

Kim Kardashian West angers Japan over 'kimono'

28th June, 2019



Kim Kardashian West has angered people in Japan after launching a new line of lingerie called 'Kimono Intimates'. People in Japan have reacted with anger and have accused

Kardashian of cultural appropriation. They say the lingerie greatly disrespects Japanese culture. The kimono is an iconic symbol in Japan and is considered the country's national dress. It is an exquisitely decorated, long-sleeved robe tied with an ornate sash. It is usually made of silk and is worn on special occasions. A Japanese woman explained to the BBC: "We wear kimonos to celebrate health, growth of children, engagements, marriages, graduations, at funerals. It's celebratory wear and passed on in families through the generations."

There has been a lot of backlash against Kardashian West on social media. Apart from the lingerie having no resemblance to real kimono or anything Japanese, the American socialite is also trying to trademark kimono-worded brands. She has filed trademarks for "Kimono Body", "Kimono Intimates" and "Kimono World". One Twitter user wrote: "What a disgusting thing to use the word 'kimono'. It's disrespectful to Japanese culture. True cultural appropriation." Another person tweeted: "I feel very sad that the name 'Kimono' is being used for something completely different from what we Japanese know about it. I feel this name choice is simply ignorant." She ended her tweet with #KimOhNo.

Sources: bbc.com / scmp.com / cnn.com

Writing

Cultural appropriation is totally wrong and unacceptable. Discuss.

Chat

Talk about these words from the article.

anger / lingerie / Japan / kimono / cultural appropriation / silk / marriages / health / backlash / social media / socialite / trademark / disrespect / culture / choice / ignorant

True / False

- a) Japanese people are angry at a lingerie brand called "Kimono Lingerie". T / F
- b) Kardashian West accused Japanese people of cultural appropriation.. T / F
- c) The kimono is tied using an ornate sash. T / F
- d) Kimonos are used to celebrate the growth of children. T / F
- e) There has been little backlash against Kardashian West. T / F
- f) Kardashian West is trying to trademark brands with the word "kimono". T / F
- g) A person said she was sad about how the word "kimono" is being used. T / F
- h) Someone said the use of the word "kimono" was not ignorance. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------|---------------------|
| 1. angered | a. handed |
| 2. reacted | b. beautifully |
| 3. symbol | c. totally |
| 4. exquisitely | d. revolting |
| 5. passed | e. responded |
| 6. backlash | f. uneducated |
| 7. resemblance | g. adverse reaction |
| 8. disgusting | h. infuriated |
| 9. completely | i. likeness |
| 10. ignorant | j. emblem |

Discussion – Student A

- a) What do you think about what you read?
- b) Do you understand the backlash from Japanese people?
- c) Is this definite cultural appropriation?
- d) What can we do about cultural appropriation?
- e) How do you think Kim Kardashian West would defend this?
- f) Should Kim Kardashian West apologize to Japan?
- g) What do you think of the hashtag KimOhNo?
- h) What questions would you like to ask Kim Kardashian West?

Phrase Match

- | | |
|---|---------------------------------|
| 1. Kim Kardashian West has angered | a. disrespects Japanese culture |
| 2. launching a new | b. Japanese know about |
| 3. They say the lingerie greatly | c. on special occasions |
| 4. It is an exquisitely decorated, long- | d. against Kardashian |
| 5. It is usually made of silk and is worn | e. line of lingerie |
| 6. There has been a lot of backlash | f. trademarks |
| 7. having no resemblance | g. simply ignorant |
| 8. She has filed | h. people in Japan |
| 9. completely different from what we | i. sleeved robe |
| 10. I feel this name choice is | j. to real kimono |

Discussion – Student B

- What do you know about Kim Kardashian West?
- What do you know about kimonos?
- Should a lingerie manufacturer use the word 'kimono' as its name?
- What do you think of kimonos?
- Does the word 'kimono' belong only to Japanese culture?
- Will search engines put the kimono lingerie at number one in searches?
- Why do you think Kim Kardashian West chose the word 'kimono'?
- What advice do you have for Kim Kardashian West?

Spelling

- launching a new line of eginerli
- stlxuiieeqy decorated
- tied with an oenrat sash
- worn on special ocissnoac
- engagements, marriages, adraniostgu
- through the ieeongsnatr
- a lot of shclkaab against Kardashian
- no lnecebeemars to real kimono
- the American olitacsie
- a tdgsgsuiin thing
- It's ideetcpsrsluf to Japanese culture
- this name choice is simply otnrigan

Answers – Synonym Match

1. h	2. e	3. j	4. b	5. a
6. g	7. i	8. d	9. c	10. f

Role Play

Role A – Kimonos

You think kimonos are the best thing about Japan. Tell the others three reasons why. Tell them why their things aren't as interesting. Also, tell the others which is the least interesting of these (and why): samurai, cherry blossoms or sake.

Role B – Samurai

You think samurai are the best thing about Japan. Tell the others three reasons why. Tell them why their things aren't as interesting. Also, tell the others which is the least interesting of these (and why): kimono, cherry blossoms or sake.

Role C – Cherry Blossom

You think cherry blossoms are the best things about Japan. Tell the others three reasons why. Tell them why their things aren't as interesting. Also, tell the others which is the least interesting of these (and why): samurai, kimono or sake.

Role D – Sake

You think sake is the best thing about Japan. Tell the others three reasons why. Tell them why their things aren't as interesting. Also, tell the others which is the least interesting of these (and why): samurai, cherry blossoms or kimono.

Speaking – Japan

Rank these with your partner. Put the best Japanese things at the top. Change partners often and share your rankings.

- | | |
|----------|------------------|
| • anime | • kimono |
| • geisha | • samurai |
| • kabuki | • cherry blossom |
| • karate | • sake |

Answers – True False

a	F	b	F	c	T	d	T	e	F	f	T	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.