

# An Investigation into the Actual State of Women's Yukata Culture in the Period of 2000-2003

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## 1. Purpose

Around 1989, yukata (informal summer kimono) became very popular among young women, and the use of ready-to-wear yukatas is very common now. A complete set of four items of yukata, obi (sash), geta (wooden clogs) and kinchaku (purse) is sold at a low price at supermarkets. On the other hand, an increasing number of young women also have their yukatas made to order, using high-quality textile fabrics of a famous brand, at a draper's shop or a department store. Under such circumstances, this investigation was made for the purpose of gathering data on the actual state of the yukata industry as well as the current styles of wearing a yukata. The obtained data are to be used as part of materials for guiding female students in how to fashionably wear a yukata, based on the traditional kimono culture.

## 2. Method

The investigation was made by analyzing various articles on women's yukatas that appeared in newspapers such as the Nihon Seni Shinbun, the Senken Shimbun and the Asahi, as well as a magazine titled "ki-mono" (Nos. 139-153), published during the period of about four years from January 2000 to September 2003.

## 3. Results and Discussion

1) In 2000, yukatas of light pastel colors, especially pink ones, came into fashion. There also appeared pleated ones, mothproof ones, luminous ones with minute luminescent materials, and even lamé yukatas. As to the wearing style, extremely short "micro-mini-yukatas" as well as the combination of Jinbei for women, thick-soled sandals and a black makeup called "ganguro" were observed.

2) In 2001, just as in the case of Western clothes, yukatas with leopard patterns and polka dot patterns became popular. High-grade ones tie-dyed with persimmon tannin were also worn. Reversible yukatas, and "panoramic yukatas" made using broad cloth and having no seams at the back and the sides were also introduced. Their lengths varied widely. In some cases, strings were attached to the shoulders to make it possible to tuck up the sleeves. Moreover, there appeared some other characteristic yukatas such as those with a triangular cut in the back, those with slits reaching over the knees, and those with a frilled neckband and frilled sleeves. Some wearers enjoyed sticking a corsage in the hair or the sash.

3) In 2002, yukatas of sober colors, instead of pastel colors, became popular. "Traditional" was the key word of this year, and the predominant patterns in this year were classical large patterns, crapy patterns, and showy patterns that had frequently been used on undergarments in the Taisho Era. Yukatas of which front parts could easily be fastened with a zipper, and an ensemble comprised of a sleeveless yukata dress and a yukata coat were newly put on the market. Frilled "denim yukatas" also pleased the fancy of the youth.

4) In 2003, with the trend of liking for really good items, yukatas of dark colors, especially deep blue ones, revived. Wearing old clothes come into fashion, and the predominant patterns in this year were traditional ones, including those designed based on the patterns that were once familiar in meisen fabrics (common silk stuff). Taking advantage of a pet boom, yukatas for dogs, of the same design as those for their owners, were also put on the market. Wearing a yukata in the kimono style with a replaceable neckpiece, tabi (socks), an obijime (a sash band) and an obidome (a sash clip) became a new trend, apparently satisfying the kimono traders' expectations that the elimination of the boundary between yukata and kimono would awaken the youth's liking for kimonos. Moreover, reflecting the trend in Western clothes, some wore a yukata with a tulle skirt, and some wore a leather corset instead of an obi.

# 2000年～2003年における女物浴衣の實態調査

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## 1. 目的

平成の元年(1989年)頃から女子若年層における“浴衣ブーム”が始まり、今や浴衣のプラタ化も定着し、浴衣と帯と下駄に巾着の4点セットの販賣もスーパーの廣告に入って、低価格の競争がされつつある。しかしその一方で呉服店や百貨店において、ブランドの高級反物での自分サイズの注成品による個性派も増えている現状である。このような中で、女子學生への伝統ある和服の構成と着装を教育するにあたり、浴衣の素材やその着装についての業者の提供状況や實際の着装状況を把握して、學生各自の個性ある浴衣着装への指導の一助を目的として本調査を行った。

## 2. 方法

調査は2000年1月から2003年9月(平成12～15年)の約4年間に発行された日本繊維新聞、織研新聞、朝日新聞と雑誌「k i - m o n o」(No139～153)を対象として、女物浴衣に関する記事を取り上げて考察した。

## 3. 結果 考察

1) 2000年の浴衣地では洋服同様に明るいパステル系の色で特にピンクが好まれて流行した。ブリーツ加工や防虫加工されたり、超小型蛍光材を付けた光る浴衣やラム浴衣も出た。着装では超ミニのマイクロミニ浴衣や女物の甚平にガングロと厚底サンダルの組み合わせが見られた。

2) 2001年の浴衣地はアパレルで人気のヒョウ柄やドット柄、柿渋染めに絞りを施した高級品まで見られた。さらに裏返せば2着分を着こなす

パーシブル浴衣や廣幅生地を使用して背、脇の縫い目なしのパノラマ浴衣も登場した。着装もミニ丈、對丈、普通丈を自由に選んで加工してくれ、肩ひもで腕まくりも出来る。さらに背中を三角にカットしたり、膝上までのスリットを入れたり、髪や帯にコサージュと衿や袖口にフリルを付けたりの個性派もあった。

3) 2002年の浴衣地はパステルから渋めの配色になった。伝統がキーワードとなり、古典の大柄や縮緬風の大正ロマン柄、襦袢柄が出た。着装も簡便化を求めて前の打ち合せをファスナーで開閉したり、ワンピースと上着の2点で和洋を着こなす。さらに若者嗜好のデニム素材でフリルをデザインしたデニム浴衣も出現した。

4) 2003年の浴衣地は本物嗜好で紺を中心に濃色が復権。古着の流行もあり、銘仙からの意匠ベースや伝統柄が多かった。さらにペットブームから犬用の「ワンコゆかた」とお揃い柄の浴衣も發賣された。着装では浴衣に半衿、足袋、帯締め、帯留などを付けて着物風に着るのがトレンドになって、浴衣と着物の境界をなくして今後もさらに着物に親んでもらいたい業者のねらいもみられた。またジーンズにスカートの重ね着の感覚で、浴衣をミニ丈にはしより上げてチュールスカートと合わせる、レザーのホルセットを帯がわりに結ぶ等の洋装のトレンドと連動するような傾向も見られた。

以上のような情報をとらえて、美しく格調のある和服の伝統をふまえながら、現代の環境に合うファッション性豊かな浴衣の構成、着装の指導にあたりたい。