

Global Fashion Diplomacy: Japan's Anime Influence, G7 Style, and Cross-Bor

Fashion Diplomacy · Answer Key · 15 Questions

1. What significant cultural export from Japan has been increasingly influencing global fashion trends, leading to collaborations with major luxury houses?

- A) Traditional tea ceremonies
- B) Anime and manga**
- C) Sumo wrestling
- D) Calligraphy

2. In 2024, which luxury fashion house collaborated with Studio Ghibli, the renowned Japanese animation studio, to create a collection of handbags and accessories?

- A) Chanel
- B) Gucci
- C) Loewe**
- D) Prada

3. During the G7 Summit in Hiroshima in May 2023, what sustainable fashion project from Tottori Prefecture, Japan, was exhibited, repurposing industrial waste into unique garments?

- A) Recycled denim initiatives
- B) Upcycled automotive airbags**
- C) Ocean plastic textiles
- D) Bamboo fiber clothing

4. Which Japanese fashion week actively seeks to support local designers in going global through initiatives like the 'Fashion Prize of Tokyo'?

- A) Osaka Fashion Week
- B) Rakuten Tokyo Fashion Week**
- C) Kyoto Fashion Festival
- D) Sapporo Fashion Collection

5. In the context of recent trade relations, the EU-Japan Economic Partnership Agreement (EPA), which entered into force in February 2019, saw a significant increase in exports of which sector from the EU to Japan in its first year?

- A) Automotive parts
- B) Electronics
- C) Clothing products**
- D) Agricultural machinery

6. Which of the following Japanese design aesthetics, deeply influenced by anime and manga, has gained significant traction in global streetwear and even high fashion?

A) Wabi-sabi

B) Kawaii and Harajuku styles

C) Zen minimalism

D) Shibui

7. The UK's Business and Trade Secretary led a landmark luxury fashion trade mission to Japan in October 2023, aiming to boost exports. In 2022, UK fashion goods exports to Japan totalled approximately how much?

A) £134 million

B) £50 million

C) £200 million

D) £75 million

8. What trend is observed in the relationship between Japanese and South Korean fashion, particularly among young consumers in 2024-2025?

A) A complete rejection of each other's styles

B) Increasing adoption of each other's trends and brands

C) A focus on distinct national styles with no cross-influence

D) A decline in interest in cross-cultural fashion

9. In recent years, Japanese fashion diplomacy has increasingly utilized digital platforms to project an appealing national image, with a particular focus on which cultural exports?

A) Traditional pottery and ceramics

B) Anime, manga, and gaming

C) Kabuki theatre and Noh performances

D) Martial arts and traditional sports

10. Which Japanese designer, known for challenging Western beauty standards, has been influential in avant-garde fashion and has had collaborations with major brands like Adidas?

A) Tae Ashida

B) Yohji Yamamoto

C) Junya Watanabe

D) Yoshio Kubo

11. The EU-Japan EPA has led to increased trade in textiles and clothing. In its first year of enforcement (2019), exports of clothing products from the EU to Japan saw a growth of approximately what percentage?

- A) 10%
- B) 30%
- C) 74%**
- D) 50%

12. What is a key characteristic of Japan's luxury apparel market, as supported by government policies aimed at innovation and digitalization?

- A) A focus on mass production of affordable goods
- B) Emphasis on blending traditional craftsmanship with contemporary style and technology**
- C) Prioritization of fast fashion trends over timeless design
- D) Reducing manufacturing within Japan to cut costs

13. The 'YM STAR E&M x IMPACT 2024 KOREA & JAPAN AMBASSADOR MODEL COOPERATION CEREMONY' in Seoul highlights collaboration between South Korean and Japanese entities in which field?

- A) Automotive manufacturing
- B) Semiconductor technology
- C) Influencer marketing and entertainment**
- D) Traditional agriculture

14. Japanese Prime Minister Fumio Kishida invited several guest nations to the G7 Summit in Hiroshima in 2023. The selection of these countries, including South Korea and India, signaled Japan's focus on:

- A) Promoting economic aid to African nations
- B) Strengthening ties with U.S. allies and developing nations amidst geopolitical shifts**
- C) Expanding military alliances
- D) Facilitating cultural exchange programs exclusively with European nations

15. What is a significant recent trend observed in Japan's fashion industry, as indicated by brands like Onitsuka Tiger and Uniqlo, representing a departure from global trends?

- A) Adopting Western fast-fashion cycles
- B) Increasing reliance on offshore manufacturing for cost reduction
- C) Decoupling from global trends to focus on domestic identity and industrial sovereignty**
- D) Shifting production entirely to Southeast Asia