

East Asian Fashion Diplomacy: Analyzing Cross-Border Trends, Soft Power, and Cultural Exchange

Fashion Diplomacy · Answer Key · 8 Questions

1. Which of the following South Korean fashion initiatives, supported by government investment, aims to bolster exports by nurturing premium brands and supporting their entire process from design to marketing?

- A) K-Culture Fashion Exchange Program
- B) Global K-Fashion Brand Development Fund
- C) Textile and Fashion Industry Competitiveness Strategy**
- D) Korean Wave Fashion Promotion Act

2. In the context of cross-border fashion, what has been a significant trend observed in the relationship between South Korean and Japanese fashion markets since 2024, according to recent trade data?

- A) A decline in Korean fashion imports to Japan, with Japanese brands dominating.
- B) A resurgence of Japanese fashion in South Korea, alongside significant inroads by Korean brands into Japan.**
- C) A mutual withdrawal from each other's markets due to historical trade disputes.
- D) The emergence of a unified East Asian fashion council limiting individual brand expansion.

3. Taipei Fashion Week SS24 featured collaborations between designers and IP creators, with a notable emphasis on youth culture. Which brand, for instance, collaborated with renowned Japanese manga artist Junji Ito for its SS24 collection?

- A) RAY CHU
- B) IRENSENSE
- C) WANGLILING**
- D) PLATEAU STUDIO

4. Which of the following accurately describes the trend in China's textile and apparel exports to the US market in 2024, influenced by geopolitical tensions and trade policies?

- A) Exports have significantly increased due to lower production costs.
- B) Exports have seen a substantial decline as buyers shift orders to other Asian countries.**
- C) Exports have remained stable, unaffected by trade tensions.
- D) Exports have been completely halted due to new tariff policies.

5. The 'New Chinese Style' trend in China's fashion landscape for 2024 emphasizes the fusion of traditional elements with modern aesthetics. Which of the following is a key characteristic of this trend?

- A) Exclusive focus on Western streetwear influences.
- B) Incorporation of traditional textiles and motifs into contemporary designs.**
- C) Complete rejection of historical Chinese garments like the qipao.
- D) Primary inspiration from futuristic, non-traditional art forms.

6. Vietnam's fashion industry has seen a significant global emergence. Which of the following statements best reflects the current trajectory and diplomatic significance of Vietnamese fashion on the international stage as of late 2025?

- A) Vietnam remains primarily a manufacturing hub with limited independent brand recognition.
- B) Vietnamese designers are gaining international attention, with brands being worn by global celebrities and showcased at international fashion weeks, signifying a growing soft power.**
- C) The Vietnamese fashion industry is solely focused on traditional garments like the ao dai for export.
- D) Vietnam's fashion export market is primarily limited to neighboring Southeast Asian countries.

7. The concept of 'soft power' is crucial in understanding East Asian fashion's global influence. Which country has strategically utilized its popular culture exports, including fashion, through government investment and public diplomacy to enhance its international image and foster goodwill, as evidenced by the 'Korean Wave' (Hallyu)?

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

8. Regarding the global textile and apparel trade in 2023 and projections for 2024, which pattern has been observed concerning China's position as a leading apparel exporter?

- A) China's dominance has solidified, with no significant challenges to its export outlook.
- B) China has maintained its position but faces increasing challenges due to geopolitical tensions and de-risking efforts by Western companies.**
- C) China's export market share has been entirely replaced by other East Asian nations.
- D) China's textile and apparel exports have seen a dramatic increase due to favorable trade policies.