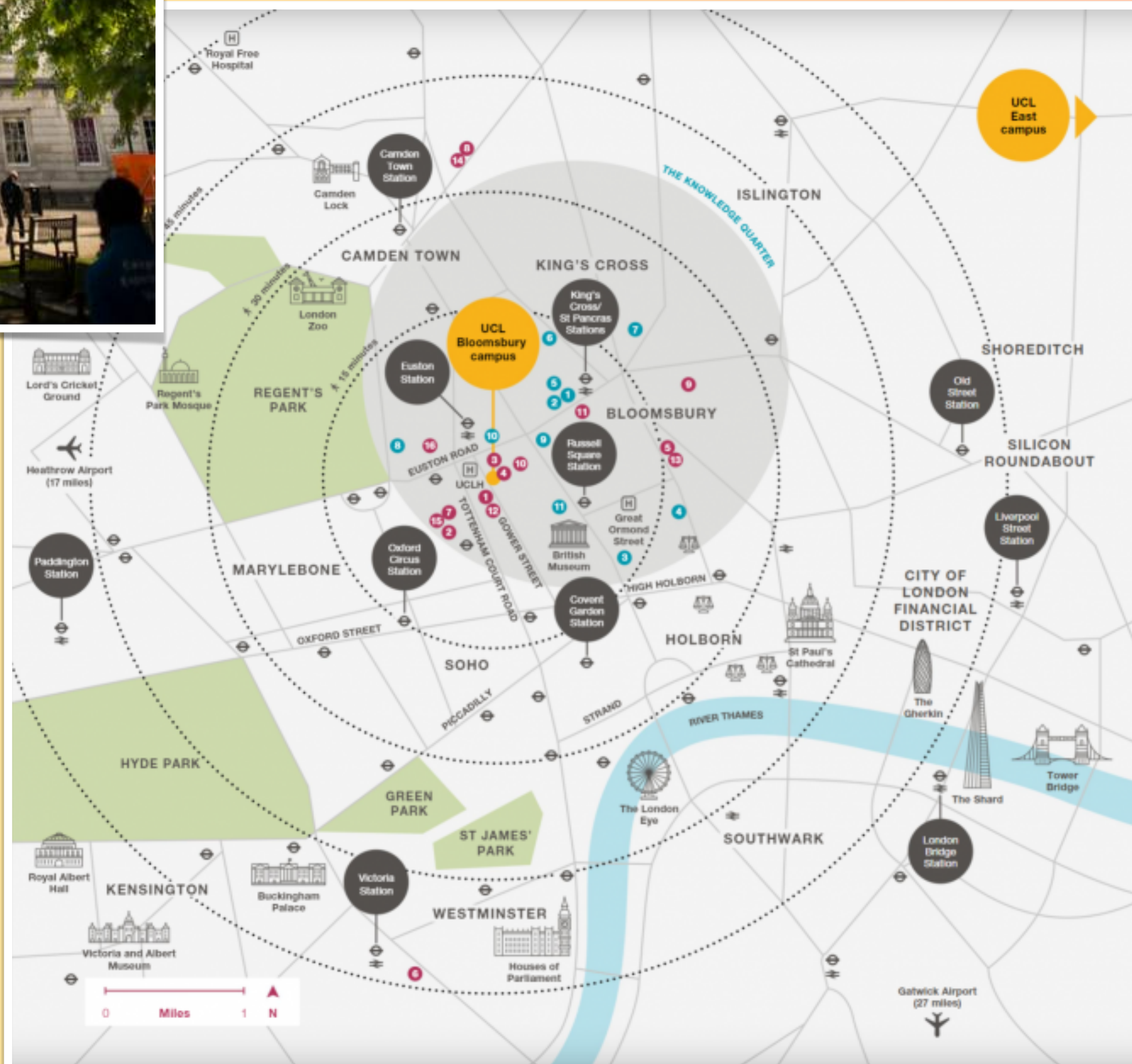


GIRLS, MAID CAFES, AND SHOJO MAGIC



Dr Georgia Thomas-Parr
gthomasparr@gmail.com

Everyone is a Girl
23rd October 2024



UCL in London



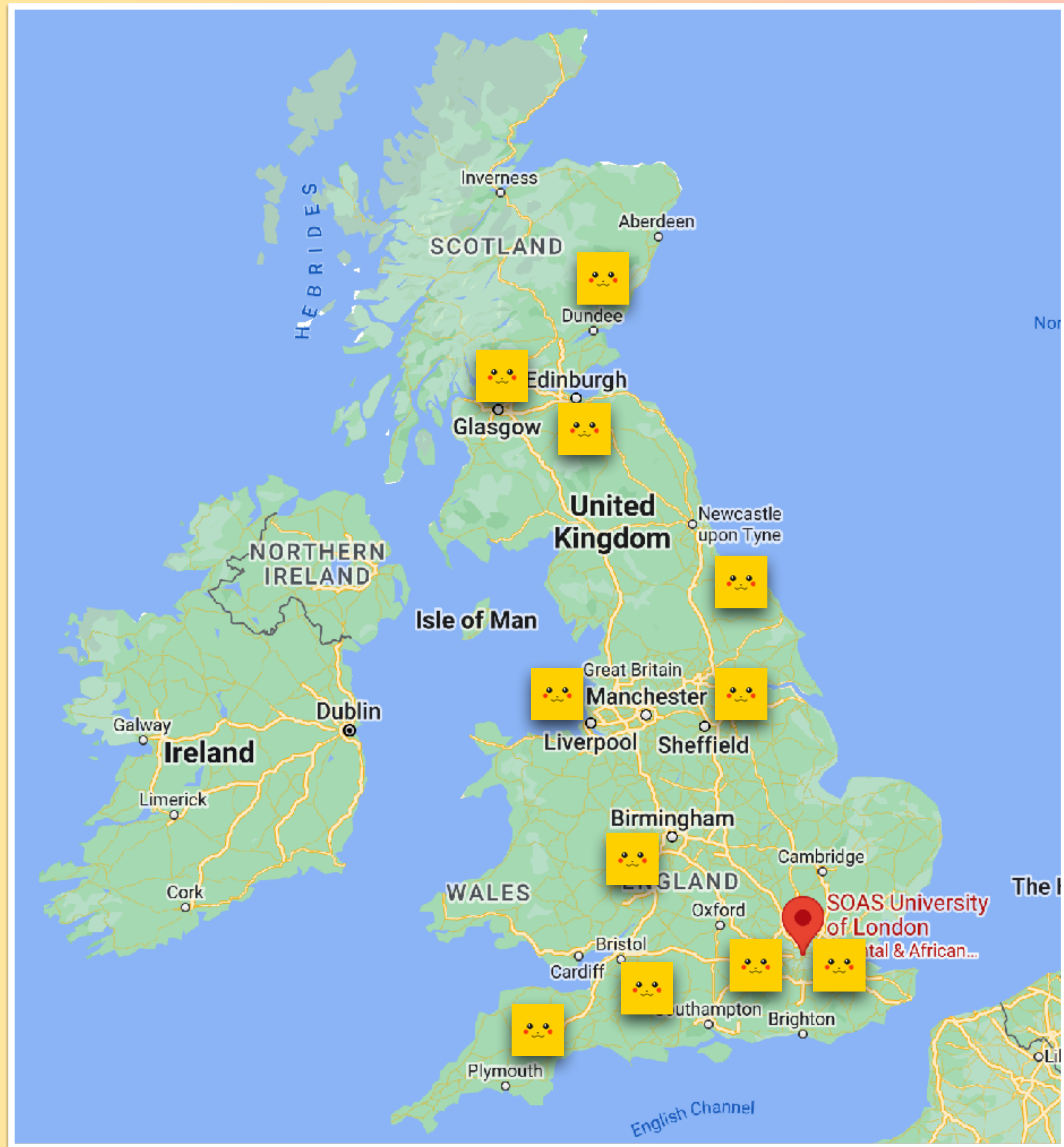
Stratford, East London
Central London

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| <ul style="list-style-type: none"> 1 Arthur Tappan House 2 Astor College 3 Campbell House East 4 Campbell House West 5 Frances Gardner House 6 Goldsmith House 7 Ian Baker House 8 Ilor Evans Hall 9 James Lighthill House 10 John Adams Hall 11 John Dodgson House 12 John Towell House 13 Langton Close 14 Max Rayne House 15 Ramsay Hall 16 Schaffer House 17 Pool Street West | <ul style="list-style-type: none"> 1 Alan Turing Institute 2 British Library 3 BT Archives 4 Charles Dickens Museum 5 Francis Crick Institute 6 Google 7 Institute of Physics 8 Royal College of Physicians 9 The BMJ (British Medical Journal) 10 Wellcome Collection 11 Wiener Holocaust Library 12 V&A East 13 UAL London College of Fashion 14 BBC 15 Sadler's Wells East | <ul style="list-style-type: none"> UCL Knowledge Quarter Knowledge institutions UCL accommodation Walking distances from UCL campus Parks Rivers and canals Underground stations Train stations Hospitals Inns of Court |
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Plan your journey and find out more:
tfl.gov.uk/plan-a-journey



2017 - 2019









MAID CAFE COSPLAY



MAIDS OF ENGLAND (UK)



@HOME MAID CAFE (JAPAN)

What is a Maid Cafe?





