

This Week

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◆ White Valentine's Day

◆ Origin

White Day was first celebrated in 1977 in Japan. It was started by the National Confectionery Industry Association as an answer to Valentine's Day; in other words, they wanted to profit from the holiday, just as westerners profit it. To make it appealing to customers, they presented the holiday as a way for men to pay back the women who gave them chocolate and other gifts on Valentine's Day. When chocolate manufacturers found that they could profit from this festival, they started to promote "White Chocolate". Now, other presents are included besides candy and white chocolate on this White Valentine's Day.



◆ Custom



According to a Japanese folk legend, boys will acquire sentiment and presents from girls on February 14th. And then, boys will give girls Valentine's gifts on March 14th. However, over time it became unimportant who (boy or girl) initiated giving presents on Valentine's Day. In Japan, if someone receives a present from the opposite sex on Feb 14th and they also like that person, then they can give a present in return.

Why is it called White Valentine's day? It is because March 14 is normally during the snow season in Japan and it also represents pure love. That's the reason why it is called White Valentine's day. If you have been lucky enough to receive the present that you have been looking forward to for a long time on February 14th, DO NOT miss this good opportunity, on March 14th, to generously pay back the gesture with a big present to him (or her). This will let your lover know how much you love him or her. Then, they will also feel your love!!!