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White Day

We've all heard of Valentine's Day, but this year all of us at neon want to celebrate White Day. A Japanese holiday, celebrated one month after Valentine's Day on 14th March.

Valentine's Day is traditionally practiced by women giving chocolate presents to the men in their lives, as a representation of their love with handmade chocolate to symbolise sincerity, effort, and emotion put into a homemade confection. On White Day, the roles are reversed with men who received a honmei-choco ('chocolate of love') or giri-choco ('courtesy chocolate') on Valentine's Day return the favour by giving gifts.

So do as the Japanese do and show the women in your life how much they mean to you, with a gift for White Day, with one of these gifts...



Write For Us

We are currently looking for the following contributors:

- Fashion Writer
- Travel Writer

If you are interested we would love to hear from you, please contact us via the details on our about page

Tag Cloud

2014 Album Album Release Art art exhibition Banksy Beer Bompas & Parr Charity Christmas cocktails Competition Compilation Craft Beer Design DJ-Kicks Drink electronica End Clothing event Exhibition fashion Festival Food Gin Halloween Harrods Hip Hop holiday K7 Listen London music video Neon Party Photography restaurant review Shoreditch Street Art Techno Travel vice wc1 Wine

WP Cumulus Flash tag cloud by Roy Tanck and Luke Morton requires Flash Player 9 or better.

Ulrika Vallance - 'Brooklyn'
 Black & Cream Cami (£90) & shorts (£55)
www.ulrikavallance.com

Ulrika Vallance - 'Le Marais' Indigo Robe
 (£180)
www.ulrikavallance.com

Keiko Uchida- 'Kimono dressing gown'
 (£160)
<http://shop.keikouchida.com/>

Keiko Uchida - 'Kimono slippers'
 (£32)