GALBRAITH, 2011: 1

JAPAN



THE UK



Maid Ethnography





The official website and homepage for

Maid In Scotland



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[ABOUT US](#)
[PROFILES](#)
[PICTURE☆GALLERY](#)
[SHOP](#)
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Scottish Maid Cafe: Spreading Love and Happiness since 2013

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[Profiles](#)

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We are Maids of England!



Marshmallow Dreams Maid Cafe - マシュマロの夢 @marshmallowdreamscf

Marshmallow Dreams

Maid Café Team








M.A.G.O. メイドカフェ

RAWBEE SAKURA CAKE BUBBLE SODA



はなみ Hanami Maid Cafe



Support me on Ko-fi

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Meian Maid Cafe

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Kawaii Kiba

Where it's Halloween every day!






We are Maids of England!

Goshujin-sama, Ojou-sama! Welcome home!

We are a maid and butler cafe that will transport you into the fantasy realm of 2.5D!

Maids of England, or MOE, have been operating since July 2011, and are currently the longest running maid & butler cafe in the UK!

We are a fusion English and Japanese maid cafe, and have uniquely incorporated the beauty of both cultures: our philosophy is 60% Japanese, 40% English.

Whilst we follow most Japanese maid cafe customs, such as types of food, sauce art, magic spells and idol entertainment, we have diversity within our staff and have butlers too!



