

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

South Asian Fashion · Practice Test · 15 Questions

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%