

Here are some basic Lolita keywords:

Gothic Lolita or Gosu Rori (ゴスロリ)

Sweet Lolita or Ama Rori (甘ロリ)

Princess or Hime (姫)

Boy Lolita or Ōji (王子) or Ōji-sama (王子様)

I normally take the simple names and couple them with either a colour:

Red (赤)

Black (黒)

Purple (紫)

Or a garment type:

Dress (ドレス)

Hat (帽子)

Kimono (着物)

Shoes (靴)

Boots (ブーツ)