Events Profiles



Shop Contact



We are Maids of England!



<https://maidsofengland.co.uk/>

Established 2011

Maid Khao

f Maid.Khao t khao_moe i moe.khao

“Duty x Lady”

Head



Birthday

29th
November

Age

Forever 17

Khao is the younger twin child of a prestigious gang family, who've raised her strictly and protectively, leading to her lack of knowledge about what a “commoner's” daily life would include.

During her younger years, she was notoriously known as the strongest yankee, causing havoc within her district, but those days were long gone when she became a candidate to take over her family's gang. She changed ways from her past actions to undertake a far more elegant and ladylike lifestyle. However, sparks of her old yankee self are accidentally set off sometimes, if she gets heated up!

Her reason of being in England is a secret within her family, but one of her motives is to recruit people for her gang. One day she got lost in the city and stumbled upon MOE. She became highly interested in the the serving staff and the customers, and



Khao.

Blood type

Soul colour

<https://maidsofengland.co.uk/>

Established 2011

FANTASY AGE OF MAID CHARACTERS

Age

Forever 17

RECRUITMENT REQUIREMENT

REQUIREMENTS:

- **18** years of age or over



Head Maid Himeko

Age: unknown

Maid Colour: red

Joined M.I.S :2013

Hobbies: playing video games, watching anime, baking and reading

Favourite Food: cake



Maid Himeko was a shut in who spent her time playing endless amounts of visual novels and watching anime. Upon hearing about the opening of Maid in Scotland Himeko braced the world outside her room to see if the real life version could match what she had seen in her shows. When she arrived she could not brace herself for the sheer amount cuteness and was so overwhelmed she fainted. After being taken care of by the Maids she asked to join there family and hasn't looked back since.



<https://maidinscotlandcafe.wixsite.com/>

Established 2013

What is Meian Maid Cafe?

Meian Maid Cafe is a pop up cafe inspired by those in Japan's Akihabara district. Our cafe has a twist, which means our waitresses wear uniforms that have a super sweet or an edgy theme, but overall are inspired by the concept of 'kawaii' or looking cute. The Maid Cafe culture endeavors to make customers feel at home, by serving delicious tea and cakes, performing dance routines from Japanese pop music, and playing games to ensure everyone is well-fed and relaxed!

Meian Maid Cafe also occasionally raises money for charity via our events, so please check the menu at an event for our chosen charity, which changes each time. We have no fixed location, but you can catch us at various Japanese culture events, anime conventions and at our own standalone events throughout the UK. Check our events page for details of when our next events will take place!



<https://www.meianmaids.com/>

Established 2016

Head Maids



Chiyo

Age: Forever 17
Blood Type: A
Rank: Head Maid
Hobbies & Interests:
Baking, watching anime and
photographing cute girls!



Mitsuko

Age: Forever 17
Blood Type: O-Negative
Rank: Head Maid
Hobbies & Interests: Playing
Video Games, Programming,
Watching Streamers, Pixel Art

Our Backstory

On one bright, sunny day, the heaven's opened and from the sky fell five magical girls, dressed in pink sailor uniforms that possessed magical powers! With their shining grace, they set forth to spread kawaii across Planet Earth. They are sweet, friendly, welcoming and are looking forward to meeting all the customers!

On that same night, five magical girls raised up from below, dressed in black sailor uniforms. Bathed in moonlight, they too possess magical powers! Their aim is to spread the distorted side of cute. Intelligent, determined and charming, they bring a different edge to our cafe.

Since then, more magical girls have joined. Maintaining the balance, a new light maid will always result in a new dark maid. Together, we co-exist as Meian Maid Cafe, the Light and the Dark together in one kawaii package! ♥



Welcome to the Dark Side



Mitsuko

Age: Forever 17
Blood Type: O-Negative
Rank: Head Maid
Hobbies & Interests: Playing Video
Games, Programming, Watching
Streamers, Pixel Art



Ume

Age: Forever 17
Blood Type: N/A
Rank: A Rank
Hobbies & Interests: Kendo, Autumn,
Festivals, tea, research into human
behaviours, fruit snacks, and more tea-



Tomoe

Age: Forever 17
Blood Type: AB
Rank: B Rank
Hobbies & Interests: Playing with her cat
Yoru, Dancing, Teaching Necromancy,
Raising people from the dead.



Masami

Age: Forever 17
Blood Type: C
Rank: B Rank
Hobbies & Interests: Singing, dancing,
cute Gashujinsama and Ojinsama,
seashell crafting.



Chiyo

Age: Forever 17
Blood Type: A
Rank: Head Maid
Hobbies & Interests:
Baking, watching anime and
photographing cute girls!



Akari

Age: Forever 17
Blood Type: A
Rank: S Rank
Hobbies & Interests: Watching anime,
taking naps, dancing, and eating sweet
treats!



Hana

Age: Forever 17
Blood Type: O
Rank: S Rank
Hobbies & Interests:
Vanquishing evil, Great banquets, and the
fascinating new forms of illusion magic
they call 'anime' and 'video games'.



