Valentine’s Day in Japan

We celebrate Valentine’s Day on February 14. It is a festiwal of lovers. We know very well how we celebrate Valentine’s Day in our country. But I wanted to show you how Valentine’s Day is celebrated in Japan. In The Cherry Blossom this day is called „Chocolate Day” – „giri-choko”.

This traditional Valentine’s Day exchange has been going on since the 1980s. It was initiated by chocolate manufactures as a way to increase sales of sweets.

Chocolates are not handed out to women on this day, but women give chocolates to men. A woman, who gives a man chocolates does not have to be in love with him. Most often chocolates are given to colleagues, neighbors, or other men to whom ladies have various obligations.

Often chocolates bear have the word „kansha” on top of them, which means gratitude. The expression of affection in public is not welcome in Japanese culture. The only expression of love on Valentine’s Day is that women make a sweet delicacy for their chosen heart by themselves. On February 14, there are no decorations in the shape of hearts in Japan. However, the shop windows are filled with chocolates and the words „chocolate day”. The quantity and quality of chocolates given to men depends on the position of the man in the community.

Currently, the tradition of Valentine’s Day is changing in Japan and you can already buy chocolates that are downright out of love, called „honmei choko” and there are also chocolates called „tomo choco” that are given to friends.

You don’t go on dates on this day. Men repay women a month later, on March 14, which is called „The White Day”.

Chocolates for Valentine’s Day are made of the best products and are very expensive. Japanese women spend between 3,000 and 15,000 yen during a chocolate day. We can find chocolates in the shape of small animals, butterflies, hearts, bows and other cute and „childish” motifs, always packed in colorful boxes interwined with a ribbon.

I prefer our Valentine’s Day, because I love red flowers as well as pink and red decorations in the shape of hearts. I like to look at people in love. I agree with the sentence LOVE IS BEAUTIFUL.

 