

Parco Co., Ltd. Releases New Comprehensive Book on  
History of Contemporary Tokyo Fashion  
“Street Fashion 1980-2020:  
A Record of 40 Years of Fixed Point Observation”  
is Available from Booksellers Now



On August 12, Across, the fashion and culture think-tank division of Japanese department store operator Parco, released its first book in 27 years, titled "Street Fashion 1980–2020: A Record of 40 Years of Fixed Point Observation." The new book is the sequel to the super long-seller "Street Fashion 1945–1995", and presents the changes in youth and fashion culture through the late Showa, Heisei, and early Reiwa periods via in-depth interviews and photographs.

Inspired by architect and ethnographer Wajiro Kon, the Across editorial office applied the renowned scholar's concept of "modernology" to the present day. Beginning from August 1980 and focusing on a microscopic perspective, staff from the office have been conducting monthly qualitative and quantitative research called "*teiten kansoku*" (fixed-point observation) at three locations in Shibuya, Harajuku, and Shinjuku.

In addition to original snapshots taken on the streets of Tokyo, this new book contains about 180 excerpts from data collected from approximately 30,000 people over the past 40 years, including the clothes they wore and the magazines they read. Some of the fashion "tribes" represented in the book include the "Crow Tribe", "Shibu-kazi", "Ura-Harajuku", "Ko-gal", "Mori Girls" and "Normcore".

ACROSS,  
PARCO CO., Ltd

At the end of the book is a chronological table of events dating from 1969, when Parco was established, to 2020. The book also discusses specific methods and the significance of fixed-point observation in the study of modern social phenomena.

At a time when AI, which makes full use of vast amounts of data, is optimizing every aspect of our lives, a new issue has emerged: the externalization of our actions, thoughts, and even the source of our creations, which may ultimately lead to a loss of diversity. In times of rapid change, fixed-point observation is an effective way to capture the evolution of societies. Our hope is that this book will help readers regain that sense of humanity.

**About Across** (<https://www.web-across.com/>)

Across is the name of Parco's fashion and culture think tank, which was established in 1977. Since August 1980, we have been conducting monthly research on youth and fashion culture by observing, snapping and interviewing young people and their customs on the streets of Shibuya, Harajuku and Shinjuku.

The research was preceded by the Parco Report, a marketing report for tenant owners that was first published in 1974 and focused on sales analysis. This was followed by "Monthly Across", "Trend Observation Across", and in October 2000, the first issue was launched as an online magazine named "Across".

While the name of the magazine and its format has changed, it has taken a unique ethnographic approach to researching youth, fashion, culture, cities, and lifestyles. As of 2021, under the concept of "Street Fashion Marketing", Across is also engaged in market research, joint research with external companies, and consulting services.

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