

# Kei Club



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Bright Bat!

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for 31 days!"

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with HoshiCandy

Featuring art from kawaii  
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menhera and yumeKawaii  
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# KOWAI TO KAWAII!

Welcome to Kei Club! This issue is bursting at the seams with fun content and information about darker fashion styles and Halloween in our community. It also shows some of the fun adventures we had the opportunity to take this Summer! We got to work with some of our favorite creators and fangirled throuout the whole process!

Thank you for waiting patiently on this Issue's release. Our contributors and owners kinda underestimated how busy convention season can be! It might have taken a little longer to come out, but we wanted to ensure that these zines are something worth keeping and collecting for years to come!

For those who may not have seen our announcement, Issue 4 of Kei Club will be delayed until January 15th to avoid the holiday rush! Find more info and updates at our blog.

We've really seen our readers become a tight-knit community over the last couple months and it warms our hearts. The "club" part of Kei Club is finally coming into fruition! Whether you're a founding member or new subscriber, we want to thank you for your support! We couldn't make this project happen without you!

## thank you!

Kit &  
Callie

Kei  club





# Kei Club

## AUTUMN 2019

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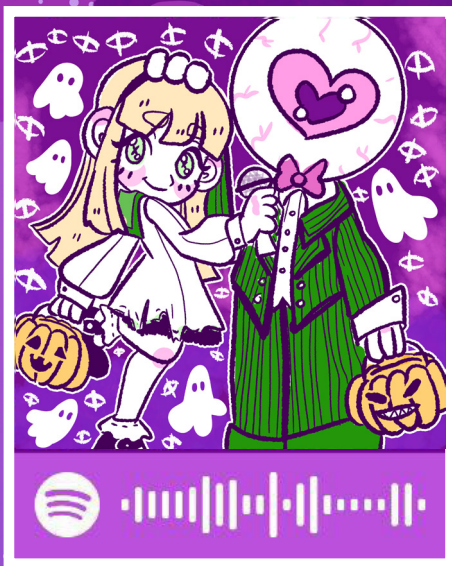


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# Y'all ready to get spooky?

We got the two spookiest, kawaii musicians we know to compile a list of their favorite creepy Halloween music! Melancholiaah and Creep-P helped put together a playlist of Monster Mashs and Bogeyman Bops to get you in the mood for the spooky season! Just take a photo of this on Spotify or search "KC Spookemup" to access a dark and moody soundtrack to accompany this issue!



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# BLOOD LOVE

G. NAPALM. 79







# Matcha

*What's the tea?*

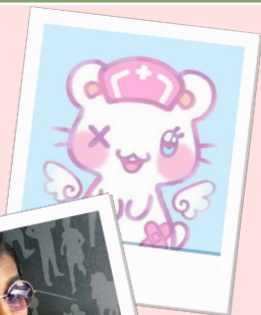
Matcha is a recurring segment that focuses on hot topics and controversies within the j-fashion community. Instead of dishing out the news and starting drama, we aim to create a safe space for people to discuss and develop their own opinions. Each issue, we sit down with a voice in the community and ask "what's the tea?" for the topic at hand.

## Menhera

We've all seen those really cute designs while scrolling through different facebook groups, our tumblr (RIP 2007-2018) dashboards. You know the ones we're talking about. They have cute girls in the typical kawaii fashion we're used to: cute pastel colors, big anime eyes, looking like a magical girl, except there's one big glaring difference. The caption underneath will say "I want to die", the girls will brandish bloody knives in acts clearly depicting self harm.

Some people are really offput by these pieces of art and demand this cease. There's a lot of controversy surrounding the subject of menhera, what it is, what it's for and if it does any good for our community image wise and within.

We've been lucky enough to sit down with two people who are very active advocating for the menhera community, Puvithel and Hoshi, in order to help shed light on some questions, clear up misconceptions, and tell us all about how this can help a lot of members of the kawaii community.



## About The Guests

HoshiCandy and Puvithel are two menhera artists and designers in the UK and USA.

They run a Facebook group with other moderators to share updates and discuss on menhera to keep the community informed. Together, they have helped us go in depth to clear up misunderstandings of menhera fashion and the impact of its community. They have both written their own articles on menhera as well!

Find more info on Hoshi in her "Menhera 101" article on page 47 and Puvithel in her vent art article on page 82.

## How did you first find out about menhera?

**Puvi: "I found it two or so years ago through misinformation."**

Puvi continued to tell us how her initial idea of the style was very off. Someone told her it was decora with darker colors. From there, she researched it and met many of the people we know in the community today like Hoshi and CherryCheezy.

Hoshi told us she discovered it in 2016, "I was mutuals on Tumblr with the person who created the fyeahmenhera Tumblr and the menhera Discord...It was really good timing, I had just started therapy and I really needed something to make me feel less ashamed of everything that was going on in my life.

**So is it "menhera" or "menhera kei"?**

**Hoshi: "Please don't use 'kei'"**

Hoshi gave us a tiny Japanese lesson, telling us that the word 'kei' only refers to a fashion style in very specific situations. "In other contexts, it means 'genre', 'type', 'person', in a kind of derogatory sense." Using the term "menhera kei" would be more like saying "those mentally ill people". We want to thank fyeahmenhera for giving us that original translation. "I would translate it as 'psycho,'" Hoshi continued, "so it's got a really negative, derogative meaning behind it. So in this case, the case of menhera, please don't use 'kei'."

"It is important to note that menhera by itself, without the kei attached to it, was created by the menhera community for the menhera community." Puvi added. The general public in Japan have a difficult time talking about mental health in a positive light, so the word "menhera" was created to combat that.

**What can you tell us about Ezaki Bisuko and his effects on the menhera community?**

**Puvi: "He was suddenly put on this pedestal as the spokesperson for menhera to the West."**

**"It's menhera, not menhera kei."**

Refinery29 did a video focusing on Ezaki Bisuko and a few other menhera icons from Japan. This caused a lot of westerners, especially those from the US, to learn about menhera. "It was only meant to be a very light look into the scene and at people....However, since it was a light overview, people did not necessarily get the details out of the video and looked to the icons in the video to provide the details." Puvi responded, "That said, a lot of eyes were on Ezaki Bisuko and his work, Menhera-chan."

"He [was] suddenly put on this pedestal as the spokesperson for menhera to the West... Unfortunately, he keeps saying things that are wrong." Puvi elaborated. She then told us about how there was a lot of confusion in the community over the name of the style because Ezaki Bisuko said menhera was bad word. It took a while to get everyone back on the same page afterward.





Ezaki Bisuko often collaborates with brands such as ACDC Rag, Listen Flavor, and other brands that are easily accessible to those in the US.

Callie expressed some discomfort with the collaborations, mentioning how it seems less like clothing intended for menhera fashion and is more like Menhera-chan merchandise. Though it can be used in menhera, it tends to lend better to decora and other colorful styles.

***“Menhera-chan clothing is not menhera.”***

“It’s good that you bring that up,” Hoshi responded, “because some Menhera-chan clothing is definitely not menhera. Some of it is just very cutesy and doesn’t have any kind of menhera imagery at all.”

Menhera-chan’s cute design and popular manga made a lot of people want merchandist of the character. While it helped grow the menhera fashion scene, that wasn’t its intention. Hoshi told us how she is starting to see videos of interviews with Japanese models or Japanese people wearing Menhera-chan clothing. “When asked ‘what is menhera?’ they give the derogative answer. ‘Oh,’ they say, ‘Oh, I’m dressed as a menhera. That’s a person that is obsessive and crazy.”

Overall, Puvi and Hoshi agreed that he does more good than harm for community by bringing more awareness and allowing people in the community a platform to talk about menhera. He spreads awareness, but not accuracy. Despite the misinformation it seems many who are interested want to join when accurate information is given.

However, he has copy written words such as “yamikawaii” and other ones relating to the fashion. After his first controversy of making a clear plastic bracelet that depicts self harm marks, the menhera community is pushing him away.

“The menhera community was like, ‘excuse me, what is this?’” Hoshi told us, “You know, it’s not about that kind of costumification of serious things like self harm. So he’s definitely put a target on his head as far as the Japanese community is concerned.” Despite his large influence in Japan, many in the menhera community would not consider him the face of the menhera community in Japan. When asked both Puvi and Hoshi agreed Kuua Oyasumi is one of the largest influences in the menhera community in Japan.

Kuua, despite being very large in the fashion, does not like telling others how to style the fashion. “That’s common amongst Japanese people generally,” Hoshi explained. “They generally want to avoid being the face of things...All we can do is point to models and artists who helped start the trend, like Kuua. Also brands like Nematai and Konpeito and websites like menhera.jp. There’s not really a face in Japan.”

***“The community came together and built it together.”***

“And that’s kind of one of the things that’s so great about menhera.” Puvi added, “The community came together and built it together. There is no single person who started it. It evolved naturally with the people.”



Puvi, however, was able to recommend a resource for those looking into menhera, menhera.jp. It's more articles based on the community, although there are a few articles on the fashion. Hoshi told us about a particularly memorable article about a girl who was a bit of a shut-in but wore lolita for her own pleasure and its affects on her mental health. "That's a lot closer to what menhera is actually about than a magical girl parody manga."

Puvi was also able to give us another manga called Menhera Shoujo Kurumi-chan by Pomu. It's a slice of life story about a character with mental health issues.

### **Does menhera in any way glorify self harm?**

**Puvi: "It is always about acknowledging those coping mechanisms, good and bad."**

"Menhera is not here to candy coat and sugarcoat the world and tell you that everything is always great and everyone is happy and doing well," Puvi continued. She then went on to tell us how menhera is about acknowledging the bad so that we can learn to strive for better. Menhera exists to be vent art, some of which tends to be graphic. The western menhera movement tends to shy away from the darker connotations of menhera, often refusing to look at the bad. "Menhera can be very positive in its message." She added, "It can also just be saying, look, this exists and we should talk about it. We need to deal with it." It never says that

you should use poor coping mechanisms.

Hoshi made a poignant point, asking "Do people feel like it's glorification because the stigma related to it does it make you feel shocked to be seeing it at all? Simply depicting it is not in itself inherently glorification. It's a depiction." She continued, "It can be neutral, it can be positive, it can be negative. We can say 'look at these amazing beautiful survivors' without saying 'if you want to be trendy, you also have to do this.' We're not saying that."

**"Menhera is not here to candy coat and sugarcoat the world"**

Puvi spoke on the depiction of self-harm scars,

saying that it is "never considered glorifying self-harm. It is saying people with these scars exist. They are still beautiful. They deserve to be depicted wearing cute outfits being awesome living lives in art just like people without self-harm scars are."

Kit asked about self-harm photos in the menhera tags on social media, to which Hoshi replied "It's difficult, but one of the responsibilities for some of the healthier and stronger members of the menhera community is to try and reach out to those people because obviously those people are severely in need of help" She elaborated, saying "the moment someone starts doing those things and kind of being proud of it and showing it off in that way, that to me is somebody who is severely in need of an intervention." Though showing off self harm is a thing that happens, those people do not represent the spirit of the menhera community.





## **What are some of the key differences between menhera in Japan and in the West?**

**Puvi: “Menhera fashion came over to the West, but not as much with the rest of the menhera philosophy and community.”**

Puvithel told us about how the menhera community menhera community is an activism and lifestyle movement. “It is about bettering the mental wellbeing of yourself and those around you.” She also noted how cultural differences may be to blame for the over-abundance of medical motifs in the Western community. “We have a lot of problems with how we view mental health and chronic health in the States. We get stuck a lot on medication. I personally and many menhera in the US have had the issue where we avoided taking medication because of the stigma. So for us that is important, the cute pills are an expression to say ‘this is not bad.’” Hoshi mentioned how she thinks medical motifs have ended up being more popular in the West “because they’re more safe for work... less confrontational. I think people feel safer wearing depictions of medication than they would a depiction of a kawaii anime girl hanging herself.” Puvi then reminded us how the word menhera was created because they didn’t even have a word for themselves. Their board was originally the BPD board. “Every single mental and chronic health issue, you were a BPD. That’s why they created menhera.” Japan is still at a much earlier stage of garnering acceptance for mental health and chronic health.

Hoshi informed the group that “the Japanese term for depression or mental illness is “kokoro no kaze” which means a “a cold for the heart”. It’s not a true illness, but your heart is just feel-

ing under the weather. “It’s kind of like a polite euphemism.” She mentioned how if you ask about someone and say that in response, “you don’t ask any more questions and that’s the end of the conversation.”

Hoshi also added that the Japanese menhera community has been around since 2001, making it much older than the Western community. The community and fashion are more separate in Japan, with strong artist fanbases tying the two together.

## **Would you say that the meaning of menhera has been lost or diluted in the West?**

**Hoshi: “Try creating just a product or a line of products that have menhera depictions that aren’t medical so that there’s more availability of nonmedical motif stuff.”**

Both Puvi and Hoshi said that they would like to see more non-medical motifs from the community. Callie asked them how they thought we could bring those motifs back into the fold, to which Hoshi replied “if you’re an artist [or] have a brand, try making some prints that are more that kind of style. I mean, even if your brand is very colorful or pastel, those fit just fine. You can just try creating just a product or a line of products that have menhera depictions that aren’t medical so that there’s more availability of nonmedical motif stuff.” She continued, saying “if you’re not an artist, then try making some menhera coords that don’t just focus around medical motifs and tag them menhera and get them out there. The more of this stuff is that’s available and visible, the more it’s going to sort of change and rebalance it.”

