Selling Shiseido, Lesson Three, handout 03-D, page one of one

Types of Japanese Women

In the modern period, new "types" of Japanese women emerged. All of these women were potential customers for the Shiseido company. The types of Japanese women include:

Jogakusei – the female student
Atarashii onna – "the new woman"
Shokugyo fujin – the working woman
Jukyu – the café waitress
Shufu – the housewife
Moga – the "modern girl"

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