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# Why is Japan so kawaii?

But why are Japanese people so obsessed with everything cute? Reason 1: Kawaii usually refers to small children, babies and small animals. They are helpless and need to be cared for. In a culture that values youth, both men and woman are attracted to anything youthful.

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## What is a kawaii girl?

Kawaii girls are girls that dress according to a specific aesthetic. They wear lots of bright, colorful, and frilly clothes, such as balloon shorts, giant bows, and patterned overalls. In addition to a specific clothing look, kawaii girls are also overly cute in their mannerisms, behaving in an adorably childish way.

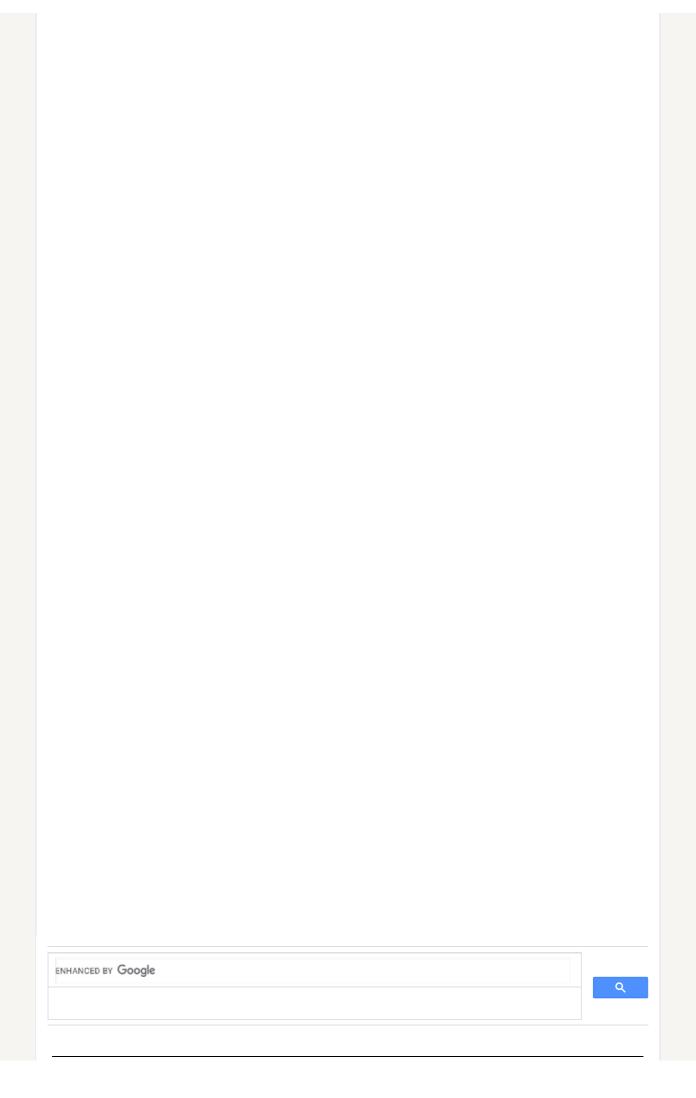
### What does it mean when someone calls you kawaii?

Kawaii (Japanese: かわいい or 可愛い, IPA: [kaɰai<sup>+</sup>i]; 'lovely', 'loveable', 'cute', or 'adorable') is the culture of cuteness in Japan. It can refer to items, humans and non-humans that are charming, vulnerable, shy, and childlike.

### Is kawaii a compliment?

Accordingly, in most situations, deeming something kawaii, or cute, is seen as high praise. ... Whereas in English-speaking countries some may take issue with what they perceive as a diminutive or demeaning connotation to the word "cute," in Japan, calling a girl kawaii is almost universally considered a compliment.





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