**Can other medical and yamikawa styles like nurse kei and glitter gore still be considered menhera? Is there a “wrong way” to do menhera?**

**Hoshi: “It’s like a Venn diagram.”**

Hoshi described the diagram in detail, saying menhera itself would be a small circle inside yamikawaii. “Yamikawaii includes everything menhera and more... and that can include things that would be considered too costumey or irrelevant to menhera. Nurse kei would be a circle slightly overlapping menhera, but anything that’s quite costumey would be in the part that doesn’t overlap.”

Puvi gave a “no” to glitter gore specifically, saying that “menhera is focused on being accessible, so anything with very heavy styling is not menhera.”

Both Puvi and Hoshi agreed that you can express yourself with other fashions if menhera feels too limiting. “They should instead be approaching their fashion with the goal of expressing themselves and then finding out what styles inspire them and what styles they like,” Puvi elaborated, “So people don’t need to say, ‘I want to talk about my mental health with my fashion [so] I have to do menhera.’ No, you don’t have to do menhera. You can talk about these topics in other fashions as well.” There’s no need to limit yourself. Puvi also added that the only “wrong” way to do menhera is to do things like tagging your self-harm cuts.

Hoshi added that, “If you relate to the menhera community and want to be in the menhera community, but you want to wear styles that don’t fit in the box of menhera, absolutely do that.” Simply put, you don’t need to wear menhera fashion to be part of the menhera community.

**Finally, we asked Puvi and Hoshi for their last remarks for our readers:**

**Puvi:** “Come do the menhera! The menhera groups that I run are open to people who just want to express themselves with fashion as well. Even if they’re looking into menhera adjacent styles. Read Hoshi’s thing. Menhera is to better your mental health. And you can be menhera without being in menhera fashion. You can be menhera with a single vent art shirt and blue jeans. It’s not for everyone, it’s not going to hand-hold everyone, but if you want menhera, there is a menhera for you.”

**Hoshi:** “The menhera community has worked hard with Kei Club on this issue to make sure that there is as much accurate information as possible in this issue. So take this as your starting point. Take this as your Bible, and if you go online like on Instagram and you see stuff tagged menhera that doesn’t fit or contradicts with the things that you’ve read in this issue, this is your opportunity to erase that misinformation. Show people this issue of Kei Club, educate people with the articles in here. You have been given the power to do this now. Whether you’re a newbie or a veteran, the best thing that you can do for the menhera community at the moment is to help spread more accurate information.





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# The Signs as Halloween Candy

by Kit

## Aries (mar 19-apr 21)

You want a candy that's as intense as you! The shiny, spicy Fireball is your perfect match. You're fearless, bold, and have no qualms about shoving 5 of these babies in your mouth at once to impress your friends! Just make sure to have your friends place their bets first so you can save up for your next adventure!



## Taurus (apr 20-may 20)

You're ol' reliable just like a Milky Way, which dates back to 1923! The chocolate represents your sensual side, while the fluffy nougat shows off the fact you're actually a big softie!



Caramel is always a tasty treat, but it can stick to your teeth and represents your stubborn side. Enjoy your candy bar with a cup of fancy hot chocolate for maximum choco-heaven!

## Leo (jul 23-aug 22)

It's candy, it's a fashion statement, it's perfect for fake proposing to your best friend during the party. You love being the center of attention, and you're sweet and bright just like the diamond of a Ring Pop! You can spot a Leo during Halloween with ease because they'll have a Ring Pop on every finger! You can adapt your personality to get along with anyone, perfectly represented by the different colors and flavors of Ring Pops available.



## Virgo (aug 23-sept 22)

You're definitely a candy sorter! Skittles are the perfect treat to satisfy your need for organization. You can easily sort them by color, and take joy in choosing whether to eat all of a color at once or balance the scales slowly! People often believe you to be rigid, logical, and maybe a little boring. The truth is that Virgos are incredibly wonderful and creative. Colorful, sweet Skittles are their perfect match!



## Sagittarius (nov 22-dec 21)

You absolutely radiate loving, positive energy! You're sweet and always up for an adventure, making portable candy like Starburst a must. Being a bundle of energy can mean you're indecisive, but with Starbursts you don't have to worry because they come in tons of flavors! Well-loved and social, you take joy in sharing your happiness with others and don't mind giving your friend all of the pink Starburst. What an angel!



## Capricorn (dec 22-jan 19)

Hershey's bars are an absolute classic, just like you! They're simple, straightforward, and no-nonsense making them a great match for you. People trust two things, you and a classic chocolate bar. Just because you're simple doesn't mean you aren't delicious and loved. Anybody would be disappointed to lay out their Halloween candy and find no chocolate bars!



## Gemini (may 21-jun 20)

Gemini get far too much hate in astrology memes, but they're represented by one of the most delicious candies around! People say you're two-faced, but they fail to see that both of those sides of you are delicious, just like a Twix! It's both a candy bar and a cookie, which is extra af just like you. They're perfect for sharing with that new friend you just made, but we won't tell if you decide to save both for yourself!



## Libra (sept 23-oct 22)

Reese's are perfect, just like you! They're elegant, classic, and just so happen to look like scales. Just hold one in each hand for the strongest Libra vibes!



You crave balance and harmony, and nothing says harmony like chocolate and peanut butter. You're all about the aesthetic, and feel a rush of happiness when you unwrap each cup and see it's perfect wrapper indents!

## Aquarius (jan 20-feb 18)

You're witty, clever, and a little eccentric. This makes Pop Rocks a perfect companion for your wacky Halloween adventures. We promise they aren't alien candy, just dump a couple of packets in your mouth and enjoy the experience! You're "weird" but that just means you aren't afraid to try unusual Pop Rocks flavors like pumpkin spice or candy cane! Be yourself, don't compromise!



## Cancer (jun 21-jul 22)

Let's be honest, you're guilty of holding grudges! If you saw a 4th grade classmate at a Halloween party, you wouldn't hesitate to remind them that they borrowed your scented pencil and never gave it back. You forgive them, but you'll never let them forget. Sour Patch Kids are definitely Cancer, just look at the commercials! Sour and sweet are a perfect match for you since you can be moody, but you're well-loved



## Scorpio (oct 23-nov 21)

You have layers. You're passionate, magnetic, blunt, and maybe a little obsessive. Snickers have layers of chocolate, caramel, peanuts, and nougat making it your perfect match. They don't apologize for being delicious, and neither should you! It's not your fault not everyone can appreciate your blunt opinions!



## Pisces (feb 19-mar 20)

You're a little bit of every sign mixed up, but you're uniquely layered like a delicious Kit Kat bar! You love making people happy, even if it means breaking off parts of yourself to share. You're a daydreamer, so you're always happy to take a "break" with a Kit Kat. On Halloween, we might find you huddled under blankets, crying over Halloween-town and surrounded by empty Kit Kat wrappers.











# The MONSTER GIRL Challenge

with  
**Filipa Estrela**

Hiya! My name's Filipa, your friendly neighborhood cartoonist and amateur fashionista. Last October I thought it would be a really really REALLY great idea to dress up as monster girl every day for the whole month. Why? Because I LOVE Halloween and I love being over-ambitious.

How'd I do it? I took an inktober drawing challenge prompt list from a favourite webcomic artist of mine, Mary Cagle (@cubewatermelon), it was an excellent list full of Monster Girl prompts like zombies, vampires, ghosts etc., and for each of the prompts I both drew and dressed up as the Monster Girl! I didn't have the time or budget to make totally new costumes for each day so instead I decided to create the monster looks inspired by various J-fashion styles using clothing items I already own and only making a few pieces from scratch here and there.

In those 31 days I created some of my favourite ever coords and truly explored the creative possibilities of my wardrobe. There was a lot of experimentation and learning on the go, and today I'd like to share with you all an in-depth look at my TOP TEN Favourite Monster Girl LEWKS from the challenge:



## #10 Harpy

**Monster Character:** Fi the Harpy, a spunky and energetic bird girl.

**Style Inspiration:** The pastel colors and flowy layers of Fairy Kei with a touch of Gyaruu big hair energy.

**Favourite Detail:** The shimmer of the wings!

**Biggest Challenge:** Sewing the wings was very time consuming, I had to cut out layers and layers of feathers and some of the materials were very finicky.

**What I'd change:** I'm not super satisfied with the make-up for this look, I tried to paint my nose yellow so it could be a beak but it's not super evident, it would be cool to make some sort of beak, maybe out of construction paper or sheet foam.





# #9 Gorgon

**Monster Character:** Medu the Gorgon; DDR master!

**Style Inspiration:** Decora & Rave fashion.

**Favourite Detail:** Light-up bats necklace and the tiny snake tongues.



**Biggest Challenge:** I came across the mesh tubing I used for the snake hair at a dollar shop and knew right away I wanted to use it but when it came to actually executing the idea, I struggled. Ideally I wanted to make a full mesh-tube wig, but the material is super wiggly and frays extremely easily. My compromise was to make a ton of snakes and coil the extra tubing around my head.

**What I'd change:** I think this look definitely needs a bunch more accessories and more balancing between the black and neon rainbow colors. I think some black fishnets either over or under the neon thigh-highs would have helped.

# #8 Satyr

**Monster Character:** Chrysanthemum the Satyr; half-girl half-goat all-sweet.

**Style Inspiration:** Mori kei, all the way!

**Favourite Detail:** S O F T , soft legs, soft scarf, soft colors, soft soft soft SOFT!

**Biggest Challenge:** See those fuzzy fuzzy legs? Yeah...

that's just a whole bunch of wool roving that I use for needle felting taped on to some sheer tights. I read so many cool tutorials on how to make amazing satyr legs but I had neither the time nor resources to begin tackling making elaborate legs, so I improvised! Ya gotta fake it 'til ya make it!

**What I'd change:** Bigger ears, better legs, moar freckles!





# #1 Kitsune

**Monster Character:** Misa the Kitsune; not sure what occupies more space, her petticoat or tails

**Style Inspiration:** Wa-lolita.

**Favourite Detail:** The kitsune print and my kitsune plush turned purse

**Biggest Challenge:** I really wanted to make a kitsune mask for this but everything I tried turned out terrible. It was also tricky making all those tails and getting them pinned and sewn together, the fur fabric is so so thick! I ended up only making 6 tails because 9 would have been truly unruly to deal with.

**What I'd change:** I'm not happy about the make-up, I think it would be much more refined, delicate, and a brighter red would help it stand out more.



# #6 Dullahan

**Monster Character:** Dullahan; the headless cutie <3

**Style Inspiration:** Dark Mori kei, and Pumpkin Girl by Sam Wiebkin (@sawieb on instagram!)

**Favourite Detail:** The photo poses! It was so fun to convey personality solely through body language.

**Biggest Challenge:** The prompt for this one was tricky, Dullahan are headless spirits and it's not the easiest thing to take your head off ;D Luckily, the most famous dullahan around is the headless horseman so I knew I could make a cute pumpkin head. It took a lot of trial and error though to make something that held a nice shape and fit my head.

**What I'd change:** I might try to make another pumpkin head sometime, I think I would make one that doesn't have any open slits and with more volume and shape to it.





# #5 Gargoyle

**Monster Character:** Anna the Gargoyle; statue by day & socialite by night!

**Style Inspiration:** Uchuu kei meets classy Decora meets fake NY socialite Anna Delvey

**Favourite Detail:** The tiny butt wings on the skirt waist.

**Biggest Challenge:** I think I own exactly one piece of gray attire in my closet which made going for a traditional gray gargoyle look a no-go. The closest I had to gray was my silver holo skirt and moto-jacket so decided to use those, however, I usually go for more spacey uchuu looks when I use my holo pieces and that didn't make think gargoyle at all. So I decided to go for lots of elegant pearl and crystal jewelry pieces and a crystal crown to invoke the ornate detailing of the gothic churches gargoyles live a top of.

**What I'd change:** I think the wings could have been more dramatic!



# #4 Swamp Monster

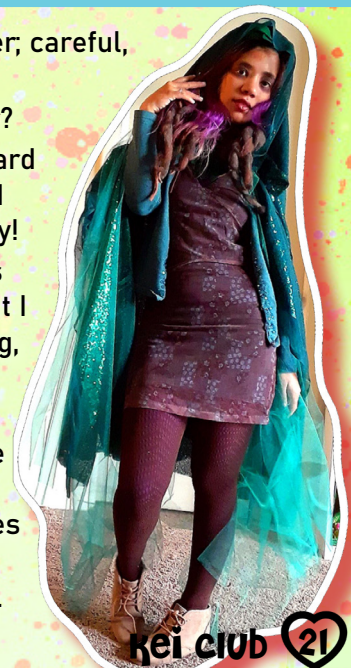
**Monster Character:** Tamaris the Swamp Monster; careful, she's carnivorous!

