

K-Fashion's Global Surge: Market Shifts, Sustainability, and Digital Dominance

Fashion Trends · Answer Key · 10 Questions

1. What was the estimated market value of the South Korean clothes market in 2024, and what is its projected growth by 2034?

- A) USD 20.15 billion, projected to reach USD 30.45 billion
- B) USD 29.64 billion, projected to reach USD 41.49 billion**
- C) USD 35.5 billion, projected to reach USD 50.2 billion
- D) USD 15.8 billion, projected to reach USD 25.9 billion

2. Which of the following is a key driver for the growth of the South Korean luxury fashion market?

- A) A decrease in disposable income
- B) The global decline of K-pop influence
- C) Rising affluence and the influence of K-Pop and K-dramas**
- D) Reduced investment in digital transformation

3. What is a major focus for the South Korean government and fashion industry to address environmental concerns?

- A) Increasing the production of fast fashion
- B) Implementing a circular economy approach and reducing textile waste**
- C) Discontinuing all sustainable fabric production
- D) Focusing solely on traditional textile manufacturing

4. How are AI and AR technologies being integrated into the South Korean fashion industry?

- A) Only for back-office inventory management
- B) To provide personalized shopping experiences, virtual try-ons, and enhance customer engagement**
- C) Exclusively for predicting weather patterns affecting fashion
- D) To solely automate the design process without creative input

5. What trend is emerging in South Korean fashion regarding gender expression?

- A) A strict adherence to traditional gender-specific clothing
- B) A rising seam of androgyny and gender fluidity among Gen Z**
- C) A complete rejection of makeup and accessories for all genders
- D) A focus on hyper-masculine styles for men only

6. What is a significant trend in South Korean fashion, particularly among younger generations, that blends traditional elements with modern styles?

- A) A complete abandonment of traditional garments
- B) The 'Hanbokcore' trend, mixing hanbok silhouettes with streetwear**
- C) Exclusively wearing historical Joseon-era attire
- D) A focus on Western classical fashion only

7. Which of the following accurately describes the impact of global economic shifts on South Korea's textile exports?

- A) Textile exports have seen consistent growth due to strong global demand.
- B) South Korea's textile export value has fallen below \$10 billion, facing pressure from lower-cost competitors and market contraction.**
- C) Global economic shifts have led to increased demand for high-priced Korean synthetic textiles.
- D) Supply chain restructuring has resulted in a significant increase in textile orders.

8. What is a key characteristic of the South Korean secondhand apparel market?

- A) It is a declining market with little consumer interest.
- B) It is driven by increasing consumer awareness towards sustainability and the popularity of thrifting among younger generations.**
- C) It primarily consists of low-quality, mass-produced items.
- D) Online platforms have had minimal impact on its growth.

9. According to recent trends, what is the consumer behavior regarding middle- to upper-mid-range products in South Korea?

- A) Consumers are increasingly favoring these products due to rising incomes.
- B) Middle- to upper-mid-range products have become harder to sell as consumers favor value-for-money options.**
- C) There is a strong demand for these products, outpacing luxury goods.
- D) These products are experiencing a significant boom due to economic stability.

10. What role do K-pop and K-dramas play in the South Korean fashion and beauty industries?

- A) They have a minimal impact, as consumers prefer Western trends.
- B) They significantly influence fashion and beauty trends, driving global demand and brand collaborations.**
- C) They are declining in popularity and have no effect on consumer choices.
- D) They primarily influence traditional clothing styles, not modern fashion.