

China's Fashion Frontier: Metaverse, Hanfu Revival, and Sustainable Shifts in

China Fashion · Answer Key · 10 Questions

1. Which emerging trend in China's fashion industry combines elements of gaming, AR, and NFTs for creative expression and a reduced environmental footprint?

- A) Guochao Movement
- B) Digital Fashion**
- C) Old Money Style
- D) Y2K Revival

2. The resurgence of which traditional Chinese attire has become a significant fashion trend, blending cultural heritage with modern aesthetics for everyday wear?

- A) Qipao
- B) Tang Suit
- C) Hanfu**
- D) Cheongsam

3. Shanghai Fashion Week for Autumn/Winter 2025 showcased several key trends. Which of the following was a prominent decorative element seen across various collections?

- A) Sequins
- B) Fringes**
- C) Appliqué
- D) Embroidery

4. In the context of China's fashion industry, what does the term 'Guochao' (national trend) primarily represent?

- A) A focus on Western luxury brands
- B) A growing patriotism and pride in local brands and traditional Chinese aesthetics**
- C) The adoption of K-pop inspired fashion
- D) A minimalist and sustainable design approach

5. Which digital platform in China was among the first to explore digital fashion by creating a dedicated marketplace for digital collectibles called 'R-Space'?

- A) WeChat
- B) Douyin
- C) Little Red Book (Xiaohongshu)**
- D) Weibo

6. What is a key characteristic of the 'New Chinese Style' (xinzhongshi) fashion trend in China?

A) Strict adherence to historical Hanfu accuracy

B) Reinterpreting traditional Chinese clothing styles for modern streetwear and daily wear

C) Focus on imitating Western fast fashion trends

D) Exclusively using imported luxury fabrics

7. According to recent reports, what is the general trend observed in China's personal luxury goods market for 2025, showing a moderation compared to the previous year?

A) Sharp growth of 10-15%

B) Contraction of 3%-5%

C) Stagnation with minimal change

D) Rapid expansion driven by tourism

8. Which of the following is a significant sustainability initiative being undertaken in China's fashion supply chain, as exemplified by Lululemon's investment?

A) Phasing out natural fibers

B) Investing in renewable energy funds for suppliers

C) Reducing the use of recycled materials

D) Shifting all production to offshore locations

9. The rise of digital fashion in China is closely linked to the growing interest in which technological concept, allowing for virtual try-ons and digital wardrobes?

A) Artificial Intelligence (AI)

B) Blockchain technology

C) The Metaverse

D) 5G Networking

10. What trend is emerging in China's luxury market, where consumers are increasingly prioritizing experiences like travel and wellness over material goods?

A) Conspicuous consumption

B) Experience-based consumption

C) Fast fashion adoption

D) Brand loyalty at any cost