

PR Specialist Louise Dendy's



# ENJOY KOBE

British PR Specialist Louise Dendy finding and bringing you the best of Kobe

## Vol.5 The birthplace of Valentine's Day in Japan Higashinada

February brings to mind Valentine's Day, when in Japan women give chocolates to their loved ones. Did you know that Higashinada Ward has a deep connection with Valentine's Day?



### ♥ The first Valentine's Day in Japan ♥

1932 marks the first Valentine's celebration in Japan, when the Higashinada-based confectionery company Morozoff started selling special Valentine's Morozoff chocolates for people to give to their sweethearts on February 14th. This was based on the Western culture of men and women giving flowers and confectionery on that day. Valentine's Day in Japan as it is now, with women giving chocolate to men, became popular around the 1970s.



▲The first Valentine's advertisement in Japan

### ◆ Stylish Culture in Port City Kobe

Morozoff created the first Valentine's chocolate advertisement in 1936, in an English-language newspaper. At the time, the practice of sending chocolate at Valentine's Day was not well known among Japanese people, so Morozoff first aimed to make its chocolate famous among non-Japanese people living in the port city Kobe.



▲Ms. Emiko Kamae Morozoff Ltd.

### From the World to Kobe

In Mikage, home of Morozoff, there is a plaza called Valentine Plaza. There, you can read about how Valentine's Day spread throughout the world from Terni in Italy, the location of the Basilica of St. Valentine. One monument at the Plaza has heart cut outs at the top, so why don't you try joining hands through the holes with your loved one and taking a photo together?



▲Monument based on the Basilica of St. Valentine



▲Hanshin Mikage South Exit bus stop

Terni and Kobe have friendly exchange relations as the birthplaces of Valentine's Day around the world and in Japan, and the Mayor of Terni attended the Opening Ceremony of the Plaza in 2013.

While you're there, take a look at the cute "chocolate" bus stop at the south side of the Plaza!

### ♥ Valentine's Day in the UK ♥

In the UK, both men and women send Valentine's cards to the people they have feelings for. However, the sender doesn't have to write their name, so the recipient can enjoy guessing who they received it from.

When it comes to couples, unlike Japan, men are usually the ones who reach into their pockets on Valentine's Day, giving flowers and chocolates to their lucky partners.



### Go on a date at Kobe Fashion Museum

The Museum has over 10,000 items of clothing dating from the 18th century, and you can try on national costumes from 9 different countries. Great fun for a date!

🍏 Free Aomori apples (First 50 people, entry fee required)

**Dates** Sat 13th, Sun 14th January

Kobe Fashion Museum

•2-9-1 Koyo-cho Naka, Higashinada Ward  
•TEL078-858-0050 Fax078-858-0058



▲Guatemalan national costume

### Impressions

I felt even more affection for Kobe when I found out that Valentine's Day in Japan started from the city, and that there is a place in Kobe where you can find out more about this history.

On Rokko Island in Higashinada Ward, there is the Koiso Memorial Museum and the Kobe Artist's Museum, as well as the Fashion Museum. Why not visit on a date with your sweetheart?

### PR Specialist Louise Dendy

Born in Northampton, England in 1989. Promoting Kobe's many attractions from April 2015 as Kobe's PR Specialist.



Due to space constraints and for relevance, this English version does not exactly follow the original Japanese.

日本語版の表現と若干異なる場合があります