

# India's Fashion Future: Sustainable Swaps, Gen Z's Style & D2C Dominance

Fashion Trends · Answer Key · 17 Questions

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**1. Which of the following materials is increasingly being adopted in India's fashion industry due to its low water consumption and minimal carbon footprint?**

- A) Conventional Polyester
- B) Hemp**
- C) Rayon
- D) Nylon

**2. What percentage of India's sustainable fashion market growth is significantly driven by brands emphasizing slow production cycles, ethical labor, and natural or recycled materials, according to recent market research?**

- A) Less than 25%
- B) Approximately 50%**
- C) Over 75%
- D) Less than 10%

**3. The Direct-to-Consumer (D2C) fashion market in India was valued at approximately US\$4.6 billion in FY23 and is projected to grow at a significant CAGR. What is this projected CAGR by FY27?**

- A) 15%
- B) 24%
- C) 34%**
- D) 42%

**4. Which demographic group is identified as a key driver in the increasing adoption of sustainable fashion in India, prioritizing environmental values?**

- A) Baby Boomers
- B) Generation X
- C) Millennials and Gen Z**
- D) The Silent Generation

**5. Which of the following is a significant trend in Gen Z fashion in India, reflecting a desire for comfort and self-expression?**

- A) Highly structured formal wear
- B) Oversized clothing and streetwear**
- C) Traditional heavy embellishments
- D) Stiff, form-fitting silhouettes

**6. India's second-hand apparel market is projected to hit \$5.1 billion by 2027, growing at a CAGR of 13.2%. What is a primary driver of this market's growth in India, distinct from Western markets?**

- A) Strict environmental regulations
- B) Aspiration, access, and affordability**
- C) Government subsidies for used goods
- D) Limited availability of new clothing

**7. What is the estimated market value of India's online fashion retail in FY23, according to recent reports?**

- A) US\$ 1.1 billion
- B) US\$ 11 billion**
- C) US\$ 110 billion
- D) US\$ 35 billion

**8. Which of these is a key factor driving the growth of the Indian fashion e-commerce market?**

- A) Decreasing internet penetration
- B) Stagnant disposable incomes
- C) Increasing internet and smartphone penetration**
- D) Limited product variety online

**9. Influencer marketing in India's fast fashion industry has shown a modest positive correlation between influencer following and purchase frequency. What crucial element is identified as a mediator in this relationship?**

- A) Brand discounts
- B) Celebrity endorsements
- C) Trust**
- D) Product availability

**10. What is a primary sustainable production practice increasingly adopted in India's apparel market, involving materials that require fewer pesticides and less water?**

- A) Recycled plastic
- B) Organic cotton**
- C) Synthetic leather
- D) Conventional linen

**11. Which category is experiencing a boom in India, driven by Gen Z and millennials, leading to a 'desi fast-fashion' trend with modernized ethnic wear?**

- A) Western formal wear
- B) Athleisure
- C) Women's ethnic wear**
- D) Outerwear

**12. India's textile industry contributes approximately 5% to its GDP and employs over 45 million people. The sustainable fashion market in India was valued at \$1.31 billion in 2023 and is projected to grow at a CAGR of what percentage during 2023-2028?**

- A) 2.5%
- B) 5.8%
- C) 10.6%**
- D) 18.2%

**13. What role do AI and blockchain technologies play in India's fashion supply chain, according to industry trends?**

- A) Increasing production costs and reducing transparency
- B) Enhancing supply chain efficiency and transparency**
- C) Promoting manual labor and traditional methods
- D) Limiting consumer data collection

**14. Which of the following is a characteristic of 'slow fashion' as opposed to 'fast fashion'?**

- A) Emphasis on speed and volume of production
- B) Use of low-cost synthetic materials
- C) Focus on quality, craftsmanship, and longevity**
- D) Frequent release of new, trendy collections

**15. The rise of Direct-to-Consumer (D2C) brands in India is characterized by cutting out intermediaries. What is a primary advantage of this model for brands?**

- A) Reduced access to consumer data
- B) Diluted profit margins
- C) Limited control over pricing and brand narrative
- D) Direct control over pricing, brand narrative, and customer experience**

**16. According to market analysis, India's online fashion market is expected to grow to approximately \$35 billion by FY28. What is the historical Compound Annual Growth Rate (CAGR) driving this growth since 2019?**

- A) 10%
- B) 15%
- C) 25%
- D) 30%**

**17. What is the projected value of India's second-hand apparel (thrift) market by 2031, with a CAGR of 22.8%?**

- A) US\$ 5.2 billion
- B) US\$ 9.1 billion
- C) US\$ 17.9 billion**
- D) US\$ 50 billion