

Nordic Fashion Forecast: Sustainability, Digital Shifts, and Economic Resilience

Nordic Fashion · Answer Key · 12 Questions

1. Which of the following statements best reflects the current consumer sentiment regarding fashion purchases in Nordic countries amidst economic uncertainty?

A) Consumers are prioritizing high-quality, branded goods at more accessible price points, leading to a surge in the second-hand fashion market.

B) There's a decreased interest in sustainability as consumers focus solely on the lowest prices available.

C) Consumers are increasingly purchasing new items to keep up with rapidly changing trends.

D) Online retail has completely overtaken physical stores, with no signs of recovery for brick-and-mortar establishments.

2. What is a primary driver behind the growing popularity of the second-hand fashion market in Nordic countries?

A) A government mandate to reduce textile waste.

B) Increased consumer concern about financial security and a desire for value for money.

C) A decline in the quality of new clothing available on the market.

D) The emergence of exclusive luxury brands exclusively selling pre-owned items.

3. Which Nordic country has seen the sharpest rise in fashion unit prices, leading to a significant decline in apparel and footwear sales volume?

A) Denmark

B) Norway

C) Finland

D) Sweden

4. What role do government policies and initiatives play in the Nordic fashion industry?

A) They primarily focus on restricting international fashion imports to protect local markets.

B) They actively support innovation and sustainability through grants, tax incentives, and research funding.

C) Governments have largely withdrawn support, leaving the industry to function solely on market forces.

D) Policies are solely focused on regulating fast fashion, with no support for traditional brands.

5. In terms of e-commerce, which Nordic country has the largest online fashion market value, and what is a key driver for its growth?

- A) Norway, driven by a high demand for luxury goods.
- B) Finland, driven by a focus on sustainable, niche brands.
- C) Sweden, driven by a tech-savvy population with high internet penetration rates.**
- D) Denmark, driven by a strong preference for cross-border shopping.

6. What is a key characteristic of Scandinavian fashion that influences global trends?

- A) An emphasis on overly ornate and elaborate designs.
- B) A focus on vibrant, clashing color palettes and bold patterns.
- C) Minimalist, functional designs that prioritize quality over quantity.**
- D) The incorporation of heavily embellished and traditional cultural motifs.

7. The Nordic Textile Collaboration, involving Denmark, Finland, Norway, and Sweden, aims to address common environmental and climate challenges. What is a central goal of this initiative?

- A) To promote the export of textile waste to developing countries.
- B) To increase unnecessary consumption of textiles through marketing.
- C) To support the transition towards a circular textile economy and reduce unnecessary consumption.**
- D) To focus solely on fast fashion production to meet consumer demand.

8. What trend is emerging in Norway's fashion market, particularly among younger consumers?

- A) A significant shift towards solely purchasing fast fashion items.
- B) An increased emphasis on affordability, with less regard for environmental impact.
- C) A growing support for brands that align with their values, particularly in sustainable and recycled fashion.**
- D) A complete abandonment of online shopping in favor of exclusively in-store experiences.

9. In Finland, while consumers are generally sustainable shoppers, what economic reality is currently reshaping their purchasing decisions in the fashion sector?

- A) A sudden surge in disposable income leading to increased luxury purchases.
- B) Rising inflation and interest rates that have reduced disposable income, prioritizing affordability.**
- C) A preference for ultra-fast fashion due to its extremely low price point.
- D) A strong government mandate for all clothing to be locally manufactured.

10. What is a notable observation about physical retail in Sweden, Norway, and Denmark as of 2024?

A) Physical retail has seen a significant decline, with e-commerce dominating all sales.

B) Gen Z is leading a resurgence in in-store shopping, with physical retail outperforming e-commerce growth.

C) Online sales have increased by over 10%, while physical stores remain stagnant.

D) Consumers are exclusively shopping during major online sales events like Black Friday.

11. What is a key challenge faced by Small and Medium-sized Enterprises (SMEs) in the Swedish sustainable fashion sector regarding sourcing materials?

A) An overabundance of readily available certified sustainable fabrics at low costs.

B) Lack of interest from consumers in sustainable fashion products.

C) Inconsistent material availability, high costs of certified fabrics, and supply chain risks.

D) Government regulations that heavily subsidize the use of conventional materials.

12. The Nordic Council has adopted a recommendation urging Nordic governments to improve sustainability standards. What is a primary concern addressed by this recommendation?

A) Promoting the use of synthetic and fossil fuel-based materials.

B) Encouraging the incineration of unsold textiles to reduce storage costs.

C) Combating misleading marketing and greenwashing, and demanding clearer consumer information.

D) Increasing the export of clothing to countries with lower sustainability standards.