

PRESS RELEASE

From Kawaii to Kimono - HYPER JAPAN Festival 2016 showcases leading fashion trends from Japan



(L-R) Beckii, Broken Doll (top), Domo (bottom), a model wearing WASOUKAN Kimono

Britain's largest celebration of Japanese popular culture, [HYPER JAPAN](#), is returning this summer for its tenth edition in London on 15-17 July.

Japanese culture is known for its vibrancy, uniqueness and creativity. It continues to influence international fashion, inspiring designers, magazines and models alike. This year, HYPER JAPAN is once again proud to bring to London, Japanese fashion trends from the Kimono to the Kawaii.

Japanese Kawaii model, [Yuuna Yabe](#) of ASOBI SYSTEM, will be on the MOSHI MOSHI NIPPON STAGE for a talk session on the Kawaii fashion industry; as well as British internet-sensation and Kawaii trend expert, [Beckii](#), who will be performing in the UK debut of [Domobics](#), a fun, new dance exercise with none other than Kawaii icon and NHK WORLD TV's mascot, Domo.

Also performing is [Broken Doll](#), a 4-person indie pop-punk band who have created their own unique brand of Harajuku Japanese style. Along with Broken Doll's guest appearance, is the bi-annual [HYPER J-STYLE COLLECTION 2016](#) that will be exhibiting a wide variety of Kawaii personal styles. This summer's show will encompass an even broader range of Japanese couture than ever before.

[The HYPER Kawaii area](#) will be filled with booths celebrating all aspects of Japanese fashion and distinctive street trends from Lolita to Fairy-kei. Beauty, hair and make-up products will also be available.

For those with more traditional tastes, Mr. Noriyuki Ikeda, CEO of [WASOUKAN](#) - London's first and only Notting Hill kimono boutique and matcha bar - will be taking to the stage at HYPER Theatre to share his interpretation of the Japanese spirit of "wa" as seen through the traditional kimono, as well as displaying more modern styles.

HYPER JAPAN Festival 2016 will be taking place from **Friday 15 July to Sunday 17 July 2016** at **Olympia, London**. For performance schedule, please see [here](#).



Notes to Editor:

HYPER JAPAN Festival 2016 is organised by CROSS MEDIA, LTD.

HYPER JAPAN is curated by local Japanese people, and intends to introduce the 'eclectic' Japan to the UK.

HYPER JAPAN Festival 2016 marks the tenth HYPER JAPAN festival held in London.

Event Information:

Date: Friday 15 July 2016 to Sunday 17 July 2016

Venue: Olympia Grand

Hammersmith Road

London

W14 8UX

Tickets: Single session passes range from £15 - £17 per session

A full day Saturday ticket is £23

A three day pass is £43

Sake Experience Tickets cost an additional £15

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