

# South Asian Fashion's \$50 Billion Metamorphosis: Exports Surge, Sustainability

South Asian Fashion · Answer Key · 15 Questions

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**1. In the current South Asian fashion market, which of the following is experiencing a significant resurgence due to a growing consumer demand for ethical and sustainable alternatives to fast fashion?**

- A) Mass-produced synthetic blends
- B) Mass-produced synthetic blends
- C) Mass-produced synthetic blends
- D) Artisanal crafts and handwoven textiles**

**2. Bangladesh's ready-made garment (RMG) sector, a major global exporter, is facing increased competition. What is a key strategy being emphasized for Bangladesh to sustain its growth in the apparel export market?**

- A) Expanding product mix beyond cotton-based garments and enhancing efficiency**
- B) Focusing solely on reducing labor costs
- C) Increasing reliance on imported synthetic materials
- D) Shifting production to lower-cost neighboring countries

**3. India has outlined an ambitious roadmap for its textile and apparel exports, aiming for \$100 billion by 2030. What was a significant trigger for this renewed focus on competitiveness and cost restructuring?**

- A) A decrease in global demand for cotton
- B) The U.S. imposing a 50% tariff on Indian textile products**
- C) A surge in domestic consumer spending
- D) A shift in European Union trade policies favoring India

**4. Recent geopolitical tensions in the Middle East, particularly disruptions in the Red Sea and Suez Canal, have significantly impacted South Asia's garment exports. What is a direct consequence of these disruptions for exporters?**

- A) Reduced shipping costs and faster transit times
- B) Increased air cargo capacity and lower freight rates
- C) Prolonged shipment delays and a surge in freight costs**
- D) A decrease in demand from European markets

**5. The Indian fashion retail market is undergoing a transformation, with fast fashion projected to grow significantly. What is a key driver behind the booming fast fashion market in India?**

- A) A decline in disposable incomes
- B) Reduced social media exposure
- C) Influencer-driven marketing and 'drop' culture**
- D) A decrease in urban youth population

**6. Circular economy principles are gaining traction in South Asia's fashion industry. Which country is specifically mentioned as addressing its annual textile waste by expanding recycling infrastructure and supporting new technologies?**

- A) India
- B) Pakistan
- C) Bangladesh**
- D) Sri Lanka

**7. In the context of South Asian fashion, how are traditional crafts and artisanal techniques being integrated into contemporary designs?**

- A) By being replaced with mass-produced synthetics
- B) By being exclusively used for historical reenactments
- C) Through the incorporation of handwoven textiles, embroidery, and natural dyes into modern silhouettes**
- D) By focusing solely on Western fashion aesthetics

**8. India's Ministry of Textiles has a plan to significantly increase its textile and apparel exports. What is the target value for these exports by 2030?**

- A) \$50 billion
- B) \$75 billion
- C) \$100 billion**
- D) \$150 billion

**9. The rise of direct-to-consumer (D2C) brands is a notable trend in South Asia. What is a key characteristic of these brands in relation to consumer preferences?**

- A) They primarily focus on globalized, homogenized designs
- B) They often cater to specific regional tastes and preferences, emphasizing sustainability and ethical production**
- C) They largely avoid digital platforms and e-commerce
- D) Their business model is solely based on traditional retail outlets

**10. Artificial Intelligence (AI) is increasingly impacting the fashion industry in India. What is one of the key benefits AI is providing in terms of sustainability?**

- A) Increasing the use of non-biodegradable materials
- B) Supporting sustainable practices, waste reduction, and supply chain optimization**
- C) Promoting a linear 'take-make-waste' production model
- D) Reducing the focus on ethical sourcing and fair labor

**11. Global geopolitical uncertainties are reshaping supply chains. What has been a consequence for Indian textile hubs like Tirupur, Surat, and Ludhiana?**

- A) They have experienced smoother shipping routes
- B) They have been forced to reroute shipments via the Cape of Good Hope, impacting delivery timelines**
- C) They have seen a decrease in international brand renegotiations
- D) They have benefited from reduced freight costs to Europe

**12. The Asia-Pacific sustainable clothing market is experiencing rapid growth. Which of the following countries is identified as a key player leading in both production and consumption of sustainable apparel?**

- A) Indonesia and Malaysia
- B) The Philippines and Thailand
- C) China, India, and Japan**
- D) Vietnam and Cambodia

**13. In the context of South Asian fashion, how is the concept of 'heritage' evolving beyond ethnicity?**

- A) It is becoming solely focused on Western historical fashion
- B) It is expanding to include place, trade, and technique, encompassing historic workwear and rural textiles**
- C) It is being disregarded in favor of futuristic designs
- D) It is exclusively tied to modern Bollywood aesthetics

**14. India's apparel export performance in FY 2023-24 showed growth. Which of the following was the largest contributor to the total export value in that fiscal year?**

- A) Man-made textiles
- B) Cotton textiles
- C) Handicrafts
- D) Readymade garments**

**15. The European Union (EU) is a significant market for Indian garment exporters. What is India's approximate market share in the EU's total RMG imports as of 2023?**

A) 17.77%

**B) 3.17%**

C) 10%

D) 28%