

# Global Economic Shifts Reshaping Sub-Saharan Africa's Fashion Landscape:

Fashion & Economy · Answer Key · 10 Questions

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**1. Which global economic factor has led to increased production costs and longer lead times for sustainable fashion in many Sub-Saharan African countries, hindering their ability to compete with fast fashion companies?**

- A) A surge in demand for luxury African haute couture.
- B) A lack of advanced manufacturing capabilities and robust logistics networks.**
- C) Increased investment in traditional textile production methods.
- D) The rise of e-commerce platforms facilitating direct-to-consumer sales.

**2. What is a significant impact of the global influx of second-hand clothing on Sub-Saharan African economies and local textile industries?**

- A) It directly stimulates local textile manufacturing and job creation in new garment production.
- B) It often undercuts local textile production and can lead to bans or restrictions on imports by African governments.**
- C) It primarily supports the export of locally produced new garments to Europe and North America.
- D) It has led to a significant decrease in consumer demand for locally made African fashion.

**3. How are African fashion weeks responding to global economic shifts and sustainability concerns?**

- A) By exclusively focusing on high-fashion luxury garments to attract international investment.
- B) By increasing reliance on imported synthetic fabrics to lower production costs.
- C) By integrating sustainable policy engagement, promoting local manufacturing, and showcasing circular economy models.**
- D) By reducing the number of shows to cut down on operational expenses and environmental impact.

**4. What role do e-commerce platforms play in the current Sub-Saharan African fashion market amidst global economic changes?**

- A) They primarily serve as a channel for selling cheap, mass-produced clothing from Asia.
- B) They enable African designers to reach global audiences, overcome cross-border selling barriers, and increase visibility.**
- C) They have led to a decline in demand for unique African designs.
- D) They are mainly used for the distribution of imported second-hand clothing.

**5. Which of the following best describes the current trend of African textile production in relation to global markets?**

A) Most African-grown cotton is processed into finished garments within the continent and exported.

**B) Africa is a major producer of raw cotton, but a significant portion is exported to Asia for processing into textiles and garments.**

C) African countries have largely ceased cotton production due to environmental concerns.

D) There is a minimal export of raw cotton from Africa, with most being used for local artisanal crafts.

**6. How does the global demand for 'slow fashion' and ethical consumption impact the artisanal luxury sector in Sub-Saharan Africa?**

A) It has led to a decrease in demand for handcrafted items due to higher prices.

**B) It encourages a focus on sustainability, community empowerment, and the preservation of traditional techniques, creating economic opportunities for artisans.**

C) It promotes mass production of affordable luxury goods, diminishing the value of artisanal work.

D) It forces African artisans to adopt fast fashion production methods to meet global demand.

**7. What is a key challenge for African fashion designers when competing with imported garments from major global exporters like China?**

A) Lack of unique design aesthetics and cultural inspiration.

**B) Higher production costs due to the expense of transporting textiles across the continent and import duties.**

C) Limited access to raw materials and skilled labor within Africa.

D) The global market's preference for synthetic and mass-produced fabrics over natural African textiles.

**8. The rise of circular economy models in Sub-Saharan Africa's fashion industry, particularly through upcycling and reuse, addresses which global economic and environmental concern?**

A) The increasing cost of synthetic dyes and finishing chemicals.

**B) The overwhelming volume of textile waste generated by fast fashion and the environmental impact of landfill.**

C) The decline in global demand for traditional African prints and patterns.

D) The limited availability of cotton and other natural fibers for new production.

**9. How are global geopolitical and trade dynamics, such as tariffs and trade disputes, potentially affecting African fashion exports?**

A) They are generally leading to increased demand for African fashion in Western markets.

**B) They can increase costs, potentially reduce sales in key markets like the US and Europe, and create trade tensions, as seen with Rwanda and AGOA.**

C) They have resulted in African countries limiting textile imports to boost local production capacity.

D) They are encouraging a shift of global clothing manufacturing from Asia to African countries, creating new export opportunities.

**10. What is a significant strategy being adopted by some African countries to bolster their local textile and fashion industries against the impact of cheap imports and to promote self-sufficiency?**

A) Increasing the import of second-hand clothing to meet domestic demand.

B) Focusing solely on exporting raw cotton without any domestic processing.

**C) Implementing or considering bans/restrictions on second-hand clothing imports and supporting local manufacturers.**

D) Reducing investment in traditional craftsmanship and artisanal skills.