

UK Fashion Landscape: Inflation, Sustainability, and the Digital Shift

Fashion Trends · Answer Key · 10 Questions

1. Which segment of the UK fashion market has shown particular resilience despite broader economic pressures and increased consumer caution?

- A) Fast fashion
- B) Mid-market apparel
- C) Luxury fashion**
- D) Budget footwear

2. What is a significant trend driving growth in the UK fashion e-commerce market, particularly for younger consumers?

- A) Increased reliance on brick-and-mortar stores
- B) Growth of social commerce and influencer marketing**
- C) A complete abandonment of online shopping
- D) A focus solely on in-person shopping experiences

3. How is the rising cost of living impacting consumer purchasing habits in the UK fashion sector?

- A) Consumers are universally spending more on non-essential fashion items.
- B) There's a decreased interest in keeping up with fast fashion trends, with a rise in interest in sustainable and pre-loved options.**
- C) Consumers are exclusively purchasing the most expensive designer items.
- D) Spending on clothing and footwear has become a top priority, overriding essential goods.

4. What percentage of UK consumers view sustainability as important in their fashion purchases, making it a business imperative?

- A) Approximately 10%
- B) Around 21%
- C) Over 50% (specifically 57% according to one report)**
- D) Less than 5%

5. Which of the following is a major challenge for UK fashion retailers currently, influenced by economic factors and global events?

- A) Decreased shipping costs
- B) A surplus of available retail labour
- C) Supply chain disruptions and rising operational costs**
- D) Universal consumer spending increases

6. What is a key characteristic of the UK fashion e-commerce market projected for the coming years?

- A) A significant decline in online sales
- B) Stagnation in growth due to market saturation
- C) Continued strong growth, with projections for substantial market value increases**
- D) A complete shift back to exclusively in-store shopping

7. The growing popularity of rental and resale platforms in the UK fashion market is primarily driven by:

- A) A lack of new fashion items available
- B) Increased consumer awareness of sustainability and cost-conscious shopping**
- C) Government regulations mandating second-hand purchases
- D) A decreased interest in fashion trends

8. Which demographic is particularly influential in driving trends related to sustainability and thrifting in the UK fashion market?

- A) Baby Boomers
- B) The Silent Generation
- C) Gen Z and Younger Millennials**
- D) The Greatest Generation

9. How does social commerce contribute to the UK fashion market?

- A) It has negligible impact on fashion sales.
- B) It's a growing channel where consumers make purchases directly on social media platforms.**
- C) It has been entirely replaced by traditional advertising.
- D) It primarily focuses on offline retail experiences.

10. What is the projected market value of the UK sustainable fashion market by 2034, indicating significant growth?

- A) Around \$260 million
- B) Approximately \$322 million
- C) Over \$2.2 billion**
- D) Less than \$100 million