



The Social and Economic Impacts of ‘Cool Biz’ and ‘Super Cool Biz’ fashion in Japan

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1. INTRODUCTION

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The Japanese business style₃

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The Kick-off Event of Super Cool Biz 2013 (Ministry of Environment)

The Super/Cool Biz styles 4

1. Examine the history of business fashion styles in Japan
→ Understand the Japanese businessmen's fashion mind
2. Using 'Picture Mining' methods
→ Analyze social and economic impacts of Super/Cool Biz styles

Objectives of the Report

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2. SUMMERTIME BUSINESS FASHION STYLES IN JAPAN

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1. Meiji period(19C):

- Suits introduced in Japan

2. Taisho period(1920s):

- Became business styles in upper class

3. After World War II(1950s and 60s):

- Economic Growth in Japan
- Increase of businessmen(in Japanese ‘salaryman’)

2.1 Before 2005

Era of Traditional business suits

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DIRTY RATS STYLE(image picture)

4. Late 1960s: Peacock Revolution

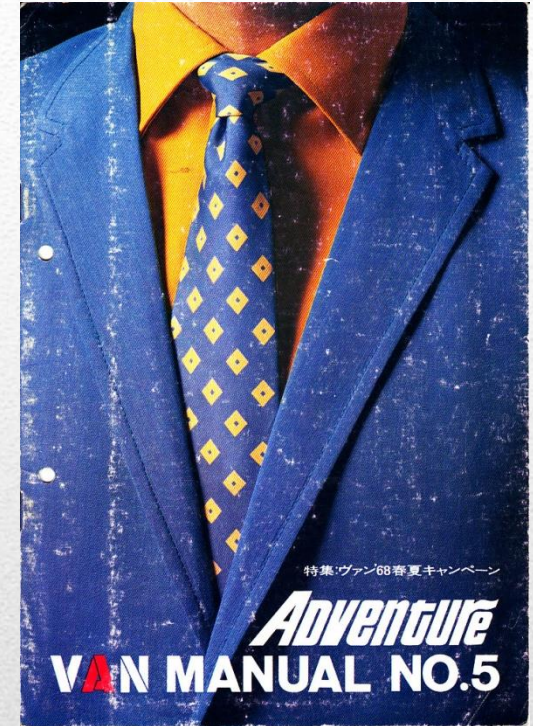
- Shirts white from colors, and fashionable

5. 1970s:

- Large scale stores open in suburban areas, business suits became uniforms
- Ready to wear suits became popular

6. 1980s:

- Italian designers' fashion introduced, influenced styles
- Inexpensive suits were imported from Asia



2.1 Before 2005

Era of Business suits

1. Introduction of COOL BIZ (2005)

- No Jackets , No Ties
- Widely accepted, due to Minister and government officers

2. Cool Biz styles:

- Means of climate solutions and stylishness
- Revolutionary Event in Japanese business fashion
- But Men considered Cool Biz styles as just taking off jackets and ties

2.2 2005 to 2010

Era of Traditional suits without Jackets and Ties

1. The Great East Earthquake (March 11,2011)
 - Meltdown of Fukushima caused shortage of electricity supply
 - Japanese became more conscious in environmental issues
2. Super Cool Biz (May 2011; MOE)
 - Extended the period of Cool Biz (May to October)
 - Introduced the concept of Super Cool Biz
 - The fashion accepted in the core hottest months(June to Sept)
 - Proposal of acceptable fashion styles

2.3 After 2011

Introduction of Super Cool Biz

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Table 1. Criteria of Cool Biz at MOE (Ministry of the Environment)

	Cool Biz	Super Cool Biz
No neckties	○	○
No jackets	(○)	○
Half sleeve shirts	○	○
Kariyushi shirts	(○)	○
Polo shirts	×	○
Aloha shirts	×	○
T shirts	×	△
Tank Tops	×	○
Chino Pants	(○)	○
Jeans	×	△
Half cropped pants	×	×
Sneakers	×	○
Sandals	×	△

○: Acceptable
 (○): Acceptable but not always
 △: Admittable under circumstances
 ×: Generally unacceptable



3. METHODOLOGY

PICTURE MINING METHODS

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- Definition:
 - Picture mining is the explorative method that takes useful information from pictures, static or moving images.
 - It is often compared with the methods of text mining.
 - The Picture Mining concept includes observational research in the broad sense, because it also aims to analyze moving images

(Ochihara, Edo, Hiroi; 2010).

3.1 Picture Mining

1) Concepts/ Definitions

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3.1 Picture Mining

2) Procedures

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1. Make picture cards for each of the photos
2. Record information from the questionnaire on back side
3. Turn the questionnaire side above, classify, group, sample or abstract characteristics
4. Turn the picture side above, analyze for findings (repeat steps 3 and 4 for achieving findings from the pictures)
5. Confirm the findings found from step 3 and 4
6. Use other quantitative and/or qualitative methods for confirming findings.

3.1 Picture Mining

2) Procedures

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- Pictures Collected during summer of 2011, 2012 and 2013
- Used internet monitoring system
- Women were instructed to send pictures of Super/Cool Biz styled men
- Responses to questions were attached with pictures (age of subjects etc.)

