

Asian Fashion Diplomacy: How National Dress and Style Shape Global Relations

Fashion Diplomacy · Answer Key · 8 Questions

1. Which East Asian country strategically utilizes its traditional garments like the qipao and Tang suit in diplomatic occasions to promote its cultural heritage and national identity?

- A) South Korea
- B) Japan
- C) China**
- D) Vietnam

2. The 'Korean Wave' (Hallyu), encompassing K-pop and K-beauty, has significantly influenced Southeast Asia. Which country actively leverages this phenomenon as a cornerstone of its cultural diplomacy and economic engagement in the region?

- A) Japan
- B) South Korea**
- C) Taiwan
- D) Thailand

3. Vietnam's traditional long dress, the 'ao dai,' plays a role in cultural diplomacy by helping to introduce Vietnamese culture internationally. It has been worn not only by Vietnamese leaders but also by foreign dignitaries visiting Vietnam as a sign of respect. What historical period is considered the predecessor of the ao dai?

- A) Le Dynasty
- B) Nguyen Dynasty
- C) Giao Linh robe**
- D) Ly Dynasty

4. Thailand has employed 'fashionable diplomacy,' notably through the creation of standardized national costumes for formal occasions. Who was a key figure in this initiative, collaborating with designers like Pierre Balmain to fuse historical Thai garments with modern tailoring?

- A) King Bhumibol Adulyadej
- B) Princess Sirivannavari Nariratana Rajakanya
- C) Queen Sirikit, the Queen Mother**
- D) General Prayut Chan-o-cha

5. In recent years, China has focused on bolstering its soft power through fashion. Which of the following is a key mechanism through which Chinese fashion operates as a modality of soft power, according to academic research?

- A) Manufacturing fast fashion for global markets
- B) Promoting Western designer collaborations exclusively
- C) Materialization (embedding national narratives in garments)**
- D) Focusing solely on military-inspired attire

6. South Korea's fashion soft power strategy involves a strong collaboration between public and private sectors. How does the government strategically invest in brand-building?

- A) By funding independent fashion critics
- B) By linking fashion products with entertainment media like K-pop and TV dramas**
- C) By imposing high tariffs on imported fashion brands
- D) By exclusively supporting traditional craft-based fashion

7. Thailand's Soft Power Subcommittee on Fashion aims to leverage the country's cultural heritage. Which of the following is NOT one of the '5Fs' cultural assets that the subcommittee focuses on promoting?

- A) Food
- B) Film
- C) Fashion
- D) Finance**

8. Taiwan's textile industry is increasingly recognized internationally for its focus on sustainability and innovation. Which of the following best describes Taiwan's current positioning in the global textile market?

- A) A low-cost production base for basic textiles
- B) A producer of traditional handwoven fabrics only
- C) A global hub for sustainable and functional textile innovation**
- D) A net importer of advanced textile technology