

## [SUMMARY]

### Kimonos as Formal Wear and Buying Clothes, Part 1

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After World War II, Japanese people wore kimonos in daily life. At that time, new-style kimonos were developed with use of wide cloth, design of two-piece style, and kimono resembling dresses. The new kimonos represented the ideal emancipation of women after the war.

Since the 1960s or later, however, kimonos began to develop in a new direction. Kimonos began to be used as formal clothing for ceremonies, etc., not daily wear. In addition, kimonos were considered to be a perfected style with no need to change, and ideal kimonos were prescribed and advertised as “correct” kimonos. Furthermore, kimonos became symbolic in Japanese traditional clothing culture, as seen in kimonos worn by female members of the Imperial Family.