

The Construction of 'Street Fashion' and 'Fashion Street' :
From the Case Studies of *Amerika-mura* in Osaka and *Tor-west* in Kobe

ABSTRACT

Cafes, used clothes stores, and general stores started to concentrate in the Nishi-Shinsaibasi area in Osaka in the 70s, and in the Kita-Nagasaki area in Kobe in the 90s. The former is called *Amerika-mura*, and the latter is called *Tor-west*. Young people know the name of *Amerika-mura* by reading district magazines which introduce restaurants and stores in the area. They know the name of *Tor-west* by reading so-called *Street-kei* magazines which introduce street scenes and people there. The magazines encourage the youth to consider the areas as fashionable streets. The two physical places imperceptibly became imaginary spaces. That is because each magazine allows the youth to use imagination and to perceive the places in his/her own way. Gradually, the imagination overcomes the reality. In other words, each youth's favorite magazine helps him/her to develop the mental mapping of the area, respectively. Thus, even if they walk around the same areas, it is very possible that the young people may each have different definitions of them. In this study, I tried to describe the social process of the development of the fashionable streets as well as the unique fashion styles which emerged from the streets. Each youth has his/her consumption behavior which is influenced by his/her favorite magazines. Therefore, it can be said that magazines have great influence on the development of young people's self-identities.

Key Words: street fashion, fashion magazine, fashionable street