

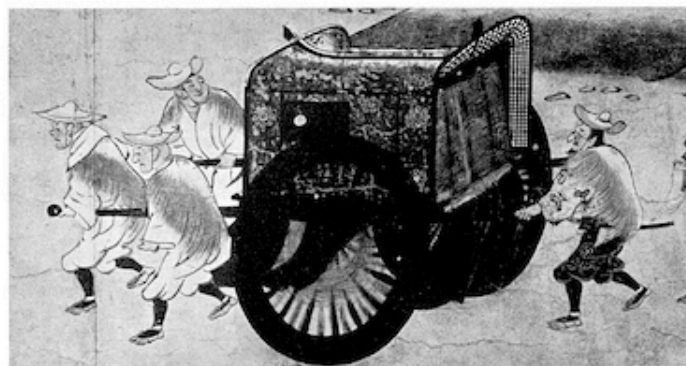
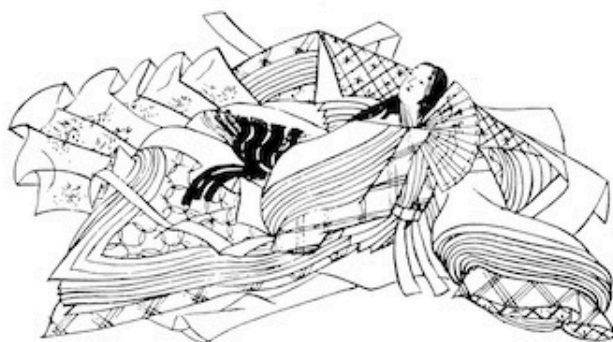
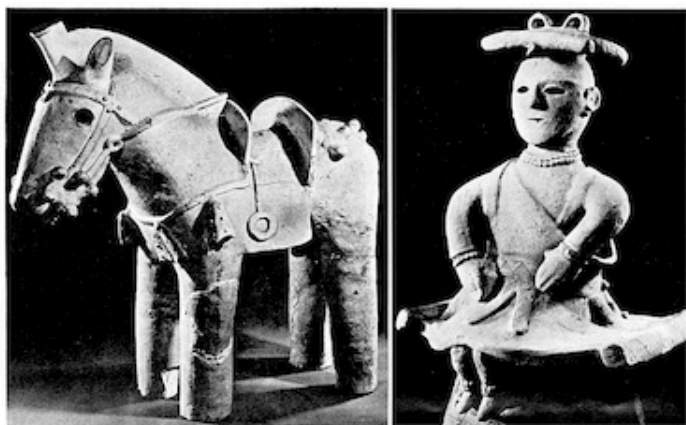
FROM THE CARRIAGE-LESS HORSE TO THE HORSE-LESS CARRIAGE

THE 2nd CENTURY — THE 8th th.

From the 2nd century to the 8th, the horse was the only means of transportation. People travelled on horseback with their luggage tied to it. The carriage was not used yet.

For the Japanese people, it was a period of rapid development. The foreign civilization began streaming into Japan for the first time from China and Korea, and delicately mingled with the Japanese culture to enrich it.

In costume, the Korean-style garment had been in vogue up to the 5th th. After that, it gave way to the Chinese clothes, and people loved wearing a necklace and ear rings.



THE 9th CENTURY — THE 12th th.

From around the end of the 8th century when Kyoto was selected as the permanent capital of the Emperor, the colorful aristocratic culture began flourishing revolving around the Court.

Costumes of court nobles and ladies became unspeakably gay and colorful, and turned unique and original in style. The kimono which is widely in use today by Japanese women is a simplified variation of the garment in those days.

Court nobles and ladies leisurely travelled the thoroughfares of the ancient capital for pastime, riding on a cart dragged by oxen which represented a status symbol.

From HINO TODAY '66/'67

THE 10th CENTURY — THE 19th th

In the days when the ox-cart was a status symbol of court nobles and ladies, the palanquin was used to transport criminals. Confined in a bamboo cage and carried on the shoulder, they were taken to a place of exile.

But the convenience of the palanquin was soon recognized far and wide. It gradually found its way in the general public, and became a popular conveyance. There appeared even those which were elaborately and lavishly decorated.

From the 17th century onward, tastes of the general public held great sway over the fashion trend as the standard of living was raised. The advanced dyeing techniques produced excellent style and good design.

