

Q133 Supporting Information – Meaning and Cultural Context

.kawaii

This attachment offers further context on the meaning, global relevance, and long-term sustainability of .kawaii, supplementing the Applicant’s response to Question 133.

“Kawaii” (かわいい / 可愛い) is a Japanese word commonly meaning “cute,” “lovable,” or “adorable.” The term also refers to a Japanese cultural and aesthetic sensibility associated with cuteness, approachability, character design, fashion, visual expression, and consumer culture.

While “kawaii” is a Japanese term, it is internationally recognized as an aesthetic category. Kawaii expression is found in fashion, character design, anime, manga, digital media, social media, consumer products, and creator culture. The term serves as both a Japanese adjective and a global cultural concept that inspires designers, artists, content creators, brands, fan communities, and consumers worldwide.

Kawaii-inspired fashion and design movements demonstrate this international recognition. Japanese street fashion, such as Harajuku and decora styles, originated in Japan but is now adopted and adapted by communities worldwide. Kawaii visual elements also appear in character design, animation, product design, digital stickers, avatars, mobile games, merchandise, and short-form online content. Rounded shapes, expressive characters, soft colors, and approachable design conventions are widely used in global consumer and digital culture. These examples show how kawaii culture spreads globally while maintaining its Japanese roots.

The applied-for string is intended as an open, distinctive, identity-focused namespace for registrants seeking to associate their online presence with kawaii culture, cute design, creative expression, entertainment, consumer products, or related activities. It is not a restricted namespace and is not affiliated with any specific brand, rights holder, or organization.

This context supports the Applicant’s view that .kawaii has a clear meaning, recognizable Japanese cultural roots, and a sustainable basis for long-term use as an open generic top-level domain.

Sources Consulted

The Applicant reviewed public reference materials on the meaning and cultural usage of “kawaii,” including Japanese and English cultural references, academic commentary, information on Japanese fashion and character-design movements, and sources on kawaii vocabulary in anime, manga, consumer products, digital media, and Internet culture. These sources were used only to provide additional linguistic and cultural context for the applied-for string.