

G7 Nations Fashion Forward: Unpacking Sustainability, Digitalization, and Av

Fashion Trends · Answer Key · 16 Questions

1. The Fashion Pact, an initiative launched at the G7 Summit in France, has expanded its CEO-led sustainability efforts. As of December 2022, approximately what fraction of the global fashion and textile industry does this initiative represent by volume?

- A) One-tenth
- B) One-third**
- C) Half
- D) Two-thirds

2. During Paris Haute Couture Week Spring/Summer 2024, which of the following was highlighted as a prominent trend, exemplified by designers like Fendi and Margiela?

- A) Maximalist prints and vibrant color blocking
- B) Chic minimalism with clean lines and innovative silhouettes**
- C) Retro 70s-inspired bohemian styles
- D) Athleisure wear with bold logos

3. Japanese textile innovation is gaining global recognition. Which company has developed 'Brewed Protein(TM)', a textile concept inspired by spider webs and produced using a microorganism fermentation process with plant-based biomass?

- A) Toray Industries
- B) Asahi Kasei
- C) Spiber**
- D) Suncorona Oda

4. In Canada's fashion industry, what is a key trend gaining momentum in extending the life cycle of clothing and reducing textile waste?

- A) Increased use of synthetic, non-biodegradable fibers
- B) Focus on single-season, disposable garments
- C) Rise of resale platforms, rental services, and take-back programs**
- D) Exclusive use of virgin materials in manufacturing

5. The G7 nations are increasingly focusing on the environmental impact of the fashion industry. According to France's ecological transition minister in April 2024, the textile production's annual greenhouse gas emissions are greater than those emitted by which combination of global transport sectors?

- A) All international flights and all road transport
- B) All international flights and all maritime shipping**
- C) All maritime shipping and all rail transport
- D) All road transport and all rail transport

6. During London Fashion Week Spring/Summer 2024, the 'Brazil: Creating Fashion For Tomorrow' exhibition spotlighted Brazilian designers. Which of the following was NOT mentioned as an innovative sustainable material on display?

- A) Microbial pigments as alternatives to conventional dyeing
- B) Salmon and arapaima skin
- C) Fabric made from recycled plastic bottles**
- D) Elephant Ear leaves transformed into sustainable leather

7. Italy's fashion manufacturing sector is known for its high-quality craftsmanship. Which Tuscan company is a leader in sustainable fabrics, specializing in regenerated wool with a system that significantly reduces natural resource use and waste generation?

- A) Orange Fiber
- B) Econyl by Aquafil
- C) Vegea
- D) Manteco**

8. New York Fashion Week (NYFW) 2024 has seen a rise in sustainable practices. Which of the following techniques, focusing on repurposing leftover materials, was highlighted as taking center stage?

- A) Mass production of synthetic fabrics
- B) Use of virgin plastics
- C) Deadstock fabrics, zero-waste techniques, and upcycling**
- D) Encouraging single-use garments

9. In Germany, the fashion technology market is growing. Which product type segment is registered as the fastest growing, indicating a significant shift towards digital innovations in fashion?

- A) Smart apparel
- B) Smart footwear
- C) Retail tech & e-commerce solutions
- D) Digital Fashion & NFTs**

10. The Canadian Circular Textiles Consortium (CCTC) was founded in 2023. What is its primary objective in advancing the Canadian textile industry?

- A) To promote fast fashion and increase production volume
- B) To address fragmented circular economy efforts and drive systemic change**
- C) To encourage the use of single-use plastics in packaging
- D) To focus solely on the export of raw textile materials

11. In France, luxury brands are increasingly adopting digital strategies. Which technology, demonstrated by CLX Europe's new studio, is being leveraged with generative AI to produce digital assets for luxury fashion and e-commerce?

- A) Virtual Reality (VR)
- B) Augmented Reality (AR)
- C) 3D Scanning Technology**
- D) Blockchain technology for supply chain tracking

12. Japan's sustainable fashion revolution in 2025 is merging cultural heritage with eco-friendly innovations. What percentage reduction in carbon emissions is reported by using Spiber's Brewed Protein, a lab-grown fiber made from plant-based proteins, in Uniqlo's outerwear?

- A) 5%
- B) 10%
- C) 20%**
- D) 30%

13. California's Responsible Textile Recovery Act, set to be enforced starting in 2027, aims to address textile waste. What does this law require fashion brands to establish?

- A) Systems for recycling and reusing textiles**
- B) Increased production of fast fashion items
- C) Mandatory use of synthetic dyes
- D) Discontinuation of all online sales

14. During Paris Haute Couture Fall 2024 Fashion Week, which designer's collection was noted for its 'extremely cinched waists,' a trend that, while extreme on the runway, translates to corsets and cinched silhouettes in real-world fashion?

- A) Valentino
- B) Chanel
- C) Maison Margiela**
- D) Fendi

15. The Italian fashion system, while strong in craftsmanship, faces challenges. What significant skill deficit is noted in Italy regarding digital transformation, impacting the improvement of the shopping experience?

- A) Lack of interest in augmented reality
- B) Shortage of expertise in blockchain implementation
- C) Gap in digital skills for implementing AI, AR, and blockchain**
- D) Limited adoption of chatbots by consumers

16. The G7 is targeting fast fashion's environmental impact. In Turin, ministers discussed reining in the 'uncontrolled development of the textile industry.' What did they highlight as a major environmental issue caused by this development?

- A) Oversupply of natural fibers
- B) Excessive use of renewable energy
- C) Significant plastic pollution and greenhouse gas emissions**
- D) Underutilization of recycling facilities