

Japan's 2026 Fashion Forecast: Sustainability Goals, LVMH Prize Winner, & K

Fashion · Answer Key · 5 Questions

1. By what percentage does Japan aim to reduce its clothing waste by fiscal year 2030, as part of its major sustainability initiative?

- A) 10%
- B) 15%
- C) 20%
- D) 25%**

2. Which Japanese designer notably won the Grand Prize at the 2025 LVMH Prize, gaining recognition for their voluminous and softly structured tailoring?

- A) Jun Takahashi
- B) Soshi Otsuki**
- C) Ryota Iwai
- D) Chitose Abe

3. Which major Japanese fashion retailer partnered with Danish designer Cecilie Bahnsen for a Spring/Summer 2026 womenswear collection?

- A) GU
- B) Uniqlo**
- C) Family Mart
- D) Human Made

4. Fashion World Tokyo (FaW Tokyo) in April 2026 placed a key emphasis on which three aspects of the Japanese fashion industry?

- A) International luxury brand showcases, global retail expansion, and celebrity endorsements
- B) Japanese craftsmanship, emerging designers, and sustainable materials**
- C) Historical textile preservation, traditional kimono restoration, and vintage market trends
- D) Fast fashion production, aggressive marketing, and influencer partnerships

5. According to recent reports from SPINNS, what emerging streetwear trend for 2026 blends classic menswear elements with a feminine edge, featuring relaxed, gender-neutral silhouettes in Japan?

- A) Blokecore
- B) Fairy Grunge
- C) MEN'SLIKE**
- D) Neo Mori Girl