

Embracing Japanese pop culture

'Cuteness, coolness and playfulness' could bring big business to U.S.



AP

By Laura Tiffany
Entrepreneur.com

updated 12:46 p.m. ET, Sun., May. 11, 2008

Yet the import market for Japanese pop culture is still in its infancy, and oftentimes it's entrepreneurs who are bringing the best items here to sell to early adopting arbiters of cool, whether they are 7-year-olds clamoring for Naruto or hip 20-somethings sporting Domo-kun t-shirts.