Brigitte Steger, Angelika Koch (Eds.)

Cool Japanese Men
Studying New Masculinities at Cambridge

Japanese men are becoming cool. The suit-and-tie salaryman remolds himself with beauty treatments and ‘cool biz’ fashion. Loyal company soldiers are reborn as cool, attentive fathers. Hip hop dance is as manly as martial arts. Could it even be cool for middle-aged men to idolise teenage girl popstars?

This collection of studies from the University of Cambridge provides fascinating insights into the contemporary lives of Japanese men and looks behind the image of ‘Cool Japan’.

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Together they have co-edited Manga Girl Seeks Herbivore Boy and are working on a project on 'timescapes' in Japanese history.