**Style Inspiration:** Dark Mori kei, but like, sexier?

**Favourite Detail:** The green sequined cloak is hard to beat, but I'm actually proudest of my hair and make-up for this look. Sultry and spooky!

**Biggest Challenge:** The hooded cloak is made of a sequined fabric and tulle but I didn't have time to do any actual sewing, so there was just a lot of carefully placed safety pinning going on here.

**What I'd change:** I'd love to work on the cloak more, like maybe actually sew it up haha, maybe add some cool vines or roots that could draped from the inside and peek out of the cloak.





# #1 Star Princess



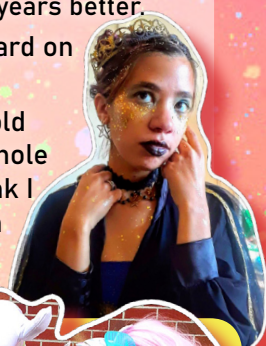
**Monster Character:** Cassiopeia the Star Princess; she's made of stardust, but aren't we all...technically?

**Style Inspiration:** OTT Hime Lolita.

**Favourite Detail:** Everything, from the star glitter on my cheeks to my starry glitter skirt with star lace. My very first lolita coord was star princess themed and oh boy lemme tell ya, this is light years better.

**Biggest Challenge:** Not going overboard on the glitter ( u w u ) jk there's no such thing

**What I'd change:** I really need some shiny gold teaparty shoes, those flats are nice but the whole outfit is meant to be really over-the-top and regal I think I need some more exciting shoes for it too. But not much else, I'm genuinely really happy with this coord and it made me feel so magical!



# #2 Clown



**Monster Character:** SugarSigh the creepy-KAWAII CLOWNAII clown.

**Style Inspiration:** Party Kei! And also, like clown fashion? Is Clown Kei a thing yet?

**Favourite Detail:** I'm deeply in love with this color palette, and I love all the ruffles and frills and bows. Also, my excellent elephant partner.

**Biggest Challenge:** Turning wide pleat pants into balloon clown pants, I had to carefully hand sew and gather the pant hems to get the right look, and hodgepodging together 3 tops into looking like 1 top!

**What I'd change:** Honestly, nothing! This coord gave me so much joy to wear and play in. Maybe I'd touch up the make-up and make it a bit brighter, but otherwise, this is clown perfection. If my current career path doesn't work out, I'm going to look into clown school.





# #1 Alien

**Monster Character:** Nokia the Alien; a colorful tourist from SPACE!!!

**Style Inspiration:** Uchuu kei & Pop Kei.

**Favourite Detail:** All the googly eyes glued onto my face and my half dinosaur half rocketship themed scarf and also HAVING 4 ARMS!!!!

**Biggest Challenge:** While getting this look together I had the sudden desire to give myself an extra set of arms and because I am very bad at telling myself NO, I spent an extra hour of my day stuffing some long gloves I had with plush stuffing and long pipe cleaners for poseability. At least, in the end it was totally worth it. Also, covering any large amount of your body in one color is tricky and takes practice.

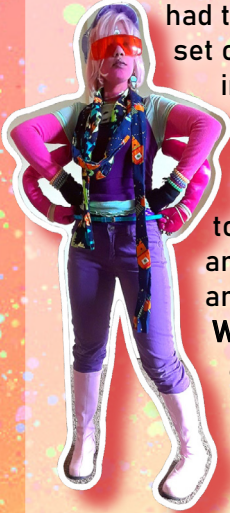
**What I'd change:** Stronger wires in the arms would be awesome so they can be bent a bit better, pipe cleaners helped but weren't strong enough. Also, a second pair of gloves for my actual arms would help match the skin color better, or maybe investing in some arm socks.

For the other 2/3s of Monster Girl looks and more, check out my fashion instagram: @dressed\_mythical

If you're curious about the drawings I also did for each of these monster girls, those are posted on my twitter:

@fylisfe, search for the #31days31costumes and #mgoctober tags! And finally, I plan on doing a whole new batch of Monster Girl coords this October too!

I'll be posting my own prompt list on both twitter and instagram for anyone who might want to tackle making their own Monster coords. <3 <3 <3 <3 Can't wait to see what y'all come up with!







# Sickly Sweet Dreams<sup>zzz</sup>

Popular yumekawa artist CherryCheezy mixes the sweetest things in life with menhera to make one of a kind, pastel art and clothing! She has won the heart of thousands with anime girls adorned with 80's motifs and depression nap dreamsiness! We had the pleasure of meeting Erin at Magical Girl Day and talked to her about her experiences with her art and shop "Cherry Pop!"

## What inspires you?

Fashion first and foremost! I love wearing kawaii fashion so I like to stay up to date on the latest j-fashion styles. It always influences the feelings I have when I am creating a new illustration. Clothing is a form of expression and since it's important to me a lot of times my art is based around a specific sub style of it. My second inspiration is magical girl anime. This genre has always been my favorite so the fashion, characters, themes and artwork has been a huge creative influence for me.

## What influenced you to open an online store?

I met many wonderful people online through the menhera community and they are the reason I am here selling today! They encouraged me to pursue opening an online shop since there was a lack of menhera fashion available for the western audience at the time. I had so many design ideas and was so excited about the prospect of doing something I love! I had always wanted to be a fashion designer and an illustrator so this is my dream job and I'm thankful everyday for those amazing people who encouraged me and helped jumpstart my online shop!

## Did you discover menhera before or after you started incorporating more dark/medical themes into your work?

***"I've technically drawn menhera since early high school"***

I discovered the menhera community well after I had been incorporating dark elements to my work. I have been technically drawing menhera since early high school, since menhera art is vent art! I just hadn't known about the existence of an actual community until I discovered it online back in 2015. I have been struggling on and off with depression since I was a teenager and I have a lot of private art from high school that is dark, creepy and cute. It is honestly liberating to be able to share that kind of art now publicly.



***"This is my dream job"***





get to know...

## CherryCheezy!

"My name is Erin but most know me as Cherry or Cherry-Cheezy! I am a 25 year old artist located in the United States. I love drawing, watching anime and cooking delicious food. I want to spread mental health awareness and kawaii fashion styles to people all around the world!"

Daily Clothes:  
Pastel pajamas \ comfy cozy

Favorite Magical Girl:  
Homura Akemi!

Art style:  
Dreamy, sugary, personal

Started drawing:  
"Since I can remember!"

**Do you ever feel restricted by being a popular artist? Have you wanted to do something but be unable to in fear of how your fanbase may react?**

Not at all! I always tell myself that in order to be as happy as I can be as an artist that I must always do what I want to do. Even if what I draw isn't always what people want to see. How I feel making the art is what matters. I don't really care if it is or isn't a popular piece. I think that is the key to being content with posting your art online. Don't worry about pleasing people! Art is personal. Be selfish! Haha

**What made you choose to move from CherryCheezy to Cherry Pop? How has your art changed in that time?**

CherryCheezy is my artist name whereas CherryPop is like a "concept" or my brand. I want to focus on more pastel, dreamy, and fairy kei influenced items right now and CherryPop was the name I felt best represented this new direction I wanted to go in. I still do a lot of menhera pieces but overall I want a yumekawaii feel to my brand now.

***"My online store helped with with my mental illness"***

**Do your chronic illnesses affect running Cherry Pop?**

Honestly having an online store has helped me with my mental illness struggles. Before the shop I was at a pretty low point in my life. So being able to create art that means something to me and so many others has helped a lot for my self esteem. I...



...have had really bad chronic fatigue the couple years that I've been trying to understand. So far we haven't been able to find any official diagnosis to what's going on so I struggle a lot of days feeling nauseous and weak. The store means a lot to me and when I'm so sick that I can't even get up I get pretty hard on myself. When I do have energy and feel good I tend to overwork myself to make up for that lost time. But I'm trying to develop new lifestyles and ways to nurture my body so I can better manage my store.



### What words of advice would you give others coping with illnesses?

Don't beat yourself up. You are valid. No matter what you're going through. You are allowed to give yourself rest when you need it. Don't ever feel bad about giving time to yourself. Your feelings are real, don't let others try to tell you what you feel. Cry when you need to. Don't hold it back. Take care of yourself. Listen to your gut when you feel you need help. Don't be afraid to reach out for others. People out there love you. Please take care off yourself!

***"Don't beat yourself up.  
You are valid"***



### What is your favorite thing about running Cherry Pop?

The customers! I have made many friends and had so many delightful experiences meeting and talking with the people who support my work. They always make my day and remind me why I love what I do! I wouldn't be here without them and I'm so grateful everyday.



Find Cherry's work at  
@cherry\_cheezy on Instagram,  
@cherrycheezy on Twitter, or at  
her website: [cherrypop.shop](http://cherrypop.shop)

# Want to see your work here?

**Kei Club is happy to promote small businesses and help them reach their target audience!**

Prices start at \$15 and design assistance is available!

go to  
<https://www.thekei.club/advertisement>  
for more info

**We're looking for artists and contributors as well!  
Would you like to write for the magazine or do a full page illustration? Applications for the Autumn issue are already open!**

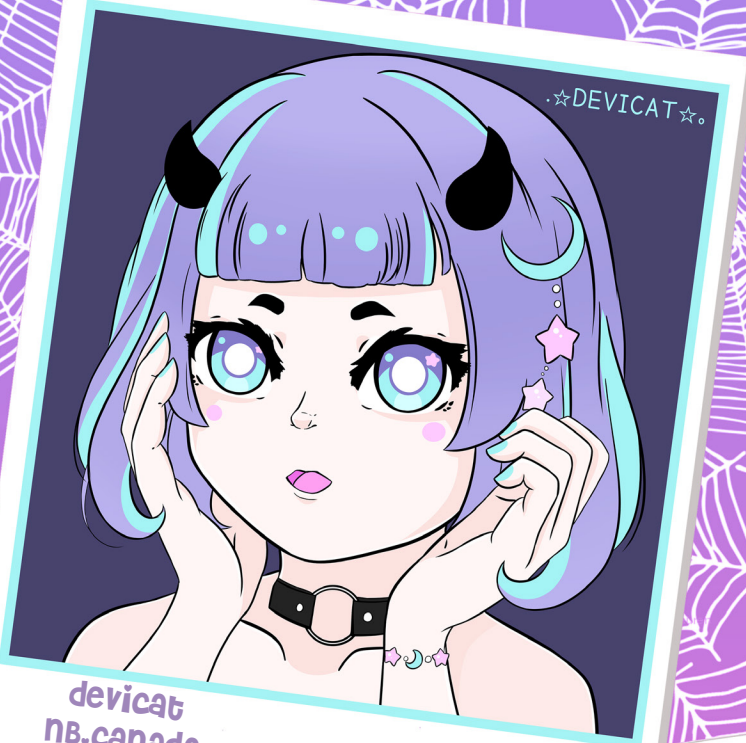
**Is it time to do the Time Warp yet?!**

Issue 4 marks one year of Kei Club! We're celebrating with a time themed issue! Everyone is welcome, whether you're more retro fab or futuristic! We're hoping to capture both nostalgia and a bright look into the future.

# Will YOU be in the next issue of Kei Club?

<https://www.facebook.com/thekeiclub>  
Instagram: @thekeiclub





devicat  
NB.canada  
@devicatoutlet



maeykoh  
@maeykohmenhera





# KAWAII COSTUME IDEAS



## STYLE INSPO CHARACTER ADD ON

First Letter of  
First Name:

First Letter of  
Last Name:

Number of Birthday:

A Fairy Kei  
B Mori Girl  
C Carnival Kei  
D Decora  
E Gothic Lolita  
F Ishoukuhada  
G Cult Party Kei  
H Yami Kawaii  
I Gyarū  
J Visual Kei  
K Classic Lolita  
L Mahou Kei  
M Uchuu Kei  
N Yeehaw Kei  
O Hadeko  
P Mare Kawaii  
Q Peko Kei  
R Party Kei  
S Decora  
T Menhera  
U Trash Kei  
V Aomōji Kei  
W E-Girl/ E-boy  
X Himekaji  
Y Sweet Lolita  
Z Yumekawaii

A Ghost  
B Ice Cream  
C Pirate  
D Guy Fieri  
E Zombie  
F Fruit  
G Clown  
H Ita  
I Yandere  
J Capitalism  
K Devil  
L Unicorn  
M Mana Sama  
N Princess  
O Spider  
P Doll  
Q Alien  
R Angel  
S Bat  
T Object head  
U Frog  
V Maid  
W Genasi  
X Dragon  
Y Frankenstein  
Z Flower

1-10 : Witch  
11-20: Cat  
21-31: Pumpkin

If you want to survive kawaii Halloween, you must learn this one crucial skill. Spookify your night by simply turning a preexisting outfit into a witch, cat, or pumpkin with a hat or accessory. Got a cute fairy kei outfit? Slap some cat ears on it and BOOM you're an ultra kawaii neko ready to take on the world! Ready to get spooky ooky ooky? Don a witch hat, striped tights, and any stick-shaped item to become a witch! The same goes for literally any pumpkin accessory, including the mere concept of wearing the color orange. Master this skill, and you will master Halloween.!