Keiko

Age: Forever 17
Blood Type: Pixels
Rank: A Rank
Hobbies and Interests: playing video
games, dressing up, dancing, singing
and spreading happiness —!—

<https://www.meianmaids.com/>

Established 2016

**IN ORDER TO
UNDERSTAND MAID
CAFES, WE NEED TO
UNDERSTAND THE
CONCEPT OF
'SHŌJO' (MEANING
'GIRL') (少女)**

SHŌJO

(JAPANESE TERM = GIRL)

- **Developed in the early 20th century as a way of referring to girls who continued their education, deferring marriage (to delay becoming the ideal of 'good wife, wise mother')**
- **A period of liminality between girlhood and womanhood**
- **A type of manga/anime aimed at girls**
- **A sensibility**
- **A symbol**

SHŌJO AS A SYMBOL




SUBVERSIVE

LIMINAL

COSPLAYING AS A GIRL EVOKES HER SYMBOLISM

MAID TESTIMONIES



Maid cafes are weird, but they're not sinister



MEL, AGE 29



When I'm a maid, I feel like I can be cute and goofy, which is such a freeing feeling—to be able to express myself without the usual pressures from society to be mature or cool or sexy.



ERIN, AGE 24




“It helps me feel, like, feminine and beautiful without feeling sexy, if that makes sense? [...] I can be feminine and elegant and beautiful without the need for the edge of sexiness. [...] I want to be quirky in the way that I dress and the way I express [myself], so when I have something like the maid café to come to I can really go, like, crazy with my makeup and ... my accessories...”

“youthful, pleasing .. childlike but not childlike. Innocence is the right word. It's not about being “a child”; it's about purity and innocence, without the puritanical.”



ABBIE, AGE 28



In the West, we all focus on the changing of age and how you need to be a—again it's the sexiness thing—you need to be an object, you need to be, like, a woman, an adult and all of that shit—you need to stop wearing pigtails when you're not seven anymore—any age before that, fine, any age after that, it's a fetish.

We absolutely fetishize everything and I'm not saying that Japan don't—they do—they just fetishize different things in a different way. They've got room in their culture for adult women to be cute and separately be sexy. We don't have that at home.



