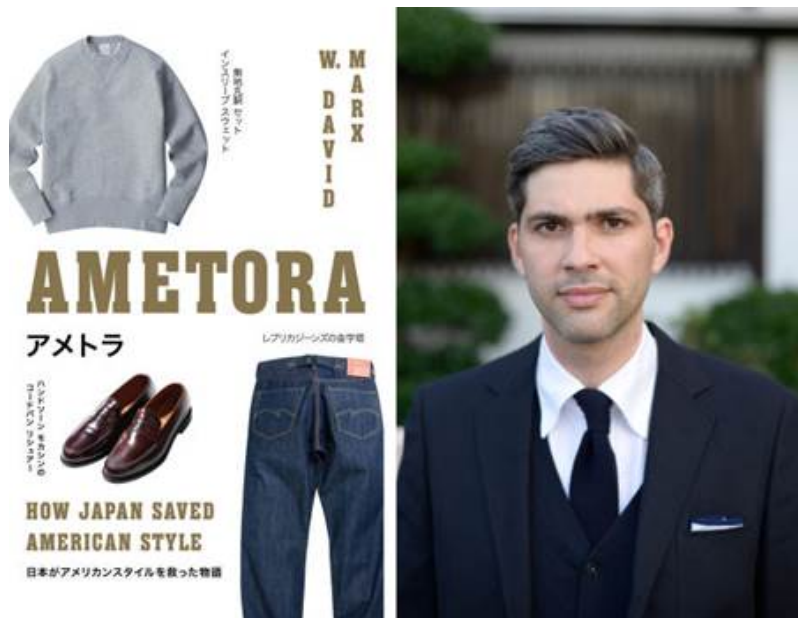


Special presentation

AMETORA: HOW JAPAN SAVED AMERICAN STYLE



TOKYO-BASED WRITER W. DAVID MARX WILL TALK THROUGH HIS BOOK ON THE DEVELOPMENT OF MENSWEAR IN JAPAN AND HOW JAPAN NOW EXPORTS THEIR OWN PREMIUM TAKE ON AMERICAN CLASSICS LIKE DENIM, IVY LEAGUE CLOTHING, AND STREETWEAR TO THE REST OF THE WORLD. THE STORY OF "AMETORA" (AMERICAN TRADITIONAL) IS A CONCRETE EXAMPLE OF HOW GLOBALIZATION WORKS AND EXPLAINS IN DETAIL WHY JAPAN BECAME THE WORLD'S MOST FASHION-OBSESSED NATION.

DATE & TIME

THURSDAY, JUNE 8, 7-8:30PM* (DOORS OPEN AT 6:30PM)

***CASUAL RECEPTION WILL FOLLOW**

VENUE

**FASHION INSTITUTE OF DESIGN & MERCHANDISING, THE ANNEX
605 WEST OLYMPIC BLVD., A332 (3RD FLOOR) LOS ANGELES, CA
90015**

ADMISSION

FREE

THE EVENT IS FULL.

ABOUT THE SPEAKER:

W. DAVID MARX IS THE AUTHOR OF CULTURAL HISTORY, AMETORA: HOW JAPAN SAVED AMERICAN STYLE (BASIC BOOKS), A BOOK ON THE RISE OF JAPANESE MENSWEAR ON THE GLOBAL STAGE. HE LIVES IN TOKYO, JAPAN. HE IS ALSO THE CO-FOUNDER AND CHIEF EDITOR OF THE WEB JOURNAL NÉOJAPONISME AND WORKING TOWARDS A NEW BOOK ON A GENERAL THEORY OF HOW CULTURE CHANGES.

THIS PROGRAM IS PRESENTED BY THE JAPAN FOUNDATION, LOS ANGELES, FASHION INSTITUTE OF DESIGN & MERCHANDISING, JAPAN HOUSE, LOS ANGELES AND THE CONSULATE-GENERAL OF JAPAN IN LOS ANGELES WITH SPECIAL ASSISTANCE PROVIDED BY SAMANTHA CULP.

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Annual Report

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