

Name _____

Unveiling the Global Fashion Adventure

Open-Ended Response Answer Key

1. Technology has changed fashion marketing and sales by enabling online shopping, social media advertising, virtual fashion shows, and personalized recommendations based on consumer preferences.
2. Answers will vary. Example: "I would like to create a trend called 'Eco Chic,' inspired by nature. This trend would incorporate sustainable materials like organic cotton and recycled fabrics into stylish, comfortable clothing, emphasizing environmental consciousness."
3. It is crucial for the fashion industry to address sustainability concerns because it has a significant environmental and social impact. Steps to make fashion more sustainable include using eco-friendly materials, reducing waste, promoting ethical labor practices, and educating consumers about responsible fashion choices.
4. Answers will vary. Example: "One trend I've noticed is the 'retro revival,' where people are wearing vintage-style clothing from the 80s and 90s. I think nostalgia and a desire for unique, one-of-a-kind pieces have influenced this trend, along with the popularity of retro TV shows and movies."

