

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”