

**VOICES From THE NEW YORKERS**

**Fifty Shades of Chic**  
by Kia Cheleen

Each morning and evening, I carefully do my skincare routine – cleanser, softener, serum, moisturizer, eye cream. I started using high-end skin care and makeup at an early age, when I worked at a department store in college. I got some free samples and became friends with the counter manager. Later on, I worked for a large Japanese cosmetics company in international marketing. It just reiterated the need to have a good skin care routine and to use high-quality makeup.



I look at Japanese office ladies and they normally do not wear brightly-colored eye makeup or lipstick. Sometimes they might wear a cute pink-colored lipstick, but never bright red or deep colors. However, they have very ornate nails! Many Japanese women don't just get a manicure and gel nails. They get intricate patterns on top of their nails in a variety of colors.



It is done very professionally and the manicure lasts for weeks! I also noticed that as Japanese women age, they sometimes suddenly start wearing baby blue eyeshadow! And they start coloring their hair in different shades of purple or blue. This is definitely not a trend in the United States!

It made me wonder how we define what is "chic" – is it by our age, our culture, where we work, or where we live? Do women want to be chic to be on trend, or is it to be more appealing to others?  
*(Kia Cheleen is an inter-cultural consultant and a Japanese/English writer, translator and interpreter. Visit her at www.gillespieglobal.net or e-mail kcheleen@gmail.com)*

# THE JAPAN VOICE

## COOL JAPAN from New Yorkers' Viewpoints



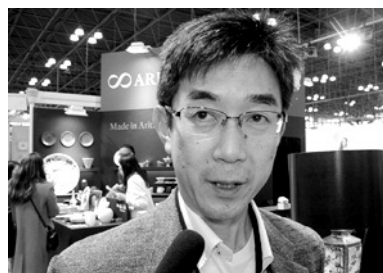
### Arita Porcelain came to New York Attended NY NOW Show

For over 400 years, Arita has been introducing its porcelain to the world. This February, it wrote a new page in its history, debuting eight new Arita porcelain brands at the internationally renowned trade show, NY NOW.

Sponsored by the Saga Prefectural Government, the participating Arita creators came to New York to share their treasures and techniques specifically with the U.S. market. After a year of research and another of development, Arita makers introduced their products at NY NOW booth #3430, where buyers saw new products, from tableware to lifestyle items, previously unavailable in the U.S..

There was a special reception for the Japanese community living in NY, celebrating the arrival of Arita porcelain to America.

"∞ARITA" is a group of seven creators/brands of porcelain products, all from the small town of Arita, Japan, which is where Japanese porcelain was born 402 years ago. Through its rich history, Arita's porcelain has flourished throughout the world, especially in Europe during the 18th cen-



Kouichirou Koga

tury. Its traditional techniques have been passed down for centuries but the creators of ARITA have turned tradition into modern, and have produced products that introduced a new luxurious lifestyle only introduced at NY NOW. All products are Made in Japan with pride.

Mr. Kouichirou Koga, Deputy Director Management Support Division Saga Prefectural Government, said, "This is third time exhibition from Saga, and many people recognize the beauty of Arita." *(Article and Photo by Ryoichi Miura/Translated by Toshiki Abe)*

### Japanese Thriving in NY Fashion Week Working Simultaneously Yukie Nail NY

Nail stylist Yukie Natori, CEO and Founder of the Empire New York Nail School in Tokyo and Yukie Nail New York, was in charge of the models' nails for six shows with eleven brands in New York Fashion Week.

In Caroline Hu's show on Feb. 9th at the East 25th Street townhouse, the models were on standby at 9 am, two hours before show time. Hair stylists, make-up artists, and nail stylists were all styling the models simultaneously.

One of Ms. Natori's famous clients is Lady Gaga. As the President of her Tokyo nail school, Ms. Natori escort-



ed her Japanese students to take the nail technician licensing exam in New York. She also provided real opportunities for the students to try out their techniques to the models in New York Fashion Week. *(Ryoichi Miura/Translated by Tomoko Isshiki)*



### CATCH US PERFORMING ARTS Grand Opening Gala Starts Well

In November 2018, CATCH US PERFORMING ARTS, a non-profit organization, was founded in New Jersey aiming to prosper performing arts in culture, arts, entertainment and Japan-US exchange.

Their grand opening event was held at Opera America in Manhattan in the evening of January 21.

Performers were a koto player Ishigure Masayo, a singer/songwriter Ka-Na (Uemura Kana), dancers Komori Yusaku and Ogata Mari, and Japanese calligraphy artist Tanaka Taisan.

Ka-Na sang her socks off her mega-hit number "Toire no

Kamisama (Goddess in the bathroom)" to her own acoustic guitar accompaniment. Listening to her voice, something wells up within and there were audience dabbling their eyes to her love for her grandmother. Currently active in both US and Japan, Ka-Na spoke of her upcoming performance in the US, "I'd like to spread how wonderful J-pop is to non-Japanese as well."

Ishigure also commented on the organization's future activities, "I hope that the organization mingles and shows Americans our culture."

Deputy Director Kono Hiroshi said, "Our activities also includes discovering new talents. We would like to offer opportunities for those hidden artist to come forward." They plan on hosting performing events, workshops, and lectures to raise young performers and supporting the artists. *(Ishiguro Kaoru)*



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