

Maid café positions new Japanese culture

《Read Aloud》

In Akihabara, Tokyo, an area dubbed “otaku paradise”, women wearing maid costumes are often seen distributing flyers to promote their cafes. A great number of maid cafes have taken root in Akihabara and other areas in recent years.



Characters in maid costumes have often appeared in manga, anime or video games as figures meant to create the feeling of “moe” which literally means “budding” and describes the sensation of being blissfully overwhelmed by cuteness or attractiveness.

Otaku (Mania)

Strong desire for something or interest in something, especially something that affects a lot of people at the same time

Let's talk about “ OTAKU ”

Are you “otaku” about something?

Have you ever been to a maid café?

What do you imagine about a maid café?

Why did ‘otaku’ go to Akihabara?

Do you like Japanese anime and manga ?