Creation of Fashion Trends and Literature: 
Literary Columns in *Imayou* issued by Matsuya Gofukuten

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In the Meiji 30s (1897–1906), kimono fabrics stores launched their booklets while developing into department stores. The booklets of kimono fabric / department stores served not only as a medium to introduce their products and create modern fashion trends but also as a literary magazine to offer many articles to read. This was particularly prominent in the booklets published by Mitsukoshi and Shirokiya. Another similar example was *Imayou*, issued by Matsuya Gofukuten for the first time in 1906. It is presumed, from the information available at present, that *Imayou* published from 1912 to 1913 often contained literary columns. These columns, as well as the booklets of Mitsukoshi and Shirokiya, were mainly written by scholars with a profound knowledge of Edo culture, literary authors of older generations, and intellectuals of the times. It is also found that a society called “*Imayou-kai*” was established in 1912, consisting of newspaper journalists and advertising agents. *Imayou* published many literary works similar to those in the booklets of Mitsukoshi and Shirokiya. They mainly depicted consumption activities in the daily lives of newly-weds, families, and couples. *Imayou*, however, also offered some unique works, such as Hashi Mukou (*Over the Bridge*) by Kyōka Izumi, *Yokujō-no-Gogo* (*The Afternoon of the Bathhouse*) and *Mijikaki Yume* (*A Short Dream*) by Ujaku Akita, and *Koteru-to-Tsuruyo* (*Koteru and Tsuruyo*) by Mantarō Kubota. Compared with other novels in *Imayou*, their objectives were unclear, which was reflected in their unique expressions. In addition, it is worth noting that newly emerging writers such as Ujaku and Mantarō contributed their works to *Imayou* since most literary works in the booklets of kimono fabric / department stores were written by authors of older generations. This makes *Imayou* an important magazine to analyze.

Key words: Edo taste, Kyōka Izumi, Ujaku Akita, Mantarō Kubota