

# Asia's Evolving Fashion Scene: Sustainability, Digitalization, and Gen Z Influence

Asian Fashion Trends · Answer Key · 12 Questions

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**1. Which material segment currently dominates the Asia Pacific sustainable fashion market?**

- A) Organic cotton
- B) Recycled materials**
- C) Bamboo fiber
- D) Linen

**2. What is a key driver for the growth of the sustainable fashion market in Asia Pacific?**

- A) Decreased consumer awareness
- B) Rising environmental consciousness**
- C) Lack of online platforms
- D) Focus on fast fashion expansion

**3. Which technological advancements are revolutionizing the fashion industry in Asia, particularly in countries like China and South Korea?**

- A) 3D printing only
- B) AI-driven platforms and virtual stylists**
- C) Robotic tailors exclusively
- D) Blockchain for physical garment tracking

**4. What is the 'China chic' trend, particularly popular among Chinese Gen Z consumers?**

- A) Strict adherence to Western fashion
- B) A blend of traditional Chinese elements with modern aesthetics**
- C) Exclusively vintage Y2K styles
- D) Minimalist, Scandinavian-inspired designs

**5. How has the pandemic impacted the fashion resale industry in Asia?**

- A) It led to a significant decrease in demand
- B) It accelerated the growth of the resale industry**
- C) Resale platforms became obsolete
- D) Cultural preferences for new items completely halted growth

**6. Which region is expected to lead the growth in the sustainable fashion market through 2032?**

- A) North America
- B) Europe
- C) Asia-Pacific**
- D) South America

**7. What is a significant challenge for sustainable fashion in Southeast Asia?**

- A) Lower production costs
- B) Limited consumer demand
- C) High production costs making it unaffordable for the average consumer**
- D) Excess of sustainable material suppliers

**8. Which social media platforms are particularly influential for social shopping in China's fashion market?**

- A) Facebook and Twitter
- B) Instagram and Pinterest
- C) WeChat and TikTok**
- D) LinkedIn and Reddit

**9. What is a notable trend in South Korea's fashion influencer marketing scene as of early 2025?**

- A) Exclusive focus on mega-influencers
- B) Adoption of AI and augmented reality (AR) for campaign optimization**
- C) Complete disregard for micro-influencers
- D) Reliance solely on traditional print media

**10. According to recent reports, what percentage of the global sustainable fashion market does the Asia Pacific region hold?**

- A) Less than 5%
- B) Around 10%
- C) Approximately 18.24%**
- D) Over 50%

**11. What is a key characteristic of the 'Acubi' fashion aesthetic originating from Korea?**

- A) Bright neon colors and flashy prints
- B) Oversized outerwear paired with fitted tops, and layering**
- C) Formal business attire with ties and suits
- D) Traditional Hanbok-inspired designs

**12. Which of the following countries is identified as a key growth market for fashion in Asia, with a projected growth of 12% to 17% for 2025?**

- A) Japan
- B) China
- C) India**
- D) South Korea