

South America's Style Surge: Viral Trends, Pop Culture & Emerging Designers

Fashion Trends · Answer Key · 12 Questions

1. Which of these colors is a prominent trend in Latin American fashion for Fall 2024, reflecting a vibrant celebration of the natural world?

- A) Muted earth tones
- B) Pastel blues and pinks
- C) Brilliant scarlet and canary yellow**
- D) Monochromatic greys

2. What is a key characteristic of Latin American streetwear that often incorporates influences from indigenous cultures?

- A) Minimalist designs with neutral colors
- B) Incorporation of traditional patterns and textiles**
- C) Exclusively athletic-inspired garments
- D) Heavy reliance on Western fashion elements

3. Which musical genre has significantly influenced South American streetwear, contributing to trends like oversized silhouettes, cargo pants, and bold logos?

- A) Salsa
- B) Cumbia
- C) Reggaeton**
- D) Tango

4. What is a major focus for Brazilian fashion in 2025, alongside innovation and cultural expression?

- A) Exclusively fast fashion production
- B) Increased use of synthetic materials
- C) Sustainability and inclusivity**
- D) A return to haute couture only

5. Which Brazilian designer is highlighted as a champion of body positivity, with collections designed to celebrate all shapes and sizes?

- A) Agatha Ruiz de la Prada
- B) Karoline Vitto**
- C) Faride
- D) Custo Dalmau

6. What trend is emerging in Latin American fashion for 2025, focusing on the value of craftsmanship, culture, and designs that feel personal?

- A) Mass-produced, identical items
- B) Fast-fashion with disposable qualities
- C) Artisanal techniques and small-batch production**
- D) Globally standardized, generic styles

7. Which Mexican brand is known for creating the viral 'Palapa Hat' that was famously worn by Bella Hadid?

- A) Minena
- B) Sabrina Ol
- C) Olmos y Flores**
- D) Carlo Carrizosa

8. What is a key element of Latin American style that emphasizes movement and is influenced by the region's dance culture?

- A) Sharp, angular silhouettes
- B) Fluid and flowing silhouettes**
- C) Strictly tailored business attire
- D) Minimalist, form-fitting dresses

9. What are considered staple graphic elements in Latin American streetwear, often featuring eye-catching designs that reflect personality?

- A) Subtle, abstract patterns
- B) Plain, solid-colored t-shirts
- C) Graphic t-shirts with logos and slogans**
- D) Vintage black and white photography

10. Which Latin American artist is noted for his bold Adidas collaboration, the 'Ballerina' sneaker, merging streetwear with ballet-inspired elegance?

- A) Feid
- B) J Balvin
- C) Bad Bunny**
- D) Rauw Alejandro

11. What is a prominent trend in Brazilian fashion for 2025, reflecting a growing consciousness about environmental impact and ethical production?

- A) Use of toxic dyes
- B) Prioritizing non-biodegradable materials
- C) Focus on sustainable and eco-friendly materials**
- D) Discarding unsold inventory without repurposing

12. What trend, popularized on platforms like TikTok, involves opulent styles with oversized fur coats, statement heels, and dramatic hair and makeup?

A) The Minimalist Chic

B) The Mob Wife Aesthetic

C) The Boho Revival

D) The Athleisure Comfort