ABBIE, AGE 28



RESONATION AND INTENTION







GIRL DRAG

VH1
RuPaul's
DRAG RACE



FEMININITY WITHOUT CONSEQUENCES



AESTHETIC



AESTHETIC



PERFORMANCE



AESTHETIC



PERFORMANCE





**THE SYMBOL OF THE GIRL IS LIMINAL
AND SUBVERSIVE**



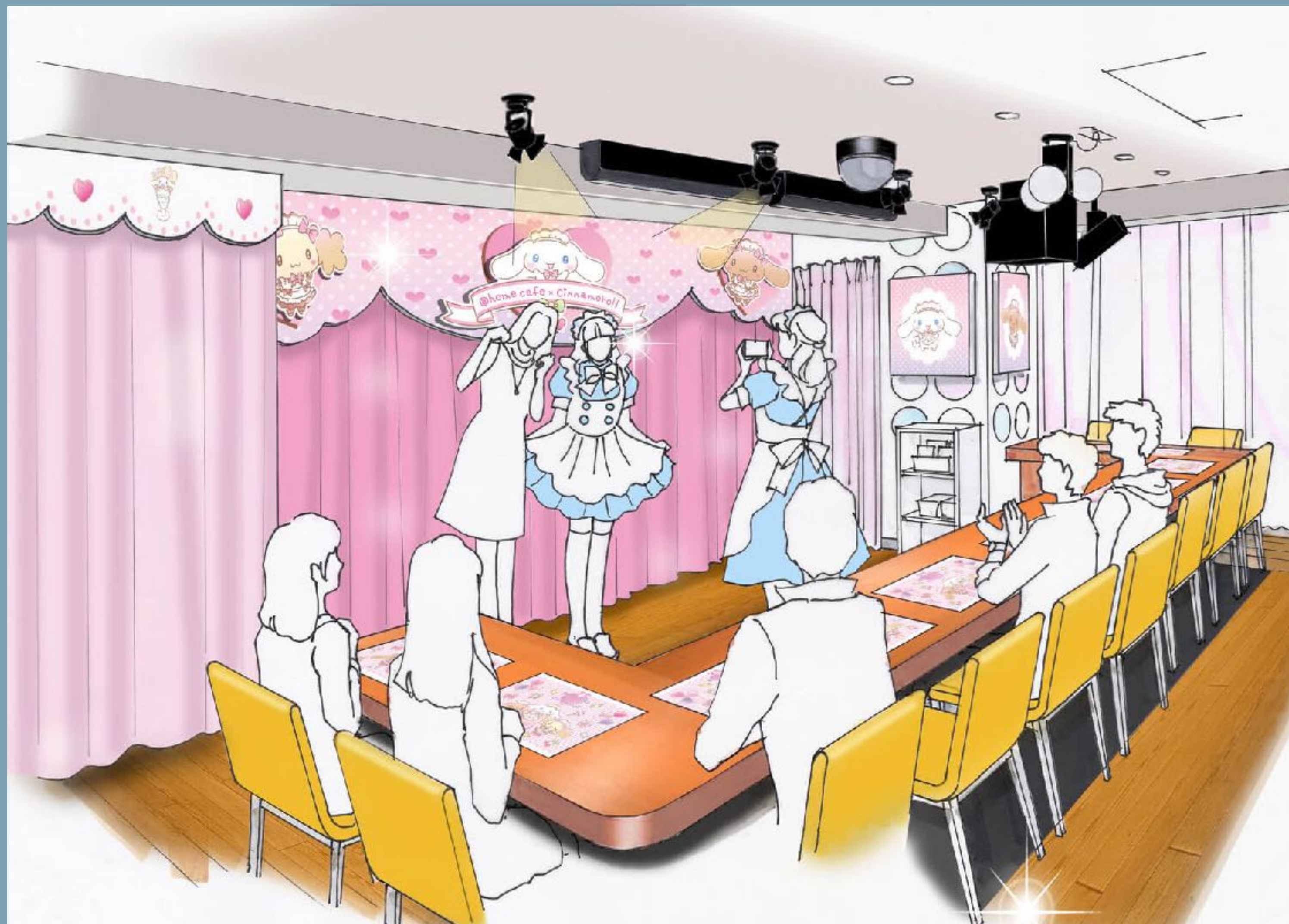
**MAID COSPLAYERS EVOKE THE
SYMBOLIC QUALITIES OF GIRLHOOD**



