

Meet Japanese couple Bon and Pon



- 1 Whether they're standing next to a work of art, against an ocean backdrop or in front of their home, the location doesn't seem to matter. The hundreds of thousands of fans who have turned an ordinary Japanese couple into online megastars are really interested in only one thing: 23. Tsuyoshi and Tomi Seki – also known as Bonpon511 – have attracted a huge following since they started posting Instagram photos of themselves decked out in coordinated clothes in late 2016.
- 2 But they are not your average Instagram stars. The couple, who are in their 60s, appear almost daily in an array of outfits incorporating similar styles and colours. The simplicity of their clothing choices has earned them praise from fashion commentators and adoration among their almost 720,000 followers. The playful images, taken with an iPhone mounted on a tripod, also communicate the obvious pleasure they derive from each other's company, 38 years after the college sweethearts married.
- 3 The couple have now published two books celebrating married life and have been the subject of numerous articles in Japanese newspapers and magazines. Next month they will launch their own range of clothes and accessories, in collaboration with a designer, at the Japanese department store Isetan Mitsukoshi. "But it's not just about coordinating our clothes," said Tsuyoshi. "We try to choose outfits that complement our surroundings."

- 4 “Now we’re on our own and finally have the time to do all the things we didn’t have the time for when we were raising a family and working. We want to show that retirement can be a lot of fun, especially if you find something you enjoy doing together,” Tomi said. Each of their photos attracts tens of thousands of likes and universally upbeat comments in Japanese, English and other languages. “We’re overwhelmed by the number of comments, although we’re unable to understand all of them,” said Tsuyoshi. “But we’re extremely grateful to everyone who takes the time to post.”

theguardian.com, 2018