A Study of the Introduction of Black Tea as a Consumer Culture and Its Background in Post-Modern Japanese Society : Focusing on British-Style Afternoon Tea

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#### OUTLINE

- OIntroduction
- OChapter1:establish of tea culture
- OChapter2: Japanese society and black tea
- OChapter3:the popularity of afternoon tea
- OConclusion

### atroduction

ackground: Afternoon tea trends in Japan

#### heme:

analyze the historical and cultural factor concerning the popularity of ternoon tea in Japan

#### urpose:

clarify why Japanese people are fascinated by afternoon tea

nethod:①examine previous research on tea culture in Japan and Britain② a case study of afternoon tea in Japan

## Chapter1 Establishment of tea culture in the UK

17C Appearance of tea at court

18C Tea becomes popular at court

19C Establishment of afternoon tea

→British tea culture spread from the upper classes

## Sado: Spiritual culture

• unique aesthethics • Use of ordinary tea utensils

#### Afternoon tea: Material culture

• Upper class culture • Use of luxury goods

## Similarity

- Ohospitality Oplace for refreshment
- →helped afternoon tea to take root in Japan

## Chapter2 Japanese society and black tea

1880s: opening of Rokumeikan gentlemen's theory emerges

1960s: tea bags

1970s: liberalization of black tea importion

1980s: birth of bottled tea

→tea gradually spread to the masses,

but British tea culture had an image of elegance

#### A feature of afternoon tea in Japan

=uniqueness by blending with other cultures

Ex:) Integration with the culture of tea ceremony, Collaboration with the Zoo





## Chapter3: the popularity of afternoon tea in Japan

- (1) luxury hotel's afternoon tea
- luxury experience
- cheaper than staying overnight

# Osupporting one's "fave" × afternoon tea

- menus that match the image color
- unity, luxury
- →<u>Means of self-expression on SNS</u>



## 3luxury brands × afternoon tea

- Appealing brand logo
- Enjoy the brand concept easily
- →Show that guest is someone who is interested in high brands.

Common points of 1~3 afternoon tea

- OCreate a sense of luxury
- OPromote your lifestyle by posting on SNS
- =The culture of vanity



#### Conclusion

- OWhy afternoon tea took root in Japan
- → Afternoon tea and Sado have something in common, and Japan was receptive to foreign tea culture.
- O Why afternoon tea is so popular in Japan
- → Enjoy extraordinary relaxing time
- + Promote your lifestyle by posting on SNS
- O Afternoon tea in Japan is unique, incorporating its own culture

# THANK YOU! . . . . . . . . . . . . . . . . • • • • • • • • •