MAID COSPLAY IS GIRL DRAG



**MAID CAFES ARE SPACES WHERE
FEMININITY CAN BE PERFORMED WITH
LESS FEAR OF OBJECTIFICATION**





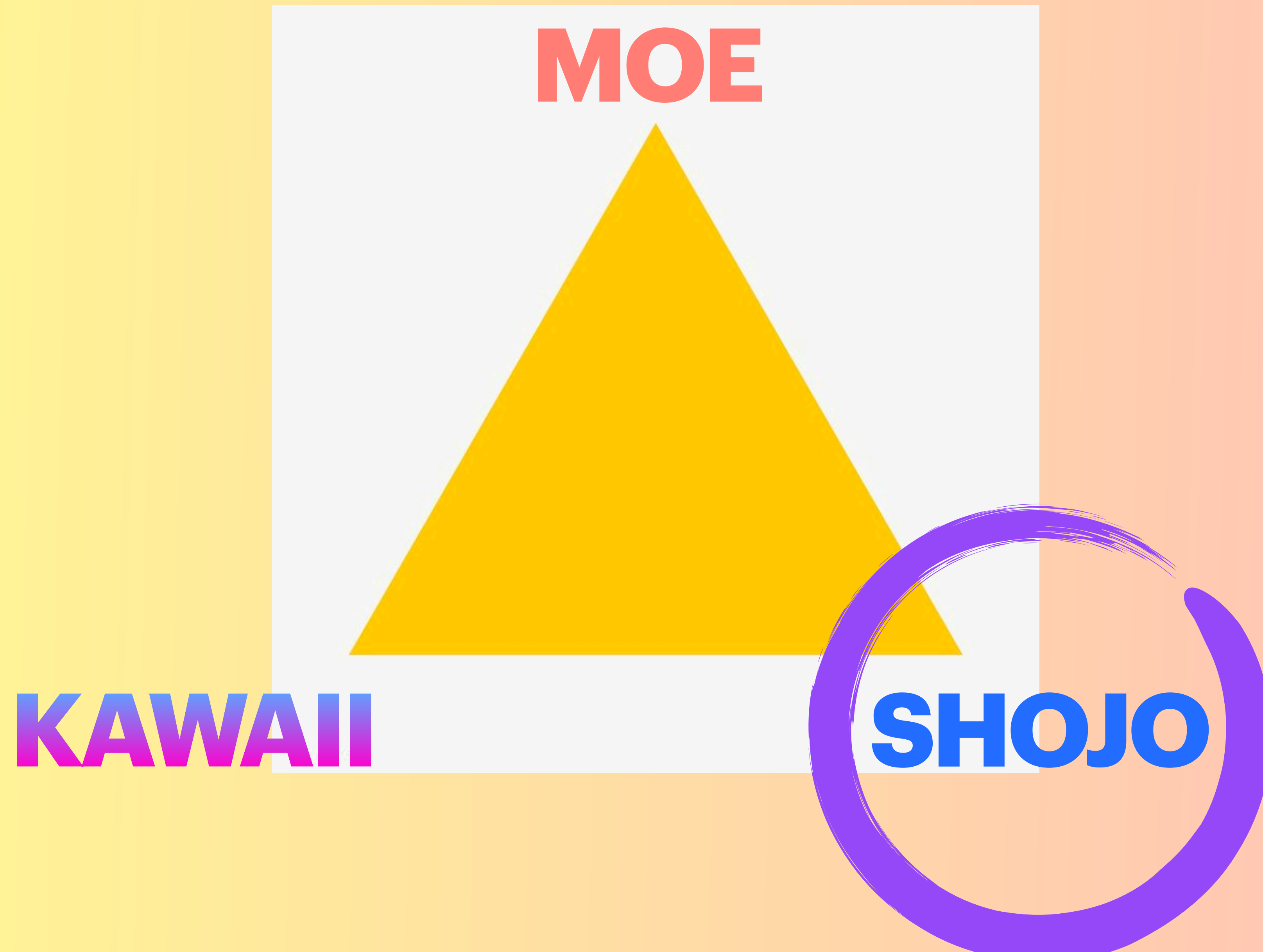




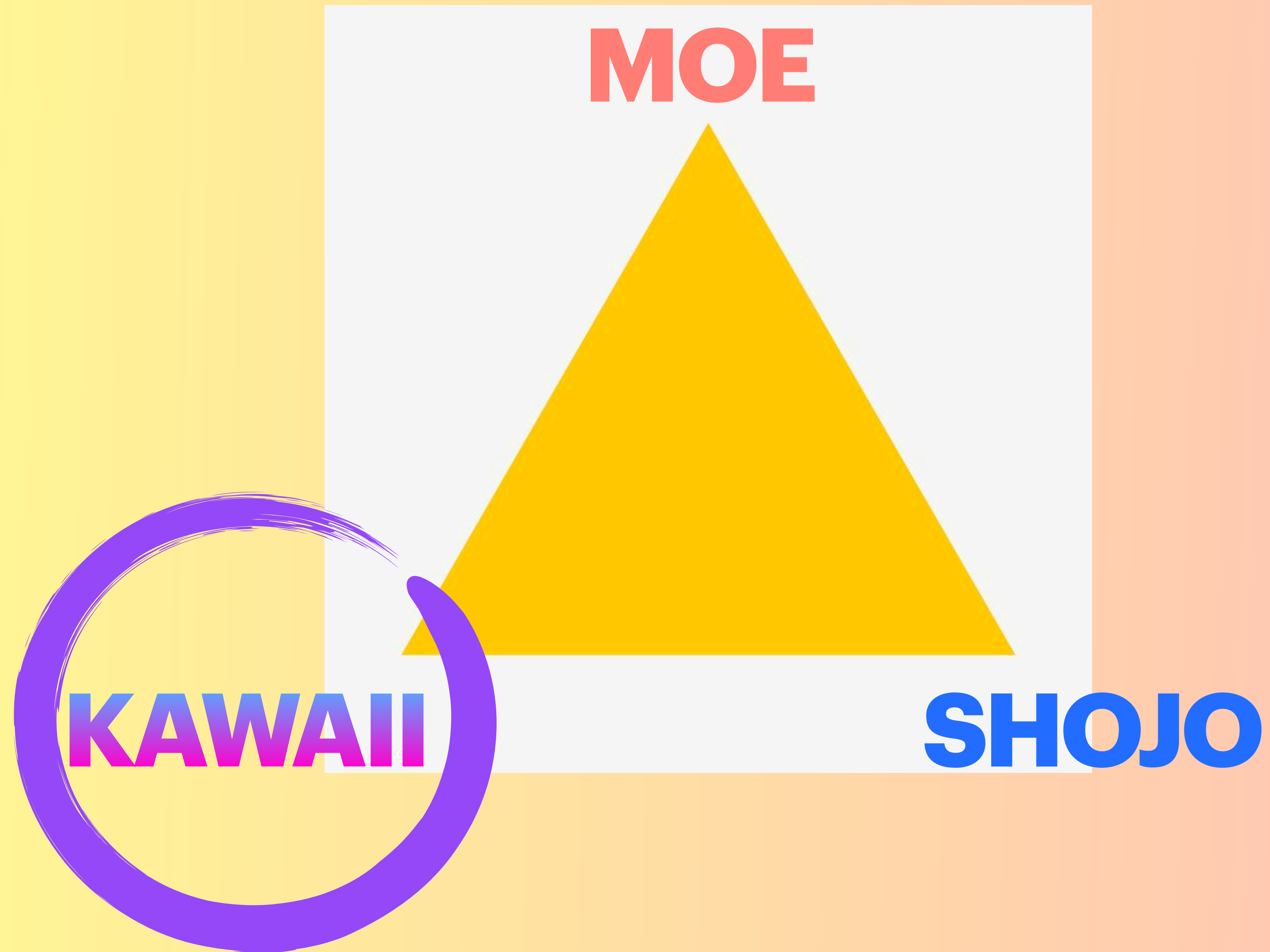




THE TRIAD TO UNDERSTANDING MAID CAFES



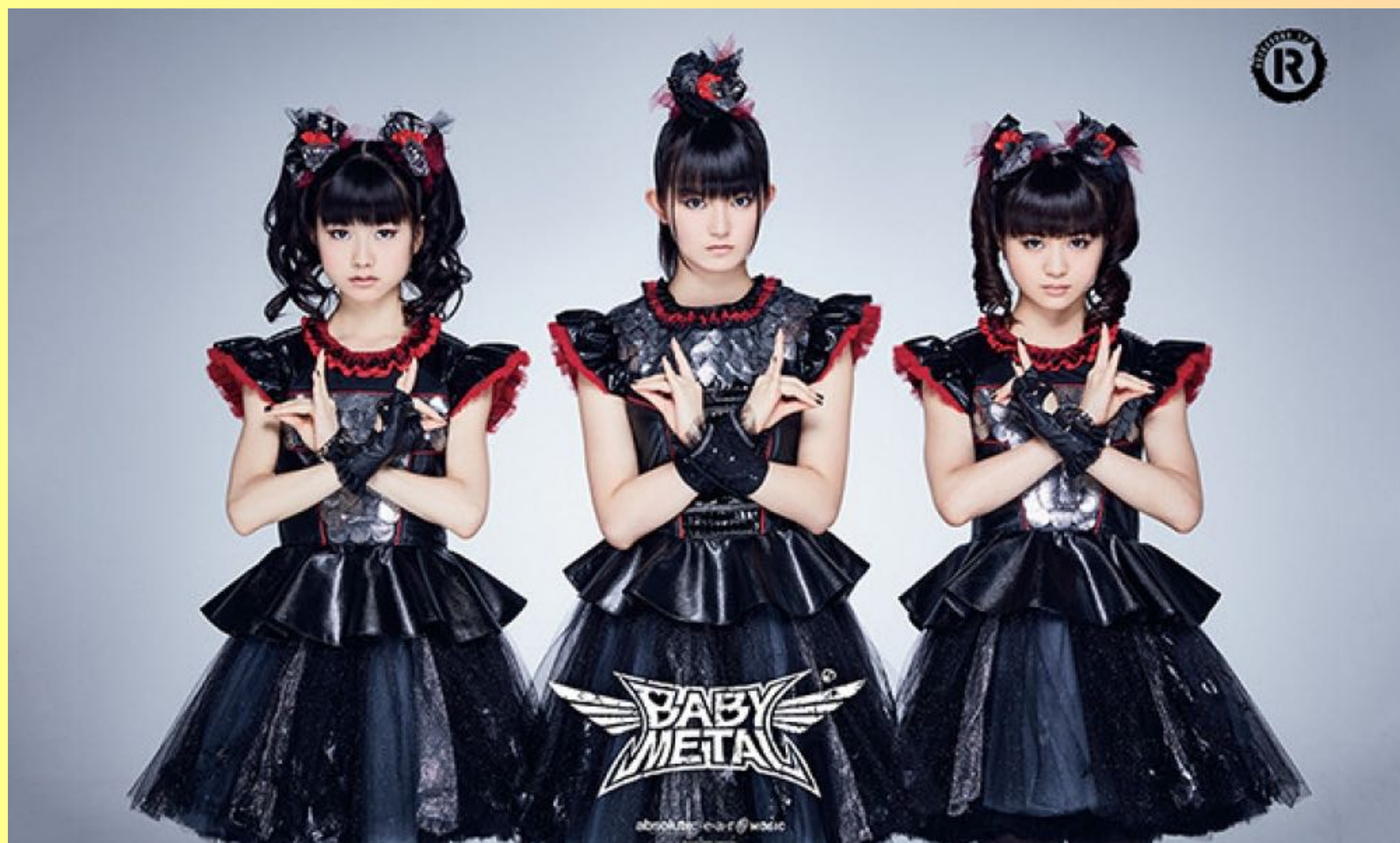
THE TRIAD TO UNDERSTANDING MAID CAFES



KAWAII

(JAPANESE TERM = CUTE)

- **Relates to femininity, the domestic sphere and as a denigrated form of girls' culture**
- **A fashion subculture**
- **Has its own form of discipline in academia, "Cute Studies"**
- **Similar to shojo, kawaii can also be subversive, playing between sweetness and innocence and darkness and evil**

