

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

China Fashion · Practice Test · 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