282 (STREET magazine)

*Shoichi Aoki*

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**Shoichi Aoki : STREET No.282 (STREET magazine)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised STREET No.282 (STREET magazine):

Created by street fashion photography pioneer Shoichi Aoki, this is a street fashion journal containing photos from London, New York and Paris. Started in 1985 and revolutionized the Japanese perspective of the west and created a new way of dressing for Japanese people. There were no other magazines at the time that were documenting this kind of fashion, and this was before the advent of the internet so it became a huge success and has continued to be popular among Japanese youth as a way of seeing what is happening abroad in fashion.

About the Author Shoichi Aoki was born in 1955. After working as an engineer, he started "STREET" magazine in 1985. He launched "FRUiTS" in 1995, devoting itself to street fashion snaps in Harajuku, all photographed by himself. "FRUiTS" drew attention from all over the world, and he published his collections in 2001 and 2005. He also started "TUNE," a men's fashion counterpart to "FRUiTS," and currently editor-in-chief of three magazines.