

# 文化ファッション大学院大学ファッションマネジメント専攻 2024年度生入試問題

## ■英語・小論文(試験時間 90分)

(英語と小論文は 2025 年度入試から試験時間が各 60 分に変更になるため、参考問題となります。)

### 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。

Reference: LUCA SOLCA, The State of Luxury Resale, *The Business of Fashion*,

<https://www.businessoffashion.com/opinions/luxury/the-state-of-luxury-resale/>, [August 21, 2023].

Q1: According to the author, the secondhand market for luxury goods will continue to grow. In the article, which of the following does the author think is possible?

- 1) The secondhand luxury market will remain active and continue to develop because of the growth of e-commerce.
- 2) Secondhand luxury products may develop into an industry that is as common as the used car market.
- 3) The second-hand luxury market will continue to grow, but only for certain luxury categories like jewelry.

A1
2

Q2: Secondhand retailers are faced with several key challenges. According to the article, which of the following is true?

- 1) Secondhand sellers have been very successful in guaranteeing that the products they sell are 100% authentic.
- 2) Secondhand retailing can be highly profitable because inventory management requires a low investment in labor.
- 3) Secondhand sellers can survive if labor costs are reduced with low touch inventory management processes and costs are kept low.

A2
3

Q3: Luxury watch brands are being offered on resale sites such as Chrono24 with their original boxes and certificates. Who does the article say may be offering these watches for sale?

- 1) Wholesalers who are selling new watches at 30% discounts.
- 2) Brands who are trying to liquidate and sell off excess inventory.
- 3) Customers who originally bought the watches at retail, but regret buying.

A3
1

Q4: To date, what does the article say has been the reaction of luxury brands to the secondhand market?

- 1) Luxury brands feel it is a strong opportunity to increase the visibility of their brands, especially among middle-class consumers.
- 2) Secondhand retailing allows luxury consumers to clean out their closets and buy new items from the luxury mega-brands.
- 3) While field research says that brands like Gucci have used secondhand retailers to sell off unsold, end of season products, most luxury retailers do not support the secondhand market.

A4
3

Q5: According to the article, “LVMH chief Bernard Arnault has made it clear that his company’s priority is selling new products, not used ones.” What is your opinion about the second-hand market? Would your opinion be different if you were the head of LVMH? In 100 words or less explain your point of view.

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】 以下の文章を読んで、ブルネロ・クチネリの企業理念「人間主義的資本主義」について、他のアパレル企業と比較しながら、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。

【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: Angelina Rascouet/BLOOMBERG, Tougher Times for Luxury Brands Separate Winners From Losers,  
*The Business of Fashion*, <https://www.businessoffashion.com/news/luxury/tougher-times-for-luxury-brands-separate-winners-from-losers/> [October 25, 2023].

Q1: According to the article, rival brands Gucci and Hermes are not performing the same. Which of the following is true?

- 1) Although Gucci is underperforming compared to Hermes, Gucci is expected to significantly improve profitability and turnaround in 2024.
- 2) Hermes is winning with wealthy customers lining up for their \$10,000 handbags protecting them from a downturn, while Gucci currently has a drop in profitability.
- 3) Global demand for Gucci is increasing due to their \$10,000 handbags that wealthy customers are lining up to buy.

A1
2

Q2: The article suggests that there are different strategies that separate the winners from the losers. Which of the following is suggested by the article?

- 1) Luxury brands that targeted the wealthiest consumers are winning, while brands that are appealing to younger, entry level customers are losing.
- 2) Focusing on younger customers with lower price points is a winning strategy as aspirational customers are increasing their purchases.
- 3) The post pandemic increase in demand for luxury goods has continued as entry level customers continue to buy low priced luxury items such as bags and shoes due to pent up demand.

A2
1

Q3: The article says that “quieter” brands are performing better. What does the description “quieter” mean according to this article?

- 1) “Quieter” brands do less advertising and promotion in magazines and on line.
- 2) “Quieter” brands use neutral fabric colors and have silver rather than gold hardware.
- 3) “Quieter” brands are less ostentatious, without bold logos and monograms.

A3
3

Q4: Do you feel that luxury brands are still popular with younger consumers? Please describe your observations about luxury goods in your home country in 100 words or less.

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、メタバースがファッションビジネスにもたらす有用性とその理由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。

「メタバースで開拓する顧客接点 企業が学ぶ仮想空間の“作法”」/藤田 太郎 日経ビジネス記者  
日経ビジネス電子版 <https://business.nikkei.com/> 2022 年 8 月 31 日付より引用