Year	2011			2012			2013		
Pictures collected	71			124			158		
Period	August			June			August(July)		
Age of respondents	20s	16	23%	20s	16	13%	20s	12	8%
	30s	17	24%	30s	70	56%	30s	100	63%
	40s	20	28%	40s	34	27%	40s	42	27%
	50s	18	25%	50s	4	3%	50s	4	3%
	100%			100%			100%		

3.2 Research Methods

1) Outline of the research

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Year	2011	2012	2013
Pictures collected	71	124	158
Initial discarding	24	17	86
Pictures for quantitative analysis	47	107	72
Secondary discarding	1	14	11
Pictures for qualitative analysis	46	93	61

3.2 Research Methods

2) Discarding for the research

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4.RESULTS

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Table 3. Types of Cool Biz (Tops)

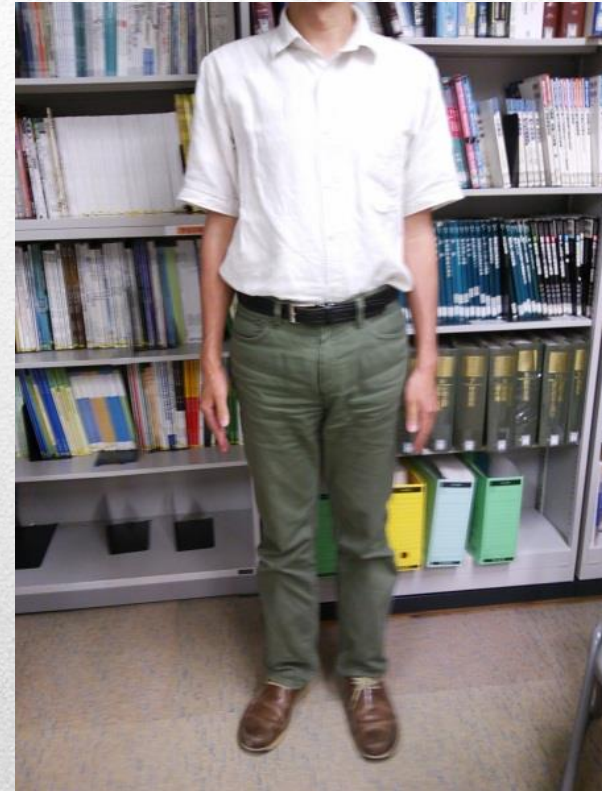
Year		2013		2012		2011	
Y-shirts	white	39	54%	64	60%	30	64%
	color	19	26%	17	16%	2	4%
	patterns	1	1%	14	13%	3	6%
		59	82%	95	89%	35	74%
Non Y-shirts		13	18%	12	11%	12	26%
Total		72	100%	107	100%	47	100%

- Polo shirts decreased from 26% to 18%. The year 2011 was the summer of the crisis, and the introduction of Super Cool Biz

4.1 Quantitative Analysis

Types of Super/Cool Biz fashion

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Polo shirts to Y shirts

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Table 4. Types of Cool Biz (Pants)

Year		2013		2012		2011	
Cool Biz Pants	black	45	63%	71	66%	25	53%
	beige	5	7%	9	8%	13	28%
	gray	10	14%	9	8%	9	19%
	other	10	14%	13	12%	0	0%
		70	97%	102	95%	47	100%
Business Suits		2	3%	5	5%	0	0%
Total		72	100%	107	100%	47	100%

- Beige pants(chinos) are popular as one of the casual styles in Japan. It might be a little bit too casual for business occasions.

4.1 Quantitative Analysis

Types of Super/Cool Biz fashion

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Light to dark colored pants

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- There was a decrease in short sleeve shirts
(2011:85%, 2012:67%, 2013:59%)

4.2 Qualitative Analysis

1) Decrease in half sleeve shirts

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Table 6. Recent Climate during Cool Biz periods of Tokyo
(Average of Highest Temperature)

	June	July	August
2011	26.0	30.9	31.2
2012	24.8	30.1	33.0
2013	26.5	31.4	33.2

(°C)

Table 7. Electricity Consumption during Cool Biz periods of Tokyo Area

	June		July		August	
2011	19.6	-19.6%	22.9	-11.0%	23.1	-16.8%
2012	19.9	1.5%	21.4	-6.6%	24.7	6.9%
2013	19.8	-0.5%	22.2	3.7%	24.9	0.8%

(mil.KW)

- Even if it was hotter in 2013, use of short sleeve shirts decreased
- On the contrary, consumption of electricity has increased.

4.2 Qualitative Analysis

1) Short sleeve shirts: A discussion

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- Shirts are inside their pants so they look neat and tidy

4.2 Qualitative Analysis

2) Fashion, Designs and styles: Styling of Shirts



- Color of belts and shoes changed to brown. Consciousness to coordinating totally has changed.

4.2 Qualitative Analysis

2) Fashion, Designs and styles: Belts and Shoes



- Not only the color of pants changed but it also became slimmer, especially the hems.

4.2 Qualitative Analysis

2) Fashion, Designs and styles: Slim pants 28



5. CONCLUSION

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1. Economical Impacts

- The economic impact of Super/Cool Biz (to electricity consumption) was temporary and limited
- Neatness and maybe norms are more important in the Japanese business society

2. Social Impacts

- Changed minds in Japanese business styles, a strong social and cultural impact.
- Many men are gradually becoming more fashion conscious.

5 Impacts of Super/Cool Biz