

North American Fashion Pulse: Balenciaga's Mexican Debut, Sustainable Shift

Fashion Trends · Answer Key · 8 Questions

1. In June 2026, which luxury fashion house opened its first store in Cancún, Mexico, marking a significant expansion in the region?

- A) Chanel
- B) Gucci
- C) Balenciaga**
- D) Louis Vuitton

2. What significant joint venture agreement was reported in Mexico in June 2026 involving the off-price retail sector?

- A) LVMH partnered with Liverpool
- B) TJX partnered with Grupo Axo**
- C) Inditex partnered with El Palacio de Hierro
- D) Kering partnered with Sears Mexico

3. Which Canadian menswear brand announced an expansion into Toronto, Calgary, and Vancouver in June 2026, investing in a luxury mobile showroom?

- A) Roots
- B) Canada Goose
- C) Mondetta Canada Inc.**
- D) Lululemon

4. A recent report highlighted the Mexican textile industry's focus on recovery by prioritizing higher value-added goods. During the 84th edition of Intermoda, industry leaders emphasized differentiation over competing on price with manufacturers from which region?

- A) Europe
- B) South America
- C) Asia**
- D) Africa

5. Which U.S. policy, implemented in 2023, mandates that fashion brands disclose their environmental impact and labor practices, aiming to promote transparency?

- A) The Clean Air Act
- B) The Fashion Sustainability and Social Accountability Act**
- C) The Green New Deal for Fashion
- D) The Textile Recycling Initiative

6. According to recent reports on sustainable fashion, what percentage of global textile waste is currently recycled into new fabric?

- A) Approximately 10%
- B) Approximately 1%**
- C) Approximately 25%
- D) Approximately 5%

7. In the context of emerging streetwear trends for 2026, which of the following is noted as a key element gaining traction?

- A) Ultra-skinny fits
- B) Bold, neon color blocking exclusively
- C) Utility and functionality with modular components**
- D) Formal evening wear integration

8. What is a prominent trend observed in the Mexican fashion market, according to May 2026 reports, concerning e-commerce?

- A) Dominance of local artisan platforms
- B) Exclusive use of Amazon Mexico
- C) Shein as the most downloaded fashion app and Mercado Libre's significant market share**
- D) A decline in online fashion sales