

# Fashion Flocks to Cape Town

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Now in its fifth year, South Africa's biggest fashion event was launched Aug. 8 in Cape Town, which has a long heritage as the center of South Africa's fashion industry as well as "a growing international reputation as a unique style destination," according to the Cape Town Fashion Week Web site.



**MADE TO ORDER:** South African designer Stoned Cherrie has incorporated tight tailoring and creative details to make a wearable dress for ... slightly formal occasions, perhaps. GIANLUIGI GUERCI/AFP/GETTY IMAGES



**NOT YOUR AVERAGE COCKTAIL DRESS...** While playful, upbeat, and colorful, we find this design by Paul van Zyl & Zinzi ultimately a little too "neither here nor there" for our taste, caught between corset, miniskirt, and schoolgirl. Not very practical, but perhaps it works in the South African weather? GIANLUIGI GUERCI/AFP/GETTY IMAGES



**BEADS GALORE:** The combination of sleek lines and a heavy beaded texture is gutsy, but Kobus Dippenaar pulled it off with grace during the third day of the Cape Town Fashion Week. GIANLUIGI GUERCI/AFP/GETTY IMAGES



**DRAMA QUEEN:** Sometimes, nothing speaks louder than black and white. White ruffled jacket and black dress by Posi-ive. GIANLUIGI GUERCI/AFP/GETTY IMAGES

# Male Style: Trends for the Better?

Japanese beauty trend calls for 'pretty men' ... but what do women really want?

TOKYO (Reuters)—Yoshitomo Sango treats his complexion to a face scrub, toner and face cream every morning before strolling to a nearby salon to get his hair done.

By the time the 23-year-old is ready for breakfast, his skin is soft and shimmering, his hair trimmed, pomaded and bobby-pinned into an elaborate pompadour.

The daily regimen takes an hour and costs more than 10,000 yen (\$84), but Sango says it's essential to maintain his style.

Sango may spend more cash on his looks than most, but he is far from unusual among Japanese men his age.

In a society that in many ways remains sharply defined by traditional gender roles and expecta-

tions, fashion-conscious young men are one-upping their metrosexual counterparts in the West—it is not only acceptable for them to obsess over their hair, face and clothes, it's supposedly sexy too.

Japan's latest heartthrobs are a far cry from the American masculine ideal of stoic, stubble-cheeked muscle men. Slender, smooth-faced and androgynous stars such as singer-actor Takuya Kimura, or Kimutaku as he's affectionately known, routinely top popularity polls among women, and men in Japan are taking note.

Nowhere is this more apparent than in male grooming.

"I shave the tops and bottoms of my eyebrows to make them look cleaner," said Shinya Abe, 21, a

wispy third-year student at Kobe University in western Japan.

Abe, who also uses a men's eyebrow kit of brow comb, brow scissors and tweezers to keep his brows in line, says many of his classmates go further, shaving off their eyebrows and penciling in new ones. Some go to aesthetic salons, or "esute," to get facials, manicures and pedicures.

"Girls like guys to be kawaii," he says with a shrug.

An obsession with kawaii, or "cute," has dominated Japanese popular culture for 40 years. But it is only in recent years that kawaii has been applied to men, emphasizing pretty, youthful looks—with the help of cosmetics.

"The numbers are still relatively few, but those men who see fashion and make-up as a part of self-expression are growing," said Sakae Nonomura, director of the Beauty Research Institute at Kanebo Cos-

metics Inc. "There are more and more men's cosmetics brands and the most interesting right now is in men's skin care," Nonomura said.

Japan's \$3 billion male cosmetics market is one of the biggest in the world, accounting for nearly one-fifth of men's cosmetics sales globally, according to market research firm Euromonitor International. It estimates the global market will reach \$25 billion by 2011.

Sales of men's skincare products in Japan have surged in the past few years, growing an average 13 percent per year, despite a lackluster overall cosmetics market, according to Mandom Co., Japan's No.2 men's cosmetics maker after Shiseido Co.

