

China's Fashion Influence: Guochao, Diplomacy, and Global Supply Chain Shifts

Global Fashion · Answer Key · 5 Questions

1. What is the primary characteristic of the "Guochao" movement in Chinese fashion?

- A) A preference for Western luxury brands.
- B) An embrace of Chinese nationalism and traditional cultural elements.**
- C) A focus on purely futuristic, non-traditional designs.
- D) A trend of avoiding collaborations with international designers.

2. Which traditional Chinese garments are increasingly featured in international fashion as a form of cultural diplomacy?

- A) Kimonos and saris.
- B) Hanfus and qipaos.**
- C) Cheongsams and kimonos.
- D) Abayas and hijabs.

3. What significant challenge have Western fashion brands faced in China recently, often related to geopolitical concerns?

- A) A surge in demand for Western products.
- B) Increased ease of supply chain management.
- C) Controversies like the Xinjiang cotton scandal.**
- D) Decreased competition from local Chinese brands.

4. In response to geopolitical risks, what strategy are many global fashion brands adopting regarding their supply chains?

- A) Increasing reliance on a single manufacturing hub in China.
- B) Consolidating production in Western countries only.
- C) Diversifying supply chains to countries like Vietnam and Bangladesh.**
- D) Halting all international fashion trade.

5. What is a recent trend for Chinese fashion designers on the global stage?

- A) Avoiding all international collaborations.
- B) Only designing for the domestic Chinese market.
- C) Gaining global recognition through collaborations with international brands.**
- D) Strictly adhering to only traditional Chinese designs without Western influence.