

Nordic Fashion Week Buzz: Trends, Designers, and Sustainability in June 2026

Fashion Trends · Answer Key · 12 Questions

1. Which Nordic fashion week, held from June 8th to 11th, 2026, is focusing on established and emerging Swedish brands, with a commitment to sustainability and innovation?

- A) Copenhagen Fashion Week
- B) Helsinki Fashion Week
- C) Stockholm Fashion Week**
- D) Oslo Runway

2. During the Fashion in Helsinki 2026 event, a notable presentation took place on the historic Seurasaari island, featuring eleven emerging designers. Which of these designers was among those who showcased their collections against the backdrop of centuries-old wooden buildings?

- A) Rolf Ekroth**
- B) Pernille Teisbaek
- C) Kenza Zouiten Subosic
- D) Sophia Roe

3. The 'Cloud Dancer' trend, characterized by shades of white, soft neutrals, and ethereal elements, is a prominent style forecast for 2026 in Scandinavian fashion. Which of the following colors is a key component of this trend?

- A) Deep Burgundy
- B) Emerald Green
- C) Silver**
- D) Mustard Yellow

4. Oslo Runway 2026, scheduled from August 31st to September 5th, highlights Norwegian designers. Which of these brands, known for its seasonless collections made from responsibly sourced materials like recycled cashmere, is a featured participant?

- A) Marimekko
- B) Norse Projects
- C) Envelope1976**
- D) VAIN

5. Copenhagen Fashion Week 2026 is celebrating its 20th anniversary. According to reports, what percentage has Denmark's fashion industry revenue increased by since 2006?

- A) 10%
- B) 24%**
- C) 50%
- D) 84%

6. The 'Scandi Bob' hairstyle is trending for Summer 2026. What aesthetic is this hairstyle inspired by, according to experts?

- A) Bohemian chic
- B) Edgy punk
- C) Effortless, minimalist Scandinavian beauty and fashion**
- D) Retro 70s glamour

7. Marimekko's Spring-Summer 2026 collection, as analyzed, emphasizes not just vibrant prints but also functional silhouettes. Which of the following silhouette types is a key feature of this collection, promoting comfort and freedom of movement?

- A) Bodycon and tailored
- B) A-line and wide-leg trousers**
- C) Corseted and structured
- D) Asymmetrical and deconstructed

8. The Nordic Council recently adopted a recommendation to improve sustainability standards in the fashion industry. What is a primary goal of this recommendation regarding consumer information and marketing?

- A) To promote fast fashion through aggressive advertising
- B) To encourage the purchase of synthetic materials
- C) To combat misleading marketing and greenwashing**
- D) To reduce the availability of eco-friendly options

9. Stockholm Fashion Week 2026 is noted for its support of emerging Swedish talent. Which influencer's label made its runway debut at this season's event, transitioning from e-commerce to the runway?

- A) Pernille Teisbaek
- B) Bianca Inghrosso
- C) Alice Stenlöf**
- D) Kenza Zouiten Subotic

10. In the context of Finnish fashion, brands like VAIN and vitunleija made their New York Fashion Week debut. VAIN is specifically noted by Vogue for its roots in what type of fashion?

- A) Haute couture
- B) Upcycled workwear**
- C) Formal evening wear
- D) Athletic performance gear

11. The 'Arts & Crafts' trend in Scandinavian fashion for 2026 celebrates individuality and creativity. Which of these descriptions best fits the aesthetic of this trend?

- A) Uniformity and mass-produced minimalism
- B) A touch of Vivienne Westwood inspiration, mixing glam, punk, and vintage elements**
- C) Strict adherence to corporate branding guidelines
- D) Exclusively high-end designer collaborations

12. Copenhagen Fashion Week (CPHFW) is recognized as a global leader in sustainable fashion. Which of these brands, featured at CPHFW 2026, is highlighted for pioneering zero-waste fashion through precise weaving and cutting techniques?

- A) SSSON
- B) TAUS
- C) STEM**
- D) PAOLINA RUSSO