Domestic sales of Mandom's popular young men's cosmetics line, Gatsby, grew 12.8 percent in the business year ended in March, but its women's cosmetics fell 7.7 percent.

Mandom, whose name combines "man" and "freedom," sells products ranging from eyebrow kits to hair dye to powdered facial paper. Its best-seller is oil-removing tissue for men.

### When Masculinity Seems Outdated

Mandom redesigned the Gatsby line last year to stay attractive to its primary customer base, males aged 15 to 25, contracting Kimutaku as the new face of the line.

In one TV ad he wears frilled silk pajamas and twirls wavy shoulder-length hair while making faces in a vanity mirror.

The ad is a world away from Mandom's commercials in the 1970s, Shimokawa admits, which featured mustachioed American actor Charles Bronson riding through the desert and gun-fighting his way to Mandom cologne.

"Men's tastes are changing and we are changing to keep up with their tastes," said Shimokawa.

Mandom is not alone. Shiseido's Web site describes its concept as centred on the ideas of "toughness and tenderness."

Catering to the prestige market, London-based men's cosmetics firm the Refinery opened a store in Tokyo Midtown, an upscale mall in the Roppongi entertainment area, in March.

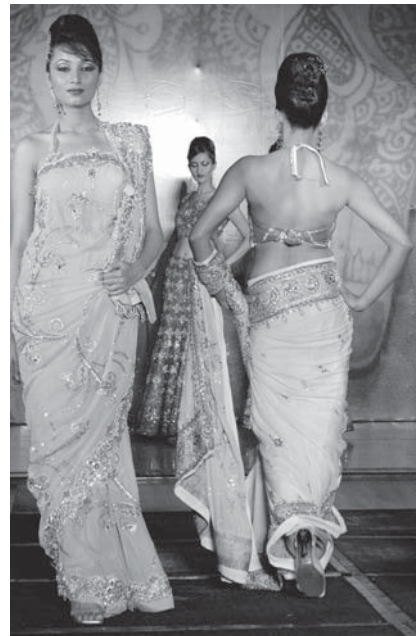
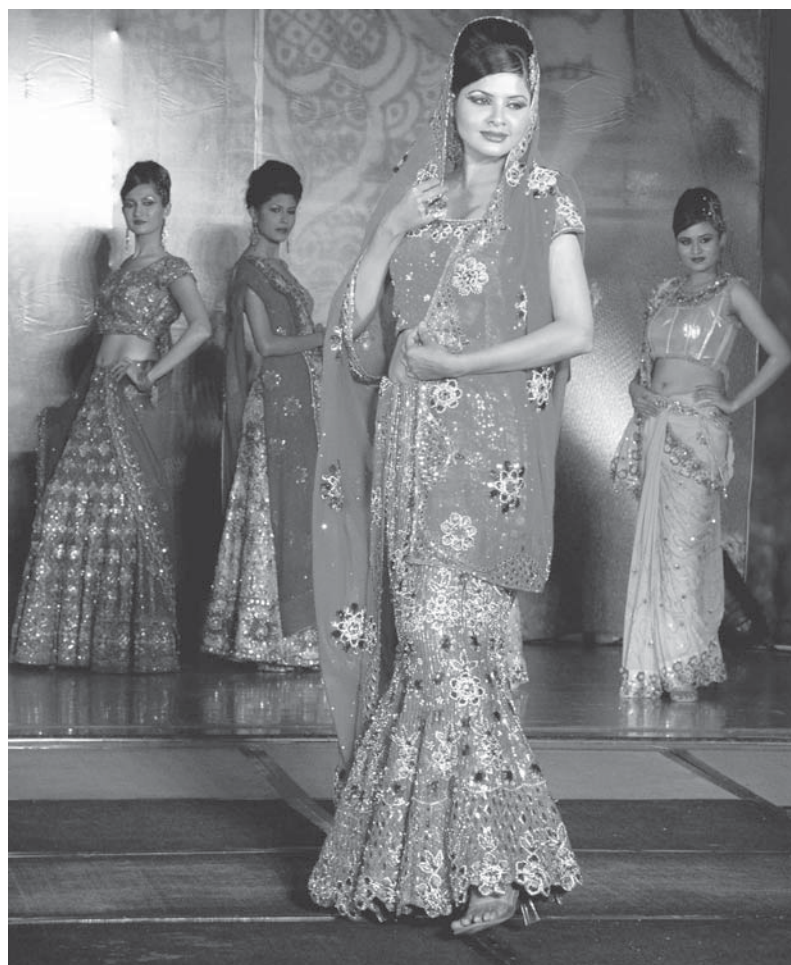
The Refinery offers pricier versions of men's cosmetic mainstays like shaving oil and face scrubs as well as more nontraditional products like foundation and eyelash tinting. From August, the store is offering a body waxing service.

