

Abstract

This study explores the history of Japanese department store, Mitsukoshi, and its impact on Japanese women from 1898 to 1927. Mitsukoshi's promotional catalogues and magazines, "Jiko," "Mitsukoshi Times," and "Mitsukoshi" are examined to analyze the influence of American and European countries on the modernization of Japan. Observation of magazine covers, photographs, and illustrations show increasing signs of Western graphic design and consumer culture from the late Meiji period. This paper concludes that despite the gradual adoption of Western fashion, Mitsukoshi's introduction of contemporary marketing and advertising led Japanese women to experiment with new trends, desires, and lifestyle.