



Put on a yukata and hit the town!

Yukata

The yukata worn in summer is the most casual type of Kimono, and was originally only worn in the home after a bath. However, recent changes in yukata patterns and materials have brought the yukata out of the home and contributed to making them a common sight at festivals and fireworks shows. Since they are easier to put on than a typical kimono, as well as more affordable, they have become the standard summer kimono. They are particularly popular with the younger generation and visitors from abroad.

Public baths and beyond

The yukata comes out of the Heian period, when nobles would wear a "yukatabira" to avoid getting burned by steam when taking a steam bath. "Yu" means hot water, while a "katabira" was a type of hemp kimono. At the time, cotton was a top class commodity, so the undergarments worn beneath their outfits were short kimonos made of hemp. The greater availability of cotton following the end of the Edo period saw the fabric used for yukatabira change from hemp to cotton. As the popularity of public baths spread, these garments came to be known simply as "yukata". Today, the yukata has gone from something you wear after your bath to much beloved symbol of summer.

Source: Japanese Culture Iroha Dictionary

During the "Yukata Campaign", wear a "yukata" to **eat out** or **shop** at any **participating business** and receive a variety of **valuable services!**

◆ Be sure to ask the staff at each shop for details about the service offered by that shop!

"I want to wear a yukata, but I don't have one..."

~Don't be shy! Ask for help.~

Yukata Rental

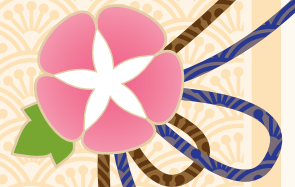
Iroha Japanese clothing rental
[TEL]0263-39-1500

Matcha Garden
[TEL]0263-31-0301

Matsumoto Kimono Rental
Hanakomichi
[TEL]0263-54-3772



Please use public transportation when going out.



Find details on participating businesses at the "Yukata Campaign" homepage

http://nagano.perma.jp/event/chushinsibu_yukata/



Nagano Prefecture Regional Invigoration
Support Fund Activity Group

Yukata Campaign

主催 ゆかたキャンペーン実行委員会

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By QR code



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