

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

Fashion Trends · Practice Test · 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