

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 2025 年度生入試問題

■英語(試験時間 60 分)

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: Shuli Ren / BLOOMBERG, What's Behind the Slump in China's Luxury Sales?, *The Business of Fashion*,  
<https://www.businessoffashion.com/opinions/china/whats-behind-the-slump-in-chinas-luxury-sales/>, [August 12, 2024]

Q1: Why do multinational luxury companies need to solve the problems of the market in China?

Choose the best answer.

- 1) This is because the Chinese are a pragmatic people, and when the economy was strong, many Chinese luxury goods buyers saw no return on their investment.
- 2) This is because although China's luxury goods market is the largest in the world, it is not an attractive market for multinational luxury companies.
- 3) The Chinese luxury goods market is the largest in the world and a very important market for multinational luxury companies. Failure to solve the problems in this market could have a major impact on the long-term prospects for them.
- 4) The reason is that many consumers in China took advantage of Chanel's price increase but could not make a profit by selling the second-hand goods on the online resale platform.

A1
----

3
---

Q2: What types of speculators are the management of multinational luxury companies particularly concerned about? Choose the best answer.

- 1) Speculators who will not invest in the classic flap bag of the iconic French brand Chanel.
- 2) Speculators who buy new Hermès products for investment as prices rise.
- 3) Speculator who will not buy Feitian baijiu at JD.com, even at the unbeatable price of 1,499 yuan.
- 4) Speculators who bet on price fluctuations, like the “Mrs. Watanabe” in Japan.

A2
----

4
---

Q3: From the example of Kweichow Moutai, choose one incorrect statement about the impact of speculators on the brand.

- 1) Between 2016 and 2021, the wholesale price of Feitian Baiju, the iconic brand of Kweichow Moutai, rose 358% to reach \$536 per bottle.
- 2) Currently, wholesale prices are rising again and the brand value of Feitian Baiju is increasing.
- 3) JD.com sold Feitian at a whopping 1,499 yuan per bottle to attract consumers.
- 4) Over the past few years, the supply of Moutai liquor has built up to about 14 months' supply, and the average purchase price is estimated to be 2,079 yuan per bottle.

A3
----

2
---

Q4: What is Chanel's pricing strategy to increase the resale prices. Write at 150 words or less.

Q5: Hermès' second quarter earnings were much better than LVMH's earnings. Give your thoughts on why. