

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

Nordic Fashion · Practice Test · 12 Questions

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- C) Governments have largely withdrawn support, leaving the industry to function solely on market forces.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