*Harburg*



# Kei Club on the Road!

**Did somebody say "road trip"?**

Pack your suitcases and buckle your seatbelts because we're taking you to our favorite event of the last season! This time we're heading to a town outside Austin for Okashicon 2019!

This two year old convention has an amazing fashion program and the cutest aesthetic in the South!

**We hope you packed a cowboy hat...**

This con was packed to the brim with Texas puns, memes, and yeehaw kei! So much so, in fact, that the first ever yeehaw kei meetup was held there! We got to say "howdy" to plenty of friends and sang "Old Town Road" more times than we'd like to admit...

## Fashion Galore!

The fashion show featured Nuezz, Miss Octopie, and Kimura U's designs! Energy was high as models danced, played with stuffed animals, and even walked through the crowd! Plenty of new designs were revealed, like Octopie's "Fashion Monster" collection and Kimura's new brand Pista and Chio!

**Want more Pista and Chio? Read our interview with Kimura U on page 86!**





# OKASHI CON

Pflugerville, TX  
JULY 19 - 21, 2019



## "H2O! H2O! H2O!"

The smaller venue let us get up close and personal with some of our favorite Texan idols in moving performances! The crowd was full of tears when Galaxy Girl Paida announced she'd be moving to Japan the same night Melancholiaah shared her story about the end of the world. We even found new favorites, like debuting performer Angelic Kuma and developing group Yumejoshi Crisis!



Who is she? Meet Melancholiaah and learn about her art on page 74!

## UWU WHO'S THIS???

We even had our own panel and pop up shop at the convention! Thank you everyone for helping us set up and coming out to support us <3



Flip the page to see our adventures at Okashi's Jfashion Mixer: Marina Magica!





# Marina Magica!

Next, we're traveling under the sea to Okashicon's Jfashion Mixer! Everyone was decked out in ocean-themed outfits to eat super cute snacks, win giveaways, and take pictures with clever sea-themed decorations!

"OMG Vannie! Is that alcohol I SEA?"



"Nothing FISHY here, Kristina! These mocktails are alcohol free but just as delicious!"



(Hahaha... KRILL US.)

This would be a great time for an Octopie pun. Can someone KELP us come up with one?



Some of the most fun we had was just SQUIDDING around with friends in the community! Really though, Texas' welcoming community should be enough to visit this con itself. Southern hospitality forces us to treat everyone like family!



We'd be lying if we said we weren't REELED in by Okashi's adorable photos from last year! They didn't dissapoint this year, with different photo drops stationed all around the convention! You could even take a polaroid photo with Kimura U!



"I WHALEy wish they'd stop with all the puns"

"This zine is FINTastic!"

(We're so sorry)



"I don't give a SHIP"

Attending Okashicon was a wonderful opporTUNAty and Marina Magica was just a cherry on top of a wonderful weekend! We hope to see even more faces next year!



More photos coming soon at our blog! [www.thekei.club](http://www.thekei.club)







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# SPOOKY ONIGIRI!

by Juliann Krute

Traditional Japanese picnics often include handmade onigiri, also known as “rice balls” (although they are rarely in ball shapes). For this basic version, use a metal cookie cutter instead of an onigiri mold or traditional hand-shaping. Japonica rice has a sticky property that enables it to be formed into shapes that will generally hold together so that you can pick them up and eat them with your hands. It is very important to use a short-grained rice suitable for Japanese cooking or sushi. Many of these are actually grown in California now and can be purchased around the world. Treat yourself to “premium” rice and this onigiri will be a simple but delicious snack!





# Ghost Onigiri

Time: ~5 mins

Servings: 1 per 1/2 cup of rice

## Ingredients:

Short grain rice (Japanese/  
sushi rice)

Water

Salt

Nori Sheets

Sliced cheese (optional)

## Supplies:

4 inch ghost-shaped  
metal cookie cutter

Kitchen scissors



Rinse the rice thoroughly until the water runs clear, then cook according to your preferred method (rice cooker, stove top, InstantPot or donabe/clay pot). Fluff the rice gently after it has cooked and fan to bring it quickly down to body temperature so the rice will stay glossy. Make extra rice in the same batch and use the remainder for the other recipes. You can keep leftovers in the fridge overnight if necessary.

Pack the rice firmly into the cookie cutter mold — it should hold together without being too dense, about 1/2 cup of cooked rice per ghost. It may help to allow the rice to cool completely

within the mold. Unmold by pushing gently with your fingers or the back of a spoon. Add a sprinkle of salt to either side.



Using your kitchen scissors, cut out circles for the eyes and a hollow circle for the mouth. Small bits of sliced cheese can be used to create pupils. Apply these to the top for decoration, before the rice becomes dry. (If the rice dries out too much, just apply a tiny bit of water to the back of the nori sheet and press firmly onto the rice.)





## "Bloody" Bat Onigiri

Omurice is a Japanese staple dish of a fried rice in a tomato sauce wrapped in a thin omelette. For this version, nori sheets cut into the shape of a bat are used instead of egg to give more definition and to make it easier to eat.

Time: ~10 mins

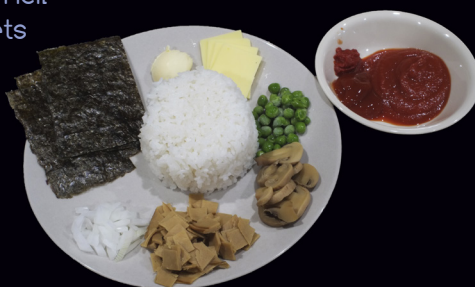
Servings: 4

### Ingredients:

1/8th c. diced raw onion  
1/4 c. diced ham  
1/8th c. canned sliced mushrooms  
1/8 c. frozen green peas  
1/2 Tbsp. butter  
3 T. tomato puree  
1 T. tomato ketchup  
1 t. tomato paste  
1 c. cooked short-grain (Japanese/sushi) rice  
1/8th t. salt  
Bits of sliced cheese for eyes

### Supplies:

4 inch long bat-shaped metal cookie cutter  
Kitchen scissors  
Freezer Paper  
Pen or pencil  
Nori sheets



Melt butter in saucepan over medium high heat. Add onions, ham, mushrooms and frozen peas, cook until onions are clear.





Turn heat down to low and add the tomato puree, ketchup, tomato paste and salt. Stir.

Add in the cooked rice and stir thoroughly, making sure to break up any clumps of rice. Turn off heat and allow to cool to a comfortable temperature to handle.



Place the cookie cutter onto freezer paper and trace around the shape with a pen or pencil. Cut out the shape from the freezer paper, then holding a sheet of nori in half, cut out two bat shapes per bat.

On a plate or another piece of freezer paper, place one of the cut out nori bat shapes down, then place the cookie cutter on top. Fill with the rice mixture, packing firmly with your fingers or the back of a spoon. Top with another bat shape of nori. Remove from the cookie cutter by pushing gently down, best to unmold it directly to your serving dish. Add small bits of sliced cheese for eyes.





A close-up photograph of a round, golden-brown onigiri (rice ball) with a pumpkin spice filling, garnished with dark nori strips. It sits on a plate with a black and white striped border. In the background, other onigiri and a white rice ball are visible.

# Pumpkin Spice Onigiri

This pumpkin-spiced dish resembles the taste of a rice pudding, a perfect dessert to end your onigiri meal!

Prep Time: ~10 mins

Servings: 2

## Ingredients:

1.5 c steamed kabocha (Japanese pumpkin), acorn or butternut squash  
3 t. cream  
1 t. pumpkin pie spice  
3-4t. (to taste) brown sugar  
1 t. honey (optional)  
3 dates, finely chopped (optional)  
1 c. cooked short-grain (Japanese/sushi) rice

## Supplies:

4 inch metal pumpkin cookie cutter (or re-use the ghost one for a Pac-Man style ghost)  
Nori Sheet  
Lettuce or Matcha powder for stem



Mash all but the rice together with a fork. Add in the rice and stir. The mixture will be very sticky.



Pack tightly in the cookie cutter mold, wait until cool, then remove from the mold by gently pressing down with your fingers or the back of a spoon.

Cut out nori shapes with kitchen scissors to resemble a Jack O' Lantern and lay on top. Add lettuce or matcha powder for stem decoration. May not hold up to being picked up — use a spoon for best results! Because of this, you may wish mold and unmold from the cookie cutter directly onto your serving plate.



Will you welcome spooky season with these delicious treats?  
Don't forget to tag your photos with #keiclubDIY!



**Juliann Krute** is an artist and craft instructor based in Austin, TX. She's been cooking since the age of 6 and discovered Japanese food in the late 90s. A few years ago she noticed that it dramatically reduced the pain of her chronic illnesses and now tries to eat Japanese-sourced items as much as possible. Because of this, she spends a lot of time in Japan, studying traditional crafts and cuisine. You can read more about her travels by following her hashtag #JuliannInJapan on most social media platforms.





I CAN FIGHT THIS!

I CAN WIN!

# Menhera 101

Menhera fashion has quickly been gaining popularity worldwide! This fast growth has come with it's fair share of misunderstandings about the community and style. Menhera artist and designer HoshiCandy is here with a lesson on menhera's origins, history, and basics. Find more of her work on the pages before and after this article!



## WHAT IS MENHERA?

'Menhera' can be thought of as "a person who seeks mental wellbeing".

The word 'Menhera' was born in Japan in 2001, on the 'Mental Health' board of anonymous forum 2ch, where users discussed their wellbeing. The users of this board were named 'Mental Healers' which was shortened to 'Menhera'.

The Menhera community covers anything that might cause one mental suffering, such as: physical illness or disability, depression, anxiety, eating disorders, bullying, hyper-sexuality, sexism, homophobia, etc. Importantly, there is not a need for a formal diagnosis, as the focus is on how you feel, and that you want to feel better.

It is difficult to talk about these topics in Japanese society without being heavily stigmatised. Menhera is a community to speak safely without that stigma. Of course, this stigma and need for community when it comes to one's mental wellbeing is not limited only to Japan, and that is why Menhera has grown in the west as well.

Since the creation of the word in 2001, there have been several manga published with 'Menhera' in the title, many Visual Kei songs about it, Menhera idol groups, and several Menhera fashion brands.

However, an unfortunate addition to all this has been the discovery of the word in mainstream media...

Just as the topic of illness is heavily stigmatised in Japanese society, the word 'Menhera' itself became quickly stigmatised and stereotyped as "an attention seeking, troublesome person" or "an overly attached girlfriend" (aka 'yandere'). If you were to speak to a Japanese person about 'Menhera', this would most likely be what they would think you meant. This stereotype tends to be referred to as 'Menhera Kei' in Japanese which is why we avoid the use of 'kei' for Menhera in particular.

Despite all this, the true Menhera community has continued to grow.



# MENHERA MOTIFS

Artists in the Menhera community created many works of 'Vent Art', art that expresses their feelings and suffering. When this art was printed onto clothing, Menhera fashion was born.

These are some themes you will commonly see in Menhera:



Wearing Menhera art printed on clothing serves as a way of literally wearing one's feelings on one's sleeves. It turns invisible suffering visible, and fights against the stigma-driven silence. This means that Menhera fashion is highly confrontational, with graphic depictions of illness symptoms. Although the onlooker may feel discomfort, the Menhera style says "this is my true reality, don't pretend it doesn't exist!"

Depending on the feelings of the wearer, Menhera fashion also says "although I am sick, I can still be 'kawaii'", or "although I appear 'kawaii', on the inside I am suffering".

Turning the invisible visible, forcing the silence to be broken, and challenging kawaii culture, these are the goals of Menhera fashion.

# THE MENHERA SILHOUETTE



Carefully avoiding a highly theatrical or OTT (over-the-top) look is important for maintaining the integrity of the goals of Menhera. Menhera is a very casual style, with few accessories and light makeup. The key is for a coord to centre on Menhera imagery, whether vent art or text-focused designs, printed onto clothing.

Be careful not to dress up as the characters depicted in vent art, who are often costumeey, gory and OTT.

## Menhera Coord checklist:

- Printed Menhera art
- Byojaku / Minimal makeup
- Not OTT / Few accessories
- Flat shoes
  
- [Optional] Oversized top
- [Optional] Hime bangs
- [Optional] Twintails



Colours can vary: a pastel yume look, or a gothic yami look, both are fine!



The makeup style is called 'Byojaku' meaning 'sickly/weak'. Reddish colours are applied to areas around the eyes to give the impression of crying or illness. The rest of the face is kept plain without much color.



# A NOTE OF CAUTION

The Menhera community is about healing, and seeking recovery and wellbeing. It advocates getting help, medication, therapy, and receiving support through your recovery journey.

True Menhera never encourages or enables harmful behaviours, and never glorifies them. Menhera fashion is an alternative way of expressing your suffering without self-harm. Menhera fashion empowers the individual through their recovery, but does not empower harmful behaviours.

There are some, sometimes labelled by the community as 'Wannabe Menhera', who mistook the meaning of 'Menhera' after seeing its rise in popularity, as it being trendy to fake mental illness. They engage in behaviours such as posting self-harm photos (real or faked) to social media with the tag #menhera, and other attention-seeking behaviours.