"Many men are just as concerned with their appearance as women," said Noriko Nagano, manager of the Tokyo Refinery store.

But the changes are only skin deep, says Genaro Castro-Vazquez, a lecturer at Tokyo's Keio University specializing in gender studies.

"It is misleading to think that because men are changing their physical appearance they are also changing their gender roles," he said, adding that attitudes toward contraception and child-rearing remain largely the same as a decade ago.

"You can look as feminine as you want, but you must speak like a man."



**INDIAN SUMMER:** Beautiful fabrics, elaborate embroidery, sequins, and fine handiwork characterize Indian bridalwear. Here, Indian models display exclusive bridal collections in rich colors at The Hyderabad Wedding Expo 2007 in Hyderabad last Sunday. The Expo provides an opportunity for brides to plan the "perfect wedding." NOAH SEELAM/AFP/GETTY IMAGES

## Crossword

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### Across

- 1 Capitol of Inca empire
- 6 Footgear
- 10 Vivacity
- 14 Body of water
- 15 Meat alternative
- 16 Type of star
- 17 Lean
- 18 Lashed boat
- 19 Trim
- 20 Movie 2001's talking computer
- 21 Scent
- 23 Unfold
- 25 Radar target
- 26 Free of
- 27 Houston's baseball team
- 30 Homo \_\_, humans
- 34 Express indifference
- 35 5280 feet
- 36 Cause of sickness
- 38 Dirty like a chimney sweeper
- 39 Picnic pest
- 40 Juliet's boyfriend
- 42 Negative

- 43 Goodbye!
- 44 Z
- 45 Giant wave
- 48 Remained
- 49 Chop
- 50 Skewer
- 51 Mrs
- 54 Make
- 55 Hubbub
- 58 Discharge
- 59 Plain
- 61 Brief witty speech
- 63 Au naturel
- 64 Not win
- 65 Expenditure
- 66 Drug doer
- 67 Always
- 68 Hanging knot hangman's rope
- 25 Very dry wine
- 27 Association (abbr.)
- 28 Hurl a bullet
- 29 What a horse does
- 30 Moses' mountain
- 31 Singing voice
- 32 Termed
- 33 Attack
- 35 Wound seriously
- 37 Cargo
- 40 \_\_\_\_\_ Crusoe
- 41 Except
- 43 Small case
- 46 Long loose overcoat
- 47 Neither's partner
- 48 Spr., month
- 50 Speaker
- 51 Restaurant dinner listing
- 52 Flightless birds
- 53 Flank
- 54 Otherwise
- 55 Coupe
- 56 Makes a hole
- 57 Band instrument
- 60 Governor (abbr.)
- 62 Status \_\_

### Down

- 1 Blackjack
- 2 Ca. University
- 3 Elan
- 4 Container
- 5 Metaphysics branch
- 6 Razor sharpener
- 7 Frost
- 8 Disconnected
- 9 Greek muse of music
- 10 Write in code
- 11 Lounge
- 12 Tel \_\_
- 13 Back of the neck
- 22 Pluto
- 24 Roman seven



Today's Solution