



### Sebastian Masuda *By Yuniya Kawamura*

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**Presents the first English biography of Sebastian Masuda, the Japanese creator and artist renowned for shaping the global “Kawaii” subculture, exploring his journey, creative impact, and the deeper, rebellious meanings behind his colorful, neon-infused work**

Sebastian Masuda is a Japanese creator who is globally known as the father of Japanese “Kawaii” (cute) subculture which originated in Harajuku. His work is characterized by bright neon colors that led to the emergence of Decora fashion. He wears several hats in the field of fashion, art, and entertainment and uses colorful and kawaii elements as his creative foundation.

#### Readership

Highschool and undergraduate students, Japanese pop culture enthusiasts, and the Decora subculture fans

#### Key selling points

Presents the first biographical account of Sebastian Masuda written in English

Discusses in depth about the father of the Japanese Kawaii culture

Provides an interesting backstory of how the Kawaii culture emerged in Harajuku

Explains how Sebastian Masuda defines the concept of kawaii as a form of resistance and rebellion

#### About the Author(s) / Editor(s)

Yuniya Kawamura is professor of sociology at the Fashion Institute of Technology (FIT) in New York.

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