

YAMANO 学校法人山野学苑

Yamano Gakuen Educational Corporation traces its origins to the Yamano Beauty Training Institute (*Yamano biyō kōshūjo*), founded in 1934 by Aiko Yamano, a pioneer of Japanese hairdressing. It is one of the oldest beauty vocational school institutions in Japan. Today, it operates three schools: Yamano College of Aesthetics, Yamano Beauty College, and Yamano Japanese Language School.

Yamano Beauty College is one of Japan's leading beauty vocational schools, with one of the largest student capacities in the country, and has produced many well-known hairdressers.

The corporate headquarters, Yamano Beauty College, and Yamano Japanese Language School are located in Yoyogi, Shibuya, Tokyo, within close proximity to Shinjuku Station. Yamano College of Aesthetics is located in Hachioji, Tokyo.

The President is Dr. Itaru Ishii (a graduate of the Faculty of Medicine, the University of Tokyo). Jane Aiko Yamano, the granddaughter of the founder Aiko Yamano, serves as Gakuen-cho and Principal of the Yamano Beauty College.

At Yamano Gakuen, the concept of “Bidō” (literally, “the Way of Beauty”), advocated by Aiko Yamano, forms the core of its educational philosophy. Bidō is a path to beauty based on the Five Principles of Bidō: Hair (*kami*), Face (*kao*), Dress (*yosōi*), Mind (*seishinbi*), and Health (*kenkōbi*).