

# China's Viral Fashion Pulse: Hanfu, Guochao, and Digital Style Takes Center S

Fashion Trends · Answer Key · 25 Questions

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**1. Which trend involves young Chinese consumers embracing domestic brands that incorporate traditional Chinese cultural elements?**

- A) Barbiecore
- B) Guochao**
- C) Dopamine Dressing
- D) Maillard Trend

**2. The Hanfu Movement in China is primarily focused on reviving what?**

- A) Western streetwear styles
- B) Pre-Qing dynasty traditional clothing**
- C) 2000s Y2K fashion
- D) Fast fashion

**3. Which of these materials has seen a significant increase in visibility for women in China, aligning with the sustainability trend?**

- A) Polyester
- B) Nylon
- C) Linen**
- D) Spandex

**4. What is a key characteristic of the 'New Chinese Style' (Xinzhongshi) trend?**

- A) Minimalist Western aesthetics
- B) Fusion of traditional Chinese elements with modern designs**
- C) Exclusive use of neon colors
- D) Emphasis on fast fashion

**5. Which social media platform is a major driver for viral fashion trends and content in China, similar to TikTok globally?**

- A) Weibo
- B) Douyin (TikTok China)**
- C) WeChat
- D) QQ

**6. What technological advancement is increasingly being integrated into China's fashion industry, offering virtual try-ons and digital clothing?**

- A) 3D Printing
- B) Artificial Intelligence
- C) Augmented Reality/Metaverse**
- D) Robotics

**7. Which clothing item, reinterpreted with modern twists and featuring elements like frog buttons, is part of the 'China Chic' trend?**

A) Denim jacket

**B) Qipao (Cheongsam)**

C) Leather pants

D) Hoodie

**8. The 'Grandpacore' trend in China, inspired by vintage fashion, emphasizes:**

A) Neon colors and baggy silhouettes

**B) Oversized jackets and plaid shirts**

C) Athletic sportswear

D) Sheer fabrics and crop tops

**9. What is the estimated value of the Hanfu market in mainland China as of 2025?**

A) Over 10 billion yuan

**B) Over 20 billion yuan**

C) Over 50 billion yuan

D) Over 100 billion yuan

**10. Which of the following brands is highlighted as a leader in incorporating traditional Chinese motifs into sportswear as part of the Guochao movement?**

A) Nike

B) Adidas

**C) Li-Ning**

D) Puma

**11. What is the primary focus of the 'Office Siren' trend in China, despite its name?**

A) Comfortable loungewear

**B) 1990s-style office wear for after-hours**

C) Athletic performance gear

D) Traditional Chinese formal wear

**12. Which of these is a prominent virtual influencer gaining traction for brand promotions in China?**

A) Lil Miquela

**B) Ayayi**

C) Imma

D) Lu do Magalu

**13. The trend of 'Plant-themed wear' (?????) in China emphasizes aesthetics inspired by:**

- A) Urban landscapes
- B) Futuristic technology
- C) Mother Earth and natural shades**
- D) Vintage comic books

**14. Which traditional Chinese garment has seen a significant revival and is increasingly worn by young people for everyday activities?**

- A) Tang suit
- B) Mao suit
- C) Hanfu**
- D) Cheongsam (Qipao)

**15. What is a key characteristic of 'sustainable fashion' as adopted by Chinese brands like ICICLE and JNBY?**

- A) Use of synthetic, low-cost materials**
- B) Focus on fast-fashion production cycles
- C) Use of organic or recycled materials
- D) Emphasis on disposable clothing

**16. Which term translates to 'national trend' and signifies a cultural movement where young Chinese consumers embrace domestic brands that celebrate Chinese culture?**

- A) Xinzhongshi
- B) Gorpcore
- C) Guochao**
- D) Corp-core

**17. What type of shoe has become a significant trend in China, even creating its own sub-trend called 'Clogcore'?**

- A) High heels
- B) Boots
- C) Crocs**
- D) Loafers

**18. Which fashion movement merges hyper-femininity with British lad culture, incorporating elements like soccer tees and silk bows?**

- A) Girlcore
- B) Blokette core**
- C) Grandpacore
- D) Urbancore

19. What is the meaning of the term 'Guochao' (??)?

- A) National Tide
- B) Global Trend
- C) Modern Style
- D) Streetwear Culture

20. Which of the following Chinese brands is known for its fast-luxury drops and is a prominent player in the high-street fashion scene?

- A) Shushu/Tong
- B) Songmont
- C) Urban Revivo
- D) Bad Binch Tong Tong

21. What distinguishes the 'Neo-Chinese Style' (Xinzhongshi) in fashion?

- A) Bold neon colors and streetwear elements
- B) Minimalist aesthetics merging Eastern and Western design
- C) Heavy reliance on Western luxury brand collaborations
- D) Focus on vintage 1980s American fashion

22. The rise of virtual influencers like Ayayi in China is a part of which broader technological trend in fashion?

- A) AI-powered personalization
- B) Metaverse fashion and digital clothing
- C) Livestream commerce
- D) Smart retail

23. Which of these is a key element being integrated into modern Chinese fashion, symbolizing power and festivity in the Year of the Dragon?

- A) Butterflies
- B) Bows
- C) Metallic fabrics
- D) Floral prints

24. Which specific type of skirt, characterized by a front and back panel and pleats, is a popular element in the Hanfu revival?

- A) Pencil skirt
- B) Maxi skirt
- C) Mamianqun (Horse-face skirt)
- D) Pleated skirt

**25. Which of the following is a growing trend in China that focuses on environmentally conscious clothing and production methods?**

- A) Fast Fashion
- B) Disposable Fashion
- C) Slow Fashion**
- D) Fast-Luxury