While this is the opposite of what the Menhera community stands for, is harmful to the unfortunate viewers of these photos, and creates further stigma against the community... it cannot be ignored that these 'Wannabe Menhera', too, need help and healing.

The Menhera fashion movement is to help you feel comfortable, unashamed, and kawaii in your skin, scars and all. It is NOT for encouraging people to create new scars "for the aesthetic".

If you are struggling with mental or physical suffering, thoughts or behaviours that cause harm to yourself or others, please seek help. If you do not believe you deserve help, you do, please seek help.

If you believe you are faking it, you likely are not, your feelings are valid, please seek help.

## Don't have access to therapy?

We found a comprehensive list of suicide prevention hotlines at <https://ibpf.org/resource/list-international-suicide-hotlines>

There are also free and affordable counseling services online like Better Help and Pride Counseling! Look online to find what option could work for you!

# ALTERNATIVES TO MENHERA



After reading all this you may be thinking “the Menhera community sounds good but the fashion is too restrictive for me” and if so, you’re not alone! But the good news is that you don’t have to wear Menhera fashion to be in the Menhera community.

Look up any of these alternative styles online for examples and more information:



**Yamikawaii** (*‘Sickly-cute’*) essentially the aesthetic of Menhera without the activism, a corrupted dark kawaii. Unfortunately the word was trademarked and now suffers from copyright takedowns.

**Yumekawaii** (*‘Dreamy-cute’*) an aesthetic evolved from Fairy Kei to describe everything pastel and kawaii, but with a slight edge, described as ‘fairytale with poison’.

**Marekawaii** (*‘Nightmare-cute’*) created as an alternative to Yamikawaii to avoid the copyright issues, and as a counterpart to Yumekawaii. Marekawaii is specifically defined as being open to your own interpretation and style.

**Medikawaii** (*‘Medical-cute’*) a pastel kawaii aesthetic focusing on only medical motifs, such as medicine and hospitals.

**Gurokawaii** (*‘Grotesque-cute’*) mixes frightening and disturbing imagery with kawaii. Kyary Pamyu Pamyu helped popularise it.

**Iryouu Kei** (*‘Medical Kei’*) a Visual Kei substyle with lots of gore and hospital theming, very OTT and theatrical, such as dressing like a nightmare nurse.

**Living Doll** artists see themselves and their bodies as a canvas to create art and express themselves, often with intricate make-up and body painting. This is a good one to look at if you’re into heavy artistic makeup.





# Meet the cast!



## Menhama

Magical nurse hamster companion to remind you to take your meds!



## Hiki

Socially-anxious 'hikikomori' dragon learning to believe in himself.



## Lottie

Stylish kogaru axolotl balancing her studies and fashion.



## Dreamy Bear

Mahou-Shoujo companion teddy bear.



# HoshiCandy

FASHION AND ART

New Online Fashion Shop  
Opening 2020!

Search "HoshiCandy"  
and follow to keep up to date!



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Just as the spring rains wake the flowers from their winter slumber, the waning days and changing leaves of summer's end summon a different kind of flower. The beautiful demons, rare and cunning, will tempt and beguile you. To trap one will guarantee your grandest wishes will come to life, but fall prey to their wiles and you will lose all that is yours.







# 縛られた悪魔

Shiba ra re ta aku ma

Bound Demons





Shibari translated literally means “to tie decoratively” and is the Japanese art of rope bondage. While many associate shibari with sex, this isn't usually the reason people choose to study it. The pleasures of Shibari can be both simply sensual and deeply spiritual. For many, it is the spice of life within the mundane. For some, it is a rite to build trust and intimacy with a partner. For others, it is visual art to be practiced, performed, and appreciated. Shibari, practiced safely and consensually, can be a wonderfully liberating experience for one that binds so snugly. As our modern, interconnected world has grown more accepting of the strange and unique, shibari has begun to find a place within fashion movements. This series focuses on the art of a living canvas and what we choose to call “Pastel Casual Kei,” taking loose inspiration from J-fashion styles.





### About the designer:

Paulina A. Gato is the lead designer and owner of A. Gato Designs. Started in 2009, A. Gato Designs is a J-Fashion and Pop-Culture -inspired fashion brand based in the DC metro area. As a queer-owned business Ms. Gato aims to create items designed for comfort, inclusivity, and expression.

Foci is a Baltimore based rigger and photographer who has studied shibari for 7 years and actively teaches at the Baltimore Rope Nexus.

### Models:

[facebook.com/sema.noihc](https://www.facebook.com/sema.noihc)  
[instagram.com/thebadwolfreigns](https://www.instagram.com/thebadwolfreigns)  
[instagram.com/grittysurrealism](https://www.instagram.com/grittysurrealism)  
[instagram.com/zombiespaceship](https://www.instagram.com/zombiespaceship)



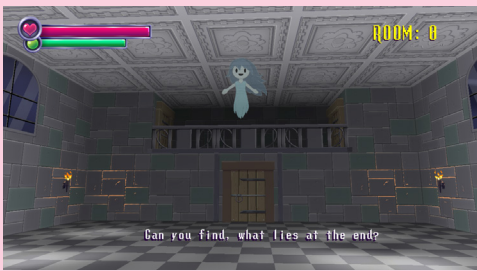


# Top 5 Cute Horror Games

As the season of spookiness creeps upon us, we find ourselves drawn to celebrating by going to pumpkin patches and haunted houses, and rewatching Halloweentown for the 50th time. Playing a horror game is another way to get into the holiday spirit, and since Kei Club is all about kawaii-ness, I'm here to introduce you to five games that will satiate your appetite for cuteness AND spookiness!

## spooky's jumpscare mansion - lag studios

This first-person dungeon crawler found itself at the center of popularity on YouTube at its release. You, the protagonist, stumble into a mansion owned by a fearsome, totally-not-cute-at-all ghost and must venture through 1000 rooms to escape. When the only threats are the adorable cardboard cutouts springing from the walls, what could possibly go wrong...?



Available for free on Steam!

## tattletail - waygetter electronics

90s kids rise up! Were you among those that gazed in the eyes of your Furby as a child, and felt the abyss stare back at you? Then Tattletail is the horror game for you! Playing as a spoiled brat opening their Christmas gifts early, you find a brand new Baby Talking Tattletail™ among the gifts. Your new friend takes you on scavenger hunts and adventures around the house at night. You'll start to wonder if you're sneaking around to avoid disturbing your sleeping parents or something more sinister... Combining the alluring nostalgia of the 90s aesthetic with the natural human aversion to Furbies makes Tattletail a must-play!

Available on Steam for \$4.99  
USD





## dreaming mary - accha

Taking clear inspiration from RPG Maker horror games like Yume Nikki and Ib, Dreaming Mary explores the delightfully pink dreams of Mari, whom the player guides in puzzle-solving and exploration. Mari's dream world hides sinister things below the surface of its charming fairy-tale face. In the dream world, it's difficult to discern friend from foe, and the whimsical inhabitants residing within allude to clues about what lies in the real world for Mari. Featuring multiple endings and a few easter eggs, Dreaming



Mary's gorgeous art and charming story shouldn't be overlooked.

**\*\*CONTENT WARNING\*\*** -  
Implied abuse

Available on  
[rpgmaker.net](http://rpgmaker.net) for free!

## doki doki literature club - team salvato

Released in 2017, Doki Doki Literature Club took the Internet by storm by wrapping a jarring, unsettling, and occasionally terrifying psychological horror game in an adorable, pastel pink package. Masquerading as an anime-inspired visual novel, Doki Doki explores meta-horror in unique ways. The protagonist, reluctantly roped in to joining the literature club at school by bubbly childhood friend Sayori, befriends and gets to know the bookish, quiet Yuri, the feisty yet cute Natsuki, and the charismatic club president Monika. As the girls' personalities slowly become distorted and the files in your computer are manipulated, erased, and replaced, jump in to DDLC for an amazing experience of horror, secrets, and cuteness!

**\*\*TRIGGER WARNING\*\***  
Self-harm, suicide,  
abuse

Available for free on  
Steam!



## yume nikki - kikiyama

Yume Nikki is arguably the mother of RPG Maker horror games, quickly gathering a cult following on the Internet since its release in 2004. Playing as Madotsuki, a recluse traveling through her dreams, players must collect 24 “effects” found throughout the vast world awaiting in Madotsuki’s dreams in order to complete the game. These effects change Madotsuki’s appearance and sometimes bestow special abilities, allowing players to venture to once inaccessible areas. Yume Nikki’s pixel art style and unique, whimsical soundtrack drew countless players in. There’s no dialogue in the game; players are instead told a story through the ethereal visuals that range from calming and beautiful, to gnarly and disturbing. Inspiring numerous fangames, manga, and merchandise, there’s something to be said for why Yume Nikki retains relevance even today.



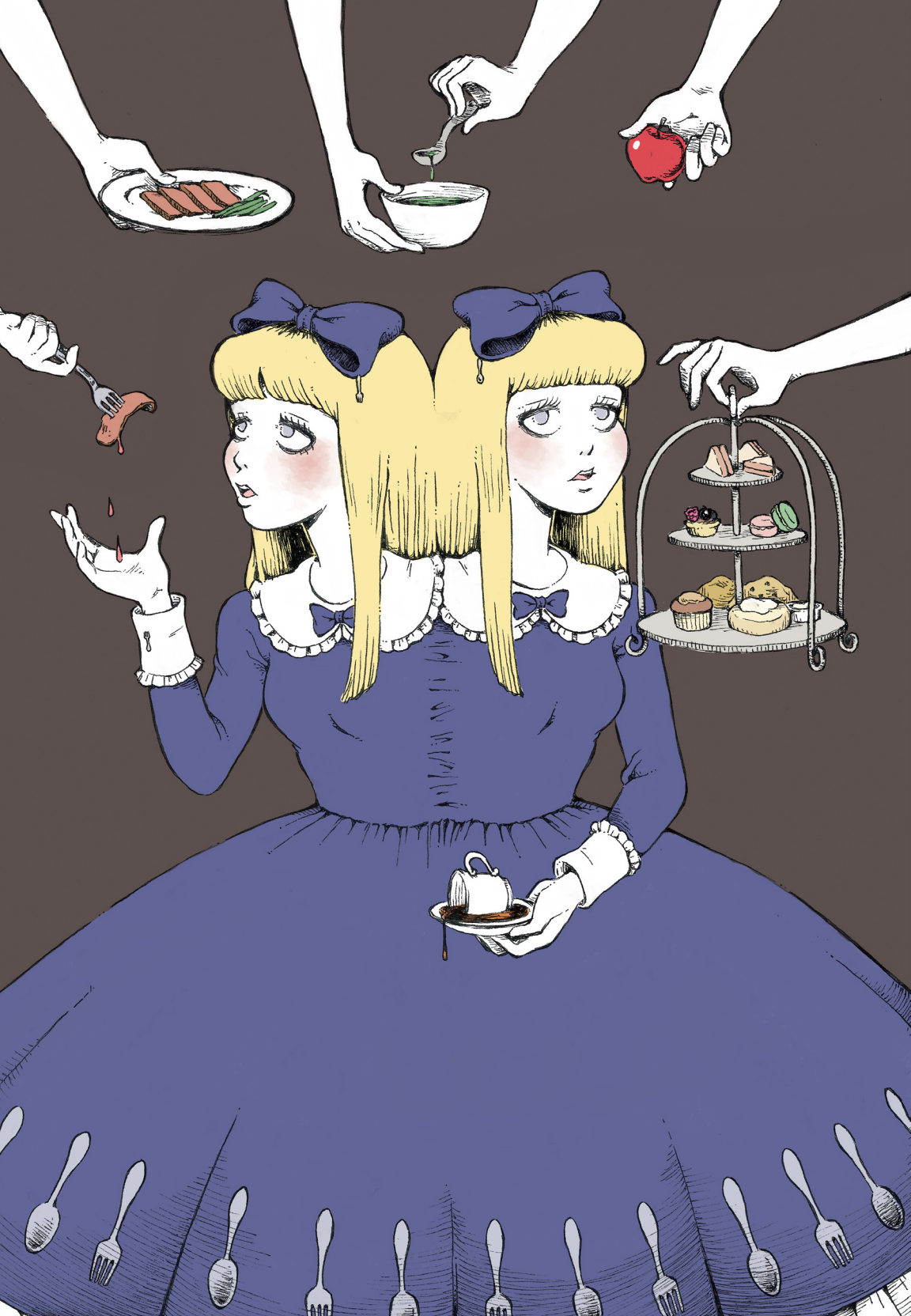
Available for free on Steam!



TamaBunny is a Twitch streamer and aspiring video game music composer aiming to build a community of kindness and cuteness on Twitch! Bringing together a love of video games, art, and fashion, Tama focuses not on gameplay but on community interaction; rather using cute, artistic games as a vehicle of expression and connection with others. If this sounds like something that’ll float your root beer, feel free to stay awhile in Tama Town!

[Twitch.tv/TamaBunny](https://www.twitch.tv/TamaBunny)  
[Twitter.com/tamabunnyy](https://twitter.com/tamabunnyy)  
[soundcloud.com/tamabunny](https://soundcloud.com/tamabunny)







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# Book of Shadows

VERSION 2.0



RESERVATIONS BEGIN SEPTEMBER 15TH

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ElegyClothing.com



# Are you supporting *Kuroshiro* Kawaii ?

sharing tea with a business funded by and for the community.

