

East Asian Fashion Diplomacy: K-Culture, Hanfu Revival, and Japan's Global

Fashion Diplomacy · Practice Test · 10 Questions

1. Which East Asian country is strategically leveraging its K-pop and K-drama industries, including fashion, as a significant tool for cultural diplomacy and soft power projection, particularly in Southeast Asia?

- A) Japan
- B) South Korea
- C) China
- D) Taiwan

2. The revival and increasing global popularity of Hanfu, traditional Chinese attire, is being recognized as more than a fashion trend, but also as a reflection of what within China?

- A) Technological advancement
- B) Military strength
- C) Cultural confidence
- D) Economic isolation

3. Which East Asian fashion week, by themeing its SS26 season as "Fashion, Action!", aims to bridge its booming film industry with its budding fashion design sector to translate Taiwanese culture and global zeitgeist into a national fashion narrative?

- A) Tokyo Fashion Week
- B) Seoul Fashion Week
- C) Shanghai Fashion Week
- D) Taipei Fashion Week

4. Japanese streetwear, known for its blend of tradition and modernity, is increasingly being shaped by influences from youth culture and specific design approaches. What is a key characteristic of contemporary Japanese streetwear as noted in recent analyses?

- A) Strict adherence to global trends
- B) Exclusively oversized and baggy fits
- C) Emphasis on structured silhouettes and material quality
- D) Rejection of all traditional elements

5. South Korea's Ministry of Culture, Sports and Tourism has outlined a strategy for 2026 that aims to expand the scope of its cultural exports beyond content to include which of the following, in an effort to become a global cultural superpower?

- A) Military technology and aerospace
- B) Food, beauty, and fashion
- C) Heavy industry and manufacturing
- D) Traditional medicine and pharmaceuticals

6. Which Chinese fashion brand, during Milan Fashion Week in September 2025, unveiled a Spring/Summer 2026 collection incorporating elements inspired by traditional Hanfu, also presenting collections at Paris Fashion Week?

- A) Li Ning
- B) HEAVEN GAIA
- C) Bosideng
- D) Anta Sports

7. The 'Guochao' (national tide) movement in China, which fuses traditional elements like Hanfu with modern accessories, is projected to significantly boost accessory sales in 2026. This trend aligns with a broader sentiment reflecting what in China?

- A) A decline in manufacturing
- B) A move towards isolationism
- C) Cultural confidence and heritage appreciation
- D) A rejection of technological integration

8. South Korea and Japan are set to mark the 60th anniversary of the normalization of their diplomatic relations in December 2025. How is cultural exchange, particularly through fashion and popular culture, contributing to this relationship?

- A) It has led to increased trade disputes.
- B) It is fostering mutual favorability and understanding among younger generations.
- C) It has resulted in a decline of cultural exports from both countries.
- D) It has highlighted historical conflicts without offering new avenues for cooperation.

9. Taiwanese fashion designers are increasingly translating Taiwanese culture and the global zeitgeist into a new national fashion narrative. Which fashion week in Taiwan, themed "Fashion, Action!" for its SS26 season, aims to bridge the island's film industry with its fashion design sector?

- A) Kaohsiung Fashion Week
- B) Taipei Fashion Week
- C) Tainan Fashion Week
- D) Taichung Fashion Week

10. The 'Cool Japan' initiative, launched in 2013, aims to boost Japan's global cultural appeal. Which of the following sectors, besides anime and manga, was a key focus for promoting Japan's soft power and economic growth?

- A) Automotive manufacturing
- B) Financial services
- C) Fashion and cuisine
- D) Robotics and AI development