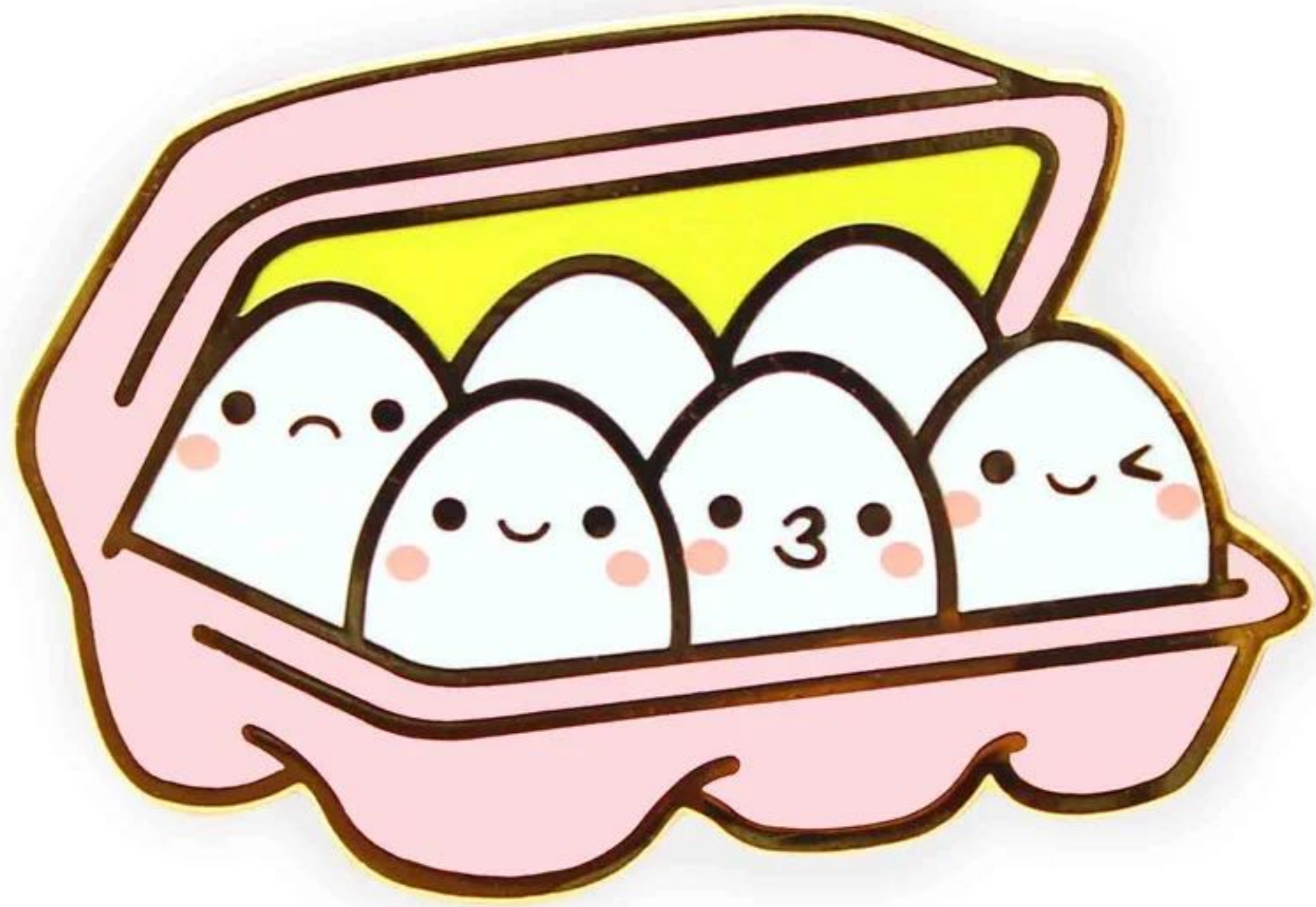


BABYMETAL



J-FASHION

KAWAII



KAWAII



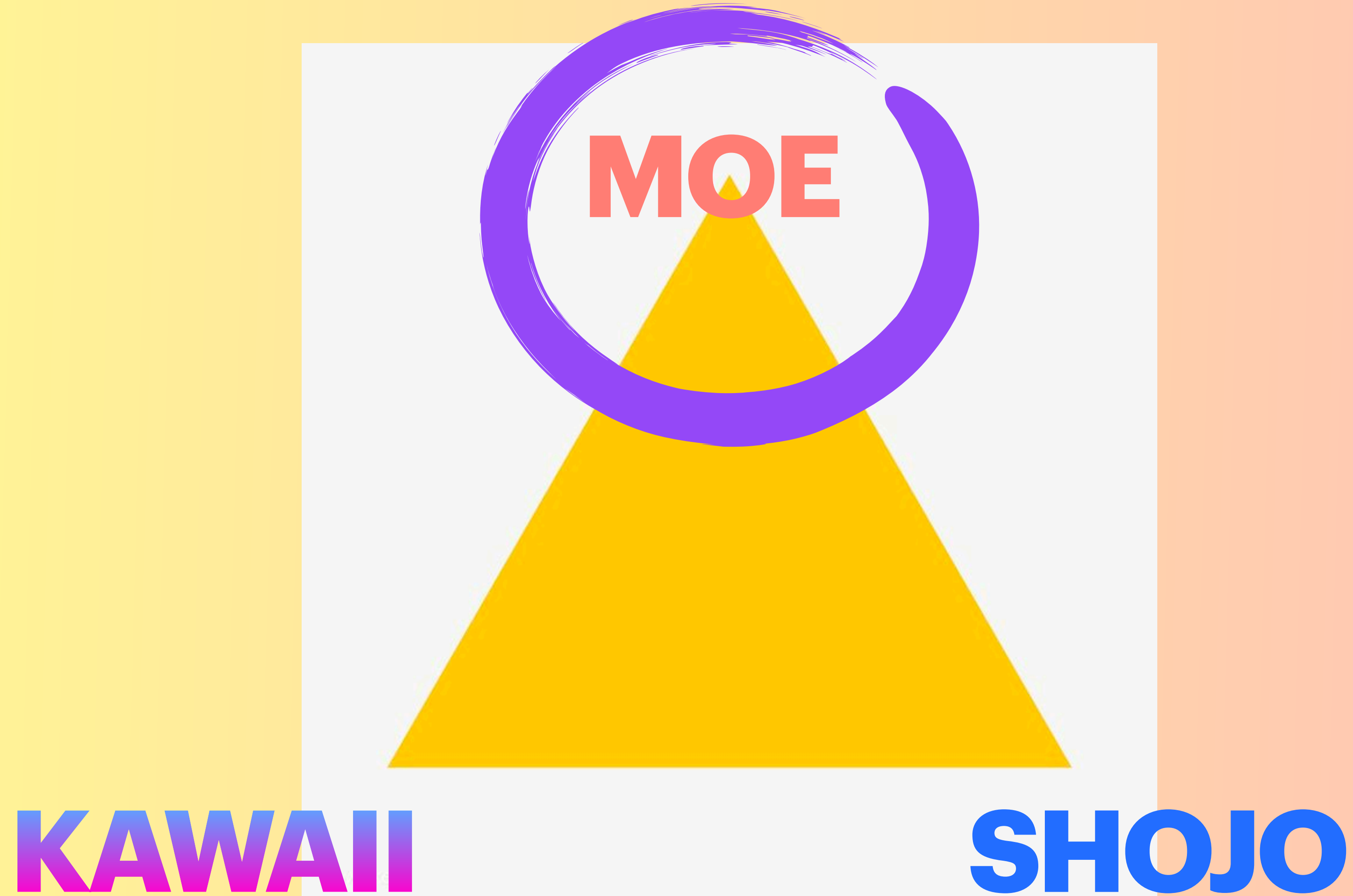
KAWAII IN MAID CAFES



KAWAII IN MAID CAFES



THE TRIAD TO UNDERSTANDING MAID CAFES





MOE

EUREKA!



MOE!





MOE





THE TRIAD TO UNDERSTANDING MAID CAFES