---

Scorching, Houstonian sun shines through the windows of a quaint tearoom on a Saturday morning. The room is filled to the brim with a family of J-fashion lovers, from a woman in dark ouji browsing a rack of Sex Pot Revenge to another in fairy kei with eyes on a mannequin in a pink Liz Lisa dress. Someone wearing cult party kei laughs with a friend in gothic lolita across a tiered platter of mini sandwiches and vegan sweets. The room is full of joy, community, and pints of flavored tea. Two men, dressed in black, spikes, and platform shoes walk to the center of the room. The crowd quiets as they make their announcement: the Kickstarter is over 50% funded. The room lights up with cheers and applause as their dream gets one step closer to reality.

Kuroshiro Kawaii is a new J-fashion shop based out of Houston, TX. The owners, Kal and Collin, are two trans men who focus on providing access to quality Japanese Fashion while strengthening ties and creating a safe space for the Houston community. It's all about duality: the sweetness of pastels and frills vs the bitter of black and spikes, good and evil, order and chaos, kuro and shiro. They are an official retailer of Japanese brands like LIZ LISA, SEX POT ReVeNGe, and Metamorphose and have done collaborations with indie brands like Ota-Q and Puvithel, all before opening their physical store.





This August, we had the honor of attending their fundraiser tea party at McHugh Tea. This was done in tandem with a Kickstarter to raise funds for a physical, brick and mortar store. They made the most of the space given to them, with multiple tables of food and tea next to racks of Japanese brands you'd usually only see at conventions or secondhand sales. The owners spoke to attendees about their future store, announced more brands they'll be selling, and gave raffle prizes including a Liz Lisa skirt, Metamorphose socks, and Q-Pot parasols. Everyone also left with a gift bag of postcards and a coupon for the Kuroshiro Kawaii online shop. After all the frill-covered attendees left, we sat down Kal and Collin to talk about their aspirations and plans for their new storefront.



## Tell us a little about your personal styles and inspirations.

**Collin:** So, it's definitely changed. My style is very fluid. I initially started out as a lolita way back in the day, and then from there went into just flat out vampire aristocrat. That was in the glory days of Malice Mizer and all that. Then, for a long time I kind of was just like standard goth and would have some J fashion stuff on the side. It was not only a money thing but I didn't really know where my style was going. After a little while, I had a lapse of time where I kinda got out of the visual-kei scene. It was only for a couple of years, but then I kicked myself back into it. From there it's kind of crossed between like punk and Strega. A LOT of Strega inspiration on my side. I just completely stopped caring about what's supposed to go together. I mean, even when I was in lolita, I didn't care. I had the black version of Puppet Circus that I would wear with Jeffrey Campbell gold spiked heels and a Juicy Couture bag and jewelry. And everyone was like, "Well I don't know about that...those shoes!!" and I'd be like, "I don't give a shit what you think about the shoes".

**Kal:** My style inspiration is kind of a cross between Reita from the Gazette and Kami-jo. I love the vampiric, styled intricacies of Versailles. Kami-jo and his famous jackets. Everything kinda changed for me when we went to Japan! For a long time I was a plus size and wearing ouji. It's so hard to be a plus size ouji because there's nothing, but when I went to Japan I got a lot more into the Sex Pot punk style. When Onicon brought them, I got to meet and take pictures of everybody and I to wear brand. I was like, "Oh, this is so comfortable." And then when we were in Japan, we went to Closet Child so much that I suddenly had a new wardrobe, mostly Sex Pot.

**Callie:** Oh wow. That was big a jump!

**Kal:** From primarily ouji to, "Oh by the way, now I'm wearing J-fashion every day."

**Callie:** I remember you said something about how in Japan, people kind of don't give a fuck about the rules. They really

don't. Remember how when I first came to America and I was like, "I have to be matchy matchy"? That was totally me...  
...trying to impress y'all, I'm not gonna lie. So now it makes me feel happy knowing that everyone kind of doesn't give a fuck.

**Collin:** So one of the things in lolita and J-fashion in general is, I've never been like "this is how we do it". Because when I was going to SCAD, my roommate had lived in Japan for nine years and was a lolita. She would pop on a Baby skirt with some sneakers and like a cool printed tee and be like, "Alright, let's go out". And it was so nice because it felt like I was finally justified in my ways. Reality is, it's a Japanese fashion but Western rules are so constricted. If you go to Japan, it's not like that at all. People wear lolita with sneakers. What else are you going to do, walk around in heels all day?

**Kal:** If you look at Tokyo fashion snap photos, everyone is wearing sneakers, and no one cares.

## What made you decide to open Kuroshiro Kawaii?

**Collin:** So I've always wanted to have a place to go hang out. I want a place where I can get Sex Pot. I want a place that I feel comfortable. I'm a guard dog. It's just naturally the way I am. Whenever we'd go out and there's a bunch of lolitas, I am going to make sure that you guys aren't heckled. Like, fucks sake, why can't you just have one day where you're just not bothered? So, I'll stop a bad interaction if I can. And I would love to be able to just hang out and not have to do that and not have to be the guard dog or like the dad, like "Are you taking pictures of my child? Cause I will rip that phone out of your hands."

There is an interaction in the Galleria Mall that I will never forget. I think it's one of the big key ones that made me kind of snap a little bit. My wife and I were just going to Origins and we're dressed up because we're almost always dressed up. It's almost everyday for us. So we're going up the escalator and this old man pulls out his...

...phone and just starts taking pictures of us. So I put my hand out and I'm like, "Excuse me, if you'd like a photo, I'd really appreciate if you ask." And he said, "I don't give a fuck what you would appreciate." It was an older gentleman and I was just like, "excuse you, like we're just trying to go shopping." And then we went into the Origins and he continued to then try and record us. Origins is all glass all the way around, so he was on the outside of the store taking pictures and recording us as we were just trying to mind our own business. At that point you can't do anything.

**Callie:** It's like when you look outside of the norm, suddenly you're not really human anymore to people. Suddenly you're allowed to be touched and you're just kind of a spectacle. A lot of people seem to forget that we're just people too. I still don't know how to address that issue. Like what are you supposed to do? Everyone gets a button that says "This is not a costume"?

**Collin:** Well that was a big thing for us at Thorn and Moon. We had our event at Thorn and Moon and we wanted to raise awareness of the fact that this isn't costume. This is a fashion. We talked about the different fashions and the people were able to come up and ask us questions after the initial fashion show. The response was really good!

**Kal:** I'm very much a make it happen kind of person, and that carries into pretty much everything that I do. So when he was like, "Hey, you want to do a store?" I was like, yeah, that'd be good, but we can't." He said "Why not?" And I was like, "Why not?? Okay, I guess we're doing this then, let's go." It's been a roller coaster, it's going fast.

**Collin:** It works really well because we complete each other. I'm really good at talking, I'm really good at networking. I like making friends. I'm an extreme extrovert, there's.....not a minute of the day I would want to be alone. So I am really good at that. I took the knowledge I had, the contacts I already had, and the experiences I've had and was like, "Hey, let's let's do this thing." And he was like, "okay." He takes all of the technical parts of it that my brain just can't compute.

**Kal:** I'm a writer for an oil field, and I'm in the marketing department, and I have a bachelor's in English and a minor in business administration. In addition to my Clear K and Lightning Savage Photography. I So I have technical business knowledge, I know how to start a business and I know the accounting, bookkeeping, little places to go. I have so much experience on that side. He's very good at the bigger ideas like, "Hey why, why don't we do this?" And I'm like, "Okay, this is feasible" or I tell him "We don't have the money for that, bro."

**Kit:** I feel like Kal and I are really similar, Callie and Collin have big ideas and we have to reign you back to what's actually possible.

**Collin:** At the same time like sometimes we have to pull them out and be like, "No, we have to take a chance".



*Collin (left) and Kal (right) at their Thorn and Moon fashion show. Photo by Charlie Horse Photos*



## Can you tell us more about what you want the brick and mortar store to look like?

**Kal:** We're looking at this house in the Old Town Katy area and it has a lot of character in the floor plan. You walk in, there's like a living room. Then there's a little room over to the side that is a garage that was converted into a room. That would be the indie area. You go to this side, there's two rooms. One of these rooms would be the photography studio. The other room would be more along the lines of self care. Then we'd have the dressing rooms. There's a kitchen, there's a dining room, and then there's this door that goes to what we would use as a storage area. It's like half the house, so we could put an employees only sign on that one door and block off half the house.

**Collin:** What's even better is that there's actually a mother in law suite in the back of the house that Kal most likely would live in. And then there's even a secondary small apartment on the house. I like to help everyone, so we could have a shop employee rent that space for a very small amount of money. That way they could not only have a low cost apartment, but they would also help when I'm not there. And then we could actually keep our overhead down by doing "shop by appointments" and having appointment requests on the website. And you could set up an appointment like, "Hey, I want to come shopping" and if any of us are available, we just pick it up and go

"Okay, we'll be there".

**Kal:** In addition to this mother-in-law suite and the other apartment, it has this fantastic little backyard garden area with a covered patio and a garden. We could even put a giant fountain in the middle. We can make it cute and it would be perfect for photos and just be a great hangout area. We can have tea picnics, snow cone parties, and movie nights too.

**Collin:** The photo room is going to have a three month rotation. So every three months there'll be a completely new setup with a different style. We're actually partnering with an antique store and we're going to be getting some super cool things in the room. Then it's like if you see something in the room you love, you can actually purchase it. That way it's not only supporting the photo room itself, but it's also supporting another small business.

**Callie:** Would people pay to use the photo room?

**Kal:** Yes. So we have two options once we get the room. One option is if you don't want professional pictures you can just rent out the room to take pictures with your friends and bring your own cameras. If you want it a professional photographer there, me or a photo employee, you could pay a higher fee. They would do the editing and everything and give you your photos through email.



## What kind of events would you like to hold in your store?

**Kal:** We were thinking about having a like a cupcake or cookie making meet. If we get the house that we're trying to get, we will have the kitchen as part of the main shop.

**Collin:** That way if one of our guests wants some tea or something, we have that for them. You know, we're also going to be a registered LGBT safe space. I plan on having sodas, crackers, light snacks. If someone comes in and says "Hey, I just need to chill for a bit." Okay, sit down. That's fine. Take some time. Like what's going on? You're cool, right? Cool.

**Collin:** We're also thinking about doing something like a bi-annual swap meet. I know that we want to do meet and greets because we are friends with a lot of the designers. We would love to bring designers or like social media faces and hold meet and greet tea parties. Something more personal. That's one aspect that I'd like to take from Oni-con, is that you actually get to spend time with our guests.

## Any final statements?

**Collin:** No matter where you come from or who you've supported in the past, you are welcome. Anyone is welcome to come to our events and come to the store. It is a judgment free place and we want everyone to have a safe, fun environment where they don't have to worry. I think that's one of the biggest things for us and for for KSK is that safety.

*As of August 31st, 2019, Kuroshiro Kawaii's Kickstarter has been 100% funded! We are very excited to see where the shop will go from here! Want to know more about the shop? Check out any of the links below!*

### Social Media links:

<https://kskawaii.com/>  
<https://www.facebook.com/kuroshirokawaii/>  
<https://twitter.com/KSKawaiiShop>  
<https://www.instagram.com/kskawaiiishop/>



# Egglien

# Creations



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...to perform as Melancholiaah that is. Therapy always did me well, medication was reliable, but I realized I needed to really get into myself and ask myself some important questions and Melancholiaah came to be the answer to those questions. Melancholiaah is whatever I need it to be for me in the moment, a vent act, a revenge act, an empty vessel, my strength, whatever it may be. She is the epitome of a person's emotions going through waves, representing the very idea that it is up to us if we sink or swim, and though water gets in her lungs, she will always swim. Always. Melancholiaah is a way for me to present my most raw and authentic self in a way I can still perform, one that I am scared to present to everyone every day because I've realized I've been living a lie for a very long time. There's not really a concept, she's just my real self.

You put a lot of effort into your live shows like visuals and back vocals. What is the average process behind one show?

All of my live shows have storylines with them and that is where my planning begins. I need a theme for my shows, a moral lesson or a simple viewpoint on the world. It sounds bad, but I write my shows during relapses. Sometimes the relapses last one night, sometimes a few days, sometimes months. After a short amount of time, my brain starts turning a little bit and tells me to write everything out, it tells me I can turn this into something to grow stronger from. Getting to this point took a really long time, but I am so proud that I have been able to get to this point. After writing the meat and the bones to my shows, I usually feel a lot better and am able to write a bittersweet happy ending to my shows. Whatever I need to tell myself or remind myself at the time are what



my shows are about and oftentimes they resonate with others as well, which I am so happy to have this sort of mutual healing with everyone through my performance. Stage visuals and backing tracks though can go anywhere from MONTHS in advance of planning all the way to two days before the event. On top of merchandise creation and restock, creating my stage shows, costuming, keeping up with my Patreon, things can get really hard especially since I want to keep things authentic and not sacrifice my point of view on things. I am only one person and I try to remind myself of that all the time, but I do like each of my shows to be a little unique to every new audience I perform for, so it's just a lot of stress. It doesn't necessarily sound healthy, but by the end of it I feel so so good.

