

Global Fashion Forward: AI, Sustainability, and Couture's Olympic Nod in May

Fashion Trends · Answer Key · 10 Questions

1. Which technology is projected to significantly impact the wearable tech market, with an estimated growth of over \$62 billion by 2027, according to a May 2024 report?

- A) Blockchain
- B) Artificial Intelligence**
- C) Virtual Reality
- D) Augmented Reality

2. In May 2024, Tiffany & Co. launched a collaboration with musician Pharrell Williams. What is the name of this collection?

- A) Tiffany Titan**
- B) Poseidon's Trident
- C) Tiffany & Pharrell
- D) The Titan Collection

3. Mariana Pavani, with designs by Iris Van Herpen, debuted what in May 2024, showcasing high-tech design in fashion?

- A) The first 3D-printed wedding dress**
- B) A sustainable sneaker made from algae
- C) A collection of AI-designed accessories
- D) A garment that changes color with temperature

4. During Paris Haute Couture Week in late June 2024, which event served as a notable inspiration point for collections, influencing Dior's Grecian-inspired looks and Thom Browne's sportswear theme?

- A) The Cannes Film Festival
- B) The upcoming Paris Olympics**
- C) The G7 Summit
- D) The Monaco Grand Prix

5. What significant trend in sustainable fashion is gaining momentum in 2024, with 45% of major brands actively developing solutions for textile-to-textile recycling?

- A) On-demand manufacturing
- B) Vegan leather alternatives
- C) Circular fashion**
- D) Regenerative farming

6. Which technology is being increasingly incorporated into the fashion industry to enhance transparency and accountability by offering a traceable journey of a garment from production to purchase?

A) 3D Printing

B) Blockchain

C) Internet of Things (IoT)

D) Virtual Reality (VR)

7. According to a May 2024 report, what is the projected growth of the AI in fashion market, indicating its rapid expansion?

A) To reach \$4.4 billion in 2024

B) To grow by 15% annually

C) To exceed \$10 billion by 2025

D) To double its market value by 2026

8. What fashion trend, heavily influenced by pop culture moments like Zendaya in 'Challengers', saw a surge in popularity with millions of searches between April and May 2024, often accompanied by athletic accessories?

A) Athletic Sophistication

B) Leopard Print

C) Wide-Leg Formal Shorts

D) Patent Leather Loafers

9. In May 2024, Munich-born brand MCM released an exclusive capsule collection in celebration of a major European sporting event, featuring six special-edition Stark Backpacks representing different countries. Which event was this?

A) The UEFA Champions League Final

B) The European Football Championship

C) The Tour de France

D) Wimbledon

10. Which tech trend is revolutionizing fashion retail by allowing customers to virtually try on products, with brands like Gucci and Zara integrating it into their apps?

A) Smart Textiles

B) 3D Printing

C) Augmented Reality (AR) / Virtual Reality (VR)

D) AI-powered Trend Forecasting