

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

Fashion Trends · Practice Test · 25 Questions

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