You've created a lot of original songs. What advice do you have to music creators?

To be honest, the first single I released I am not an ounce proud of, but I just wanted to release something to put me on the charts. It thankfully worked and because of its release, I have been able to grow into myself a little more comfortably and can release music that is...



...really meaningful to me. Explore, try to recreate sounds that move you and that represent you well. Don't make things you think people will like, make things you like. I promise there's someone out there with a mind like yours that will appreciate it. For my upcoming EP, I have had the chance to work with some like minded creators and know a lot of people are curious as to where and how I've found or started working with these producers. Please never be scared to reach out to anyone. Reach out to musicians you like! Overall, making original music can be extremely expensive but rewarding, so please budget well so you can see your end goal bloom.

It's very impressive to know you self-produce and edit your PVs. What's it like to create these music videos by yourself?

It's pretty easy actually. Unlike dance and vocals, I do have a film education under my belt which makes editing and other things a breeze! The hard part is that I am not a film studio, a crew, anything like that, so I have virtually no budget for PVs. One day I would really love to build a camera and rent out some nice lights and do something big, but then you have to look at so many other things to add on top of it. Who do I hire to do all the behind the scenes work when I have to be on screen?

In those terms, it's difficult, but keeping it sim-

ple as I have just running around places with a camera with my mom, it's no difficulty at all. I kind of like the at home thrown together look anyway, so it works well in my favor!

There have been many events and conventions you've performed at. What has been your most memorable event to this date?

Ikkicon 2018 really took me somewhere. At first, I was really sad I was performing last and would have less of an audience. The message in my show was really important to me and I was afraid it wouldn't hit as hard as I wanted, but I was beyond wrong. The audience was so strong and responsive, they gave me so much power and emotion back during that show from start to finish. There aren't a lot of instances I can say I felt the audiences' pains and passions as strongly as I feel my own while performing, but that time I really did. Sometimes I re-watch the performance and just watch the audience in awe.

You used to be a member of Beckii Cruel's original net-idol group, Oishii!Project! What is a net-idol group and was your time like in the group?

Actually, prior to Oishii!Project, Beckii and I were in another net idol group called the "Cruel Angels Project". It was a real, genuine production team, but don't let those fancy words fool you because the founders were still kind of shady, which I am sure Beckii has lots more information on that than me, haha! Three of the girls of that net group were chosen to actually debut under a major label and I was told I was to debut! After buying a whole new wardrobe to go to Japan and debut with Beckii and another, I was told they changed their minds and I was too young, ten at the time. It was a major hit but little me was kind of the comeback queen, so when Oishii!Project came along after CAP's dissolution, I was of course going audition. A net idol group is usually consistent of someone doing normal idol activities all digitally. Digital photo books...



Okashicon  
2019



...online covers both song and dance, a lot of opportunity to collab with other performers around the world, which is exactly what Oishii!Project was. Aside from this, I am sad to say I really don't remember my time in there as much. I remember clashing with people sometimes because I was about thirteen and didn't have a great microphone for our original recordings, but that's one of the only things I remember, haha! I also remember trying to be someone I wasn't while working with them. I did make really nice friendships there and am happy we have all grown into our own and all support each other now though I keep in touch with some more than others. It was a fun way to pass time and a good way to keep little me entertained during the summer.

Along with Oishii!Project, you are part of an overseas idol group called SHEあわせ (SHEawase). How was working in a group in person different from online net-idol work?

Yes! Although we are on a bit of a hiatus, working in person is a million times more rewarding, but that could also be because SHEawase is a group of some of my best friends. SHEawase use to be a Hello!Project cover group that I followed religiously growing up and then I met them accidentally one year working at a maid...

meet

MELANCHOLIAAH!

- **NICKNAME:** None that I know of, someone go wild and give me one!
- **BIRTHDAY:** 4/14
- **Birthplace:** Houston, TX
- **Blood Type:** O, universally loved by mosquitos.
- **Zodiac Sign:** Aries Sun, Scorpio Moon, Cancer Rising
- **Penlight Color:** Vomit Green
- **Sanrio Charecter:** Pompom Purin
- **J-Fashion Style:** Mori Girl, Cult Party Kei
- **Inspirational Quote:** Fake it until you make it!

find more at

[www.melancholiaah.club](http://www.melancholiaah.club)



...cafe together. Since then it's been such a fun journey. Although it's more fun, there is a lot more room for tears and hardships as it feels so much more real. If one person messes up, everything has to stop until we can all get it right, so that was stressful considering I was usually the one messing up. But it also leads to grow much more real connections, something I am so glad to have made. Although I am much more suited as a solo act, SHEawase has given me much more than just performance experience, which I struggled to get from any of the net-projects I've been a part of.

.What advice do you want to give to anyone who wants to start their idol or musical journey?

Don't be anything but yourself. Don't focus on anyone but yourself. Put all your emotion into yourself. Put that hard work into your craft. Make something you're proud of. If you really want it, you have to go and grab it because no one is going to grab it for you. Also, don't take things too seriously and remember who you're doing this for, which should always be yourself. Find that goal, that message, anything, and perform for that. I think a lot of people lose themselves in the community or never really take off due to fear. As someone who kept performing even in that fear, please try to remember that dream that visits you each night and perform until that dream is a reality.

What is your end goal with Melancholiaah?

I think about the words "the end" a lot. Although I have only been performing as Melancholiaah for a little over a year now, I feel I have done so much, discovered so much. Some days I just sit and think, "what if my next show, I announce I am ending this after this year?". Although Melancholiaah gives me strength, I do know this is by no means what I want to do forever. I have been performing my entire life, one day I would really love to be in the middle of no where with a peaceful life where everyone has forgotten about me. The reason I can't do that is that I haven't reached my end goal. I can't say "the end" without hitting that goal, I can't allow myself. Melancholiaah exists to challenge my limits, to turn my discomfort into something I can grow with and turn into something beautiful, something I can proudly show and look back on. Melancholiaah is a way to document my healing. With each show I do it's one step towards reclaiming who I am, reclaiming what I remember I use to love so much. My end goal is simple. It is to one day be able to show who I really am to everyone proudly, it is to one day be happy and comfortable in this tainted skin I feel I live in. When I look in the mirror, in my eyes I can see my true self and she is always very excited to perform for everyone, to show everyone that in destruction, only you can make beauty blossom in the aftermath. During a live event, she gets to perform and sing her heart out and take one step closer to that goal of healing. Although...





...I day dream about "the end", I don't know when that will truly be. Perhaps one performance, I will just feel it and say it.

You have an upcoming EP releasing this October, tell us more about it!

Yes I do! My EP is a concept EP focusing on what one would do when told their world is about to end. How they decide to spend their time, who they make those final memories with, the last dream they have, every song takes a look at a different aspect of that. As mentioned, my first single was really just something to get something out there, but this has a lot of heart in it. The music coming out of it is something real, something I will be proud of performing finally and that has been a goal during this process, to make music I would love to perform. I am beyond lucky to be working with the producers I am and to have the translation team working so hard too. I am so thankful for everyone working with me to make this a success, DJ Amaya, Creep-P, Kami-kaze Bitch, Akira Complex, Phoebe of the idol group PhEri, EliOuji, my parents even, without their willingness to work with me on this I would be no where and I would have to chalk this up to being a challenge I've failed and to just continue moving on and working towards another. It's been really hard funding this all as one person, but I really like the stress of it and like fretting over all my deadlines and things. A convention I am guesting at in October, Wichita Falls Comic Expo, is even going out of their way to hold a release party for me, so I am beyond happy! The EP will be released on October 20th and will be both digital and physical. This is my first time mass printing CDs as my first physical release was all 100% handmade, so I am nervous but really excited! Things like this make me just really appreciative for everything and where I am now in life.

Can you give us a special message to our Kei Club readers?

Thank you all so much for listening to me ramble on about things! I hope one day we can all meet and move each other with music and real emotion, make a real connection full of love, acceptance, and peace with one another and ourselves. I'd love to chat with anyone and work with anyone out there, so if anyone wants to team up on a project, needs moral support, anything at all, I would love to add my hand in for that support. Please keep a close eye on me because I have lots of important projects and news coming up soon that I would love to share with everyone when the time comes! Once again thank you for supporting me enough to push me to continue on! Sending everyone much love, always.



**Nyaruchuu is an idol-inspired odottemita performer from Texas, the founder of Texas Idol Festival, and co-founder of Overseas Idol Collection. No matter what this well-rounded performer is doing, she is happy to give support to everyone through different projects and performances! Catch her work on A to J connections, Milky Kitty Photography, and [www.nyaruchuu.carrd.co](http://www.nyaruchuu.carrd.co)**







lay down your anxiety  
On my shoulders



Anxiety Angel

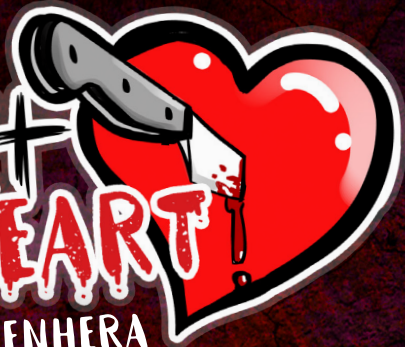


Luwithel



# VENT ART FROM THE HEART

THE FULL SPECTUM OF MENHERA



Hello Kei Club! Today I have a bit of a 'vent piece' on menhera!  
\*ba-dum tsh\*

Ok but seriously, I've been feeling frustrated with some negative feedback.

Let's start at the beginning.

I'm creating a new menhera line, **Anxiety Angel**, centering around anxiety and intrusive thoughts, with a harsh 'hurt but survived' vibe, exemplified with a black base and bright line work. Sounds like a good, standard menhera print, right? Well...

This is a very personal piece for me. As a lucky owner of a PTSD, I'm gifted with a party of various **bRAIN** problems. With Anxiety Angel I've chosen to focus on my personal intrusive thoughts. Intrusive thoughts for myself, like for many others, sit in the background of my mind playing on repeat. An annoying buzz for sure, but muted, and mostly - unintrusive \*ba-dum tsh\*. But what exactly is running through my head like a broken record?

I hate myself and I want to die I hate myself and I want to die I hate myself and I want to die

and, I **usually** don't hate myself too much. But those quiet words are there, constantly bogging me down. So I took this phrase and repeated it - looping and cycling around a metaphorical 'anxiety angel'. I hoped this would impart the feeling of my nonstop background noise to viewers. I'm also venting **"Look at what I live with! This is my existence."**

But...

want to die I hate myself and I want to die I hate myself and I want to die









# Anyone can be kawaii!



Photo credit: Rex Oculus

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Fashion, Anime, and Heart Radars

# Kimura U

We had the opportunity to interview Okashicon's Japanese guest, Kimura U, after all the hustle and bustle of the convention. Kimura is voice actor, illustrator, model and the designer behind beloved brands KawaiiHolic and KOKOkim. She has been appointed a Kawaii Ambassador by the Ministry of Foreign Affairs Harajuku and travels the world sharing her love for all things cute! We were absolutely humbled to down with Kimura-san and talk about her experiences as a designer and get the scoop on her newly announced brand and anime, Pista and Chio.



Shot at Okashicon Fashion Show



**If the color pink didn't exist, what color would you wear the most?**

What a sad, sad world to be in! Lavender, I guess!

**Do you prefer modeling kawaii clothing or designing it?**

I've been modeling for 12 years now, but I didn't have much confidence. I didn't really talk and I always compared myself to the other people. Like, "Oh, she's cuter than me". So I wanted to be cuter, cuter, cuter! I was always thinking that. And then about a year ago I finally started to think about designing because I wanted to do something on the creative side. Then, I actually had more confidence because that was my own work. This question really made me think, "Hmm, which one?". It's hard to pick which one is better because I like both now.

**We are huge fans of your designs for the idol group, Wasuta! What was your favorite costume to design?**

Even from the beginning it was always very relaxed. They would tell me to do whatever design I'd like! They want to see that. I think at first it was more difficult, but I've gotten a lot better at following my heart's compass and finding the thing I think is the cutest. Especially in the last year or so, I've gotten better at following "the radar". "Beep beepbeep beep!"





I feel like the things I've designed most recently better match my true idea of what is cute. My more recent designs are my favorite because they're more true to me.

For Wasuta it was like, "follow your heart, whatever you want to design." So it was really cool compared to the previous company. Much more relaxed.

**How does designing the over the top costumes of an idol compare to designing more casual street wear? Do you prefer one over the other?**

So I always want to create like something you have never seen. Something that makes you go "WOW!" I think a good example is Lady Gaga. It makes me go, "What is that costume? What kind of costume is that? Who made it? It's crazy!" There's a one artist in Japan named Kobayashi Sachiko. At the end of the year they have a big music festival and she always brings a crazy costume. On the stage it's like "Can she even move?" It really gives a big impact. People actually anticipate it and go, "Oh, what's she's going to do to this year?" I really want to do something crazy that you haven't seen yet.



