

Global Fashion Trends 2024: Y2K Revival, Sustainable Styles, and Metaverse

Fashion Trends · Answer Key · 18 Questions

1. Which fashion aesthetic, characterized by elements like low-rise jeans, velour tracksuits, and playful accessories, has seen a significant resurgence in 2024?

- A) Grunge Revival
- B) Y2K Fashion**
- C) Minimalist Chic
- D) Athleisure

2. What is a key focus within sustainable fashion trends in 2024, involving minimizing waste and maximizing garment lifespan through methods like rental and repair?

- A) Fast Fashion Cycles
- B) Mass Production
- C) Circular Fashion Models**
- D) Disposable Apparel

3. According to Pantone's Color Institute, what is the trend color for 2024, described as a delicate peach tone?

- A) Electric Blue
- B) Forest Green
- C) Peach Fuzz**
- D) Crimson Red

4. Which emerging technology is increasingly being integrated into fashion, offering opportunities for virtual identities, digital apparel, and immersive shopping experiences?

- A) 3D Printing
- B) Augmented Reality
- C) Blockchain
- D) Metaverse**

5. What type of influencers are brands increasingly favoring in 2024 for their higher engagement rates and more targeted audiences?

- A) Mega-influencers
- B) Celebrity Endorsers
- C) Macro-influencers
- D) Micro-influencers**

6. In 2024, which cultural influence is a prominent trend, with designers drawing inspiration from various traditions, folklore, and artisanal techniques worldwide?

A) Western Minimalism

B) Cultural Exchange and Fusion

C) Nordic Simplicity

D) Industrial Aesthetics

7. What is a prominent trend in sustainable fashion that involves transforming old garments or waste materials into new, unique pieces?

A) Fast Fashion Manufacturing

B) Upcycled Fashion

C) Synthetic Material Production

D) Mass-Produced Basics

8. Which fashion week reported a trend towards vibrant color palettes, including electric blue, deep crimson, and neon green?

A) New York Fashion Week

B) Milan Fashion Week

C) Paris Fashion Week

D) London Fashion Week

9. What kind of content is dominating the fashion industry in 2024, especially on platforms like TikTok and Instagram Reels?

A) Static Image Posts

B) Written Blog Articles

C) Short-form Video Content

D) Infographics

10. Which iconic early 2000s fashion staple has made a comeback in 2024, often seen paired with more modern silhouettes like oversized blazers?

A) High-Waisted Skinny Jeans

B) Low-Rise Jeans

C) Bell-Bottom Trousers

D) Mom Jeans

11. The 'Brat' aesthetic, inspired by music and rave-pop influences, has notably gripped which generation in 2024?

A) Baby Boomers

B) Generation X

C) Millennials

D) Gen Z

12. What trend involves the use of fabrics that offer a glimpse of the skin, creating a sense of elegance and sensuality on the runways?

- A) Maximalist Texture
- B) Cinched Waists
- C) Sheer Fabrications**
- D) Oversized Silhouettes

13. In the context of influencer marketing, what is a key trend for 2024, focusing on genuine connections and relatable content?

- A) Discount Code Promotions
- B) Highly Polished Marketing Tactics
- C) Increased Focus on Authenticity**
- D) Generic Collaborations

14. Which type of accessories, like butterfly clips, baguette bags, and chunky belts, are making a comeback as part of the Y2K fashion revival?

- A) Minimalist Jewelry
- B) Vintage Brooches
- C) Playful and Quirky Accessories**
- D) Statement Scarves

15. What role are technologies like 3D printing and blockchain playing in the evolution of sustainable fashion in 2024?

- A) Increasing Overproduction
- B) Enabling On-Demand Production and Supply Chain Transparency**
- C) Promoting Fast Fashion Cycles
- D) Reducing Design Options

16. What trend, emphasizing durability and timelessness over fleeting styles, is gaining traction in 2024 as a counter-movement to fast fashion?

- A) Micro-Trends
- B) Slow Fashion and Minimalism**
- C) Seasonal Trend Chasing
- D) Limited Edition Drops

17. Which celebrity is highlighted as having the most copied style globally in 2024, known for her streetwear chic and entrepreneurial ventures?

- A) Taylor Swift
- B) Zendaya
- C) Rihanna**
- D) Harry Styles

18. What specific color trend, described as a 'nourishing toasty hue,' was featured in the NYFW Autumn/Winter 2024/2025 color palette?

A) Tomato Cream

B) Golden Palm

C) Red Orange

D) Italian Plum