

I 期 英語 設問

【問】次の英文を読み、設問に答えなさい。

著作権上の問題で設問と一部解答と引用元の著者・
記事タイトル・サイト名・URL・掲載日のみ公開いたします。

Q1: Currently, Armani is the only ranking fashion business that is not publicly traded or owned outright by a larger group. Although CEO Giorgio Armani has always said that he wanted to keep Armani privately owned, at 88 years old, there are rumors that he could merge or sell the company. Where did Giorgio Armani say that staying independent was “not so strictly necessary”?

- 1) Giorgio Armani made this comment in BoF(*The Business of Fashion*) on July 20, 2022.
- 2) Giorgio Armani said he may explore “a liaison with an important Italian company” in US *Vogue*.
- 3) Giorgio Armani was quoted in *Reuters* that he is in talks with Ferrari owner Exor.

A1
2

Q2: Founded back in 1975 with a \$10,000 investment, the Armani Group reached €2.02 billion in 2021. What percentage increase was this over 2020 revenue?

- 1) Revenue was up 26% compared to 2020, exceeding expectations.
- 2) Revenues were down 7% compared to 2020, while Prada was up 8% and LVMH was up 42% when compared to 2020.
- 3) Armani Group revenues rose by 24% over 2020.

A2
1

Q3: What did CEO Giorgio Armani say about the future of his company?

- 1) “These results are even more encouraging given that they were achieved without undue pressure on sales opportunities.”
- 2) “Since 2017, the company has been looking to fill the gap in revenues from discontinuing wholesale-driven sub-brands including Armani Jeans and Armani Collezioni.”
- 3) “The remarkable growth achieved in 2021, consolidated by the positive performance in the first half of this year, makes me cautiously optimistic.”

A3
3

Q4: Armani says it has discontinued wholesale-driven sub-brands including Armani Jeans and Armani Collezioni to streamline its offer and reposition the brand. Please explain why this decision can help a brand in Japanese.

Q5: Why do you believe such luxury brands as Prada and LVMH surged in growth after the COVID pandemic. Please explain in Japanese.

出題テーマに基づき、こちらで準備した原稿用紙に小論文を作成。

I 期 小論文 出題テーマ

【問】 ヨウジヤマモトは、OMO（オンラインとオフラインの融合）の直営路面店の出店と EC サイト「ワイルドサイド」を開設し、新たな販売戦略に着手する。以下の文章を読んで、ヨウジヤマモトの戦略の狙いと有効性についてあなたの考えを 1200 字以内で述べなさい。

著作権上の問題で設問と引用元の記事タイトル・サイト名・URL・掲載日のみ公開いたします。

「ヨウジヤマモトが OMO 店舗出店へ デジタルネイティブに照準」

日経クロストrend <https://xtrend.nikkei.com/> 2022 年 7 月 29 日掲載記事より一部転載

※初出: 日経 MJ 2022 年 7 月 18 日付記事「ヨウジヤマモト出店再開」を再構成

【問】次の英文を読み、設問に答えなさい。

著作権上の問題で設問と一部解答と引用元の著者・
記事タイトル・サイト名・URL・掲載日のみ公開いたします。

Reference: Malleveys, Secondhand Luxury: Opportunity or Threat?, The Business of Fashion,

<https://www.businessoffashion.com/opinions/luxury/secondhand-luxury-opportunity-or-threat/>, [October26, 2022]

Q1: According to the article, which brands do not have programs to actively support the sale of their secondhand items?

- 1) Chanel and Hermès are not participating in programs to sell their products in the secondary market. In contrast companies like Burberry, Oscar de la Renta, Gucci, Alexander McQueen, and Balenciaga are supporting the resale market.
- 2) Oscar de la Renta has discontinued their website called Encore by Oscar de la Renta to sell pre-owned and reconditioned items.
- 3) Burberry received positive support when they burned excess inventory to reduce secondhand sales.

A1
1

Q2: According to the article, what is the anticipated growth rate for the primary luxury market per year for the next 5 years?

- 1) Primary luxury sales are projected to increase at around 15 percent annually over the next five years.
- 2) Primary luxury sales are projected to grow at about 7.5 percent annually for the next 5 years, half the 15 percent growth rate of the secondary luxury market.
- 3) The primary luxury market grew 65 percent from 2017 to 2021.

A2
2

Q3: In addition to increased revenue, what other factors seem to support programs for the resale of used products by luxury companies?

- 1) According to Boston Consulting Group, 71 percent of buyers of pre-owned items tended to buy products and brands they could not afford new.
- 2) Resale offers brands an opportunity to improve their sustainability credentials in a market that's increasingly eco-conscious.
- 3) The secondary market can actually stimulate sales of new luxury goods as consumers often put the money they recuperate from selling used items towards purchasing more new products.
- 4) All of the above.

A3
4

Q4: According to the article, Hermès' chief executive said that a side-line in pre-owned products would be "to the detriment of our normal customers that come to the stores." Do you believe this is true? Please explain your point of view in Japanese.

Q5: Are there brand image advantages for luxury companies to support the sale of secondhand products through official websites and retailers? Please explain in Japanese.

出題テーマに基づき、こちらで準備した原稿用紙に小論文を作成。

Ⅱ期 小論文 出題テーマ

【問】以下の文章を読んで、三宅一生氏のデザインに対する思想について簡潔にまとめ、それについてあなたの考えを1200字以内で述べなさい。

著作権上の問題で設問のみ公開いたします。