

# Canadian Fashion Landscape 2025: Retail Rebound, Sustainable Shifts, and T

Fashion Trends · Answer Key · 10 Questions

---

**1. According to Trendex North America data, what was the approximate percentage increase in total retail apparel sales in Canada during the first seven months of 2025, defying earlier gloomy forecasts?**

- A) Approximately 2.8%
- B) Approximately 9.7%**
- C) Approximately 4.2%
- D) Approximately 6.5%

**2. Which Canadian city's luxury real estate market saw a significant surge, with sales of homes over \$4 million jumping 69% in the first half of 2025 compared to the same period the previous year?**

- A) Vancouver
- B) Toronto
- C) Montreal**
- D) Calgary

**3. What is a key focus for emerging Canadian fashion designers in 2025, as highlighted by brands like &Or Collective and Anián?**

- A) Reliance on fast fashion models
- B) Integration of AI-powered design
- C) Commitment to sustainable practices and recycled materials**
- D) Exclusive focus on high-end luxury goods

**4. Which technology is increasingly being integrated into Canadian e-commerce fashion retail to offer personalized recommendations and virtual try-on experiences?**

- A) Blockchain technology
- B) Virtual Reality (VR) and Augmented Reality (AR)**
- C) 3D printing for physical garment production
- D) Robotic process automation

**5. Despite a challenging retail environment in 2024, what trend has contributed to the unexpected strength and resilience of the Canadian apparel market in 2025?**

- A) A significant increase in import costs
- B) A decline in consumer confidence
- C) A depreciation of the Canadian dollar encouraging domestic spending**
- D) A decrease in online shopping popularity

**6. What is a notable trend in the Canadian luxury fashion market for 2025, characterized by understated, timeless pieces rather than overt branding?**

- A) Bold streetwear
- B) Quiet luxury**
- C) Fast fashion
- D) Athleisure wear

**7. Which sector within the Canadian fashion technology market was the largest revenue generator in 2024, and is expected to see the fastest growth?**

- A) Smart accessories
- B) Digital Fashion & NFTs**
- C) Retail tech & e-commerce solutions
- D) Smart apparel

**8. According to Trendex North America, how did men's apparel sales perform in Canada in the first seven months of 2025 compared to the previous year?**

- A) Decreased by 7.6%
- B) Increased by 10.4%**
- C) Remained flat
- D) Increased by 2.5%

**9. What is one of the primary challenges faced by Canadian fashion retailers in 2025, particularly in competing with global players?**

- A) Lack of demand for online shopping
- B) Oversupply of domestic brands
- C) Increasing competition from international fast fashion brands**
- D) Limited access to manufacturing resources

**10. Which event is dedicated to transforming the fashion landscape through community-led, grassroots initiatives focused on sustainability in Canada?**

- A) Toronto Fashion Week
- B) Montreal Fashion Week
- C) Sustainable Fashion Week Canada (SFWC)**
- D) Vancouver Fashion Week