**If you could choose any theme for an idol costume, what would it be?**

Kami-sama! I would want to do gods from different cultures, like if there were five members of the group they would each represent a different god from a different culture. Very crazy, over the top designs!





Grand Finale at the Show!

## Tell us more about your new clothing brand, Pista and Chio.

So like 10 years ago I was at Japan Expo and got the idea for Pista and Chio. I tried to make the story back then, but the producers kept making me do revisions. I had to change it four times. The third time I had to change it, I was really down because it made me think “Oh, I can't make it, it'll never work.” This Pista and Chio is the final script I made.

I started setting milestones, like one year, five years, 10 years, 35 years. There's a saying in Japan that if you can't make anything in 35 years, you are trash. So, the brand will have changed over 35 years. When I first had the idea, I had to think about those 35 years and got scared of what would happen if I couldn't make it. So the setting of Pista and Chio is set 35 years in the future and connected to my feelings about that concept.

**It's interesting seeing how much Pista and Chio is connected to your personal life and experiences. Will you be appearing as yourself in the anime as well?**

The character “U” is coming up, and Chio is actually her daughter. I won't be the only special appearance, either! It's parallel world so I'm using people who already exist.





## What can we expect from the P and C clothing brand in the future?

I actually had some yukatas made, but they arrived one day too late to be sold at Okashicon. There are photos on my Instagram right now if you'd like to see them!

## What has been your favorite part of making the anime and the manga?

Callie, as a fellow creative, you understand how I want to do so many different things. I'm following my heart "radar" right now. If I want to do it, I do it. Right now, I'm just really enjoying everything about creating the anime.

## Do you have any advice for someone who wants to do kawaii fashion design?

I know I've been saying it a lot but that heart radar is very, very important! Not just knowing the things that you like, but also the things that you hate as well. Knowing both of those is really important to being able to fully discover what it is that you are most drawn to doing and what you feel most called to doing. That's not only for designers, that's for everyone.



We want to thank Kimura U, the translators and Okashicon immensely for giving us this wonderful opportunity!

We at Kei Club are very excited to see everything Kimura-san creates in the future!

Kei Club









# NEW GENERATION Kawaii

## Canadian Tour



Event Report by **GHOST GIRL GOODS**  
Kawaii Ambassador for 6%DOKIDOKI in Canada

The NEW GENERATION KAWAII Tour was created to help promote kawaii culture in Canada. This was Sebastian Masuda's and 6%DOKIDOKI's first appearance in Montreal and Toronto. We kicked off the tour on August 16th - 18th at Otakuthon in Montreal, QC. Otakuthon is the largest anime con in Montreal and many 6%DOKIDOKI fans joined in the weekend-long celebration of kawaii!



Photo by Buddy Photography on FB

We held a pop-up shop all weekend in the dealers room, a super colourful fashion show on Saturday with two guest models: Dollfile (@dollfile), who helped to do some of the make up looks for the show, and Pixelocks (@pixelocks). To add, two of the show looks combined GHOST GIRL GOODS products! A special DJ set by Sebastian Masuda ended off our Saturday night at the "Otakudance". Sunday morning, we had our final activity, a panel on kawaii fashion history, where Sebastian Masuda briefly talked about the origins of Harajuku fashion. We met many fans throughout the weekend who shared their kindness and messages with us and we were so happy! We then made our way to Toronto, ON,







where we held three events. During all these events, we had LovelyLor (@lovelylor) on the scene, filming and taking photos. First, the Time After Time Capsule Workshop and Event at The Japan Foundation Toronto on August 22nd. Many people gathered to leave a kawaii item and message in the time capsule for their “20 years later” self! Second up was the “Kawaii Meets Art and Fashion Lecture” at George Brown College on the 23rd, where Sebastian Masuda went into full detail about the history of kawaii, the global movement around the world, finding your own kawaii, and the philosophy of the word itself. Lastly, Japan Festival Canada’s stage held our 2nd fashion show on Saturday, August 24th! We also had a pop-up shop on both days of the festival. I am so grateful to have had the chance to arrange this event and work directly with Sebastian Masuda and the 6%DOKIDOKI team here in Canada!



Photo by LovelyLor (@lovelylor)

Check out videos and full coverage of the NEW GENERATION KAWAII Tour Event at [www.ghostgirlgoods.com](http://www.ghostgirlgoods.com)



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# HALLOWEEN



“Isn't it a little early for...

# HALLOWEEN?”

*-Every Normie Ever*





*Levi is sporting a CherryCheezy shirt with some infamously “ita” striped tights and platform shoes for this ultra-spooky decora look! His mother sewed those Scooby Doo shorts from a pair of pajama pants the morning before our shoot! A batty headress, skeleton hood, and Banshee inspired makeup complete the look.*



I'm sure that if you've worn jfashion, you've heard the phrase "Isn't it a little early for Halloween?" at least once. With having our self expression compared to costumes and Halloween, I can see how we could easily become avert-

ed to embracing Halloween within our community, but I think it's very important that we know and appreciate the importance of the Halloween within our culture!

I remember in the 2012-2015 lolita community (the first J-fashion community I was introduced to), there was some debate on whether or not wearing lolita on Halloween was appropriate or "ita." Was it mocking our fashion if

# I LOVE HALLOWEEN.

they're wearing it as a costume? I can understand the sentiment, but as someone who's first experience wearing J-fashion was on Halloween, I think I have a very different viewpoint on this. I LOVE Halloween.

When I was 10, I dressed up as a "Harajuku Girl" for Halloween. Was this the best portrayal of Harajuku fashion?

No. Did it spark my love for J-fashion as a whole forever?

Absolutely.





n't it a little early for halloween?" "Hey Bo' Peep! Where are your sheep?" "Do you worship Sata something?" "Nobody really dresses like that" "Why don't you dress like a normal person?" "Hov n?" "Hey Bo' Peep! Where are your sheep?" "Do you worship Satan?" "WHAT ARE YOU THINKING? Harajuku Girl!" "Are you in a play?" "Looks expensive." "Is this like roleplay or something?" "Nobo t a husband like that?" "HAPPY HALLOWEEN WEIRDO" "I'm here for halloween?" "Hey ce costume!" "Are you supposed to be Lady Gaga?" "C... Harajuku Girl!" "Are you i /hy don' "l person?" "How will "HAPPY HALL u worshi "a Harajuku Girl!" "Is anybody r "me!" "A "RAZY" "OM E YOU T "on't you "ll you get a obody r "rship Sa "ahaha nice ay?" " "play or "ke that" "V WEEN "allowe "sheep?" "D th... "like a r "WHA "ethic "y





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Halloween give young (or ANYONE) in Japanese the space and experiment. comers the space freedom that comes with Halloween can help them develop their own style and dip their toes into Kawaii fashion. And I think that's wonderful!

can people interested fashion comfort to Giving new- and creative

But Halloween's importance in kawaii culture doesn't stop at newbies!

While Japan doesn't celebrate Halloween like the West, over the past couple of decades the more Western practices of Halloween costumes, parties, candy, etc. have become much more popular and that's shown a lot through Harajuku and other kawaii fashion scenes in Japan.

Getting sick of all the Halloween festivities? Let Eve take care of you in her men-hera inspired look! She hand dyed a nurses' dress, and added frills and buttons for this lovely DIY look. Even her hat is covered in gems, glitter, and lots of cute goodies! Paired with hot pink Demonias, a Puvi-thel x Creep-P enamel pin, stethoscope, and Otome Neko syringe necklace, shes ready to help you recover from your candy coma or any other ailments related to the spooky season!







*“Is this what humans mean when they say they’re ‘feeling blue?’”  
Isshokuhada is a newer fashion centered around painting your skin crazy colors! Cybunnie took the plunge and let Lev paint her teal for this out of this world, Uchuu look! Featuring a KawaiiGoods top and adorned with lots of holo items, shooting stars, and planets, we think it was worth the stains!*

With Halloween fashion walks and parties in Harajuku, Lolita brands like Angelic Pretty having huge Halloween collections, and kawaii icons like Haruka Kurebayashi modeling for Halloween costume brands, the Japanese fashion community definitely takes Halloween seriously!

The hype around Halloween in Japan’s kawaii fashion scene has started to leak into western comms like crazy the past few years.

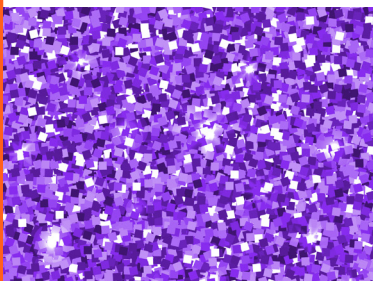
In a similar way that Halloween gives newbies wiggle room to experiment, Halloween gives kawaii veterans the chance to play with the extremes of J-fashion!

Be a Decora monster, Isshokuhada alien, Gothic Lolita vampire, or Yamikawaii nurse! Be flashy and push boundaries! Be grotesque and colorful and monstrous! The bizarreness of our self expression isn't weird or "cringey", it's important to embrace the weird within our culture, otherwise we lose sight of the whole point of our fashion! To be free and unique! Conformity within kawaii culture isn't kawaii. As kawaii icon Kimura U would say, "Have fun with fashion!"

# HAPPY HALLOWEEN, KEI CLUB!

Levi Hawkins has been wearing Harajuku fashion since he was 11 years old and is a lover of "cringey" things like teeth, crocs, and scene fashion. He directed this lookbook and wrote this article! Find his experimental looks and fashion adventures on Instagram at @isteaalteeth.

Photography by  
@otaqapparel.





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ANY KEI!



POISONPINKWONTON







**You guys don't make choosing winners easy! This seasons Coord Contest had some super tough competitors. We chose @meltychocolatemoon's goopy slime look because we got so lost in the detail of her makeup! Slightly spooky but still super cute<3 Below were a couple other favorites!**



**@harlownero**

**@soda.purin**

**@poisonpinkwonton**

**Thank you for all the amazing entries! We can't wait to see what you come up with for Issue 4!**



# #kccoordcontest

Each season we have a coordinate contest to get everyone in the spirit for the upcoming issue! To celebrate completing a year of Kei Club, Issue 4 will have a time theme!

**We want to see your era themed coordinates!**

It doesn't matter if its Victorian Era classic lolita, classic 90's decora, or a futuristic uchu look. Anything goes, as long as it's on your body and kawaii!

Post your outfit or makeup to Facebook or Instagram with the hashtags **#keiclub** and **#kccoordcontest**. Don't forget to tag to us at **@thekeiclub!** Remember that your photo must be public so that we can see it.

Two grand prize winners will receive either a colorful or dark version of this bug shirt from Mahou Pop! Finally, one random winner will win a \$15 voucher from Ota-Q Apparel.

The last day to enter is December 7th. We will be announcing the winners on December 15th!



**Sample**





# want more Kei Club?

There's always room for one more in the Kei Club Facebook Group! We have a very active Facebook community full of fellow readers, creators, and kawaii folk who'd love to meet you! Come join the group for resources on kawaii fashion and lifestyle, interact with Kit and Callie, get behind the scenes details on the zine and other projects! Just look up "Kei Club Facebook Group", click join, and answer the questions to become a member of our extended cyberspace family!





# Thank you, artists!



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**maeykoh**

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**razberry cola**

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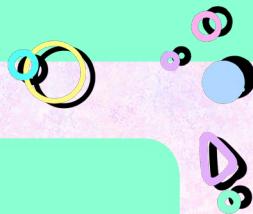
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# Thank you, contributors & models!



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# ISSUE 3: KOWAI to KAWAII!

For our third issue, VIP Members receive some drop-dead cute accessories that support small businesses!

## MISS OCTOPIE HALLOWEEN ROSETTE

Did you really think we'd celebrate Halloween without dragging Octopie into it? This candy-colored rosette is sweet enough to bring spooop with you year round! The only thing sweeter is all the candy her mascot characters are carrying in their baskets!



## PIXEL SPA "ZOMBIE BLOOD" NAIL POLISH

We wish our blood was this deep purple with silver glitter! Brought to you by Pixel Spa, a Texan cosmetics brand! We are not liable for any zombie-related injuries or deaths. Any kawaii zombie apocalypse is simply coincidence.



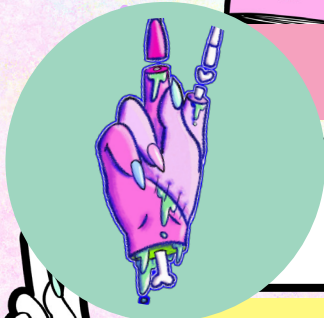
## SPOOKY BOI HAIRBOW

HIMB. PRECIOUS SON. MAXIMUM UWU ENERGY. These lil bows are here to scare away anyone who gets in your way! They come in different patterns featuring either pumpkins or ghosts. Which did you get?



## ZOMBIE K SIGN CHOKER

We decided to try something new with our logo and KILLED IT! No really..... it's dead now. This choker has an undead version of our classing "k-sign" logo.



Not a VIP yet? Find out how to become one at:

[www.thekei.club/the-magazine](http://www.thekei.club/the-magazine)



Art Print  
by Itai Clothing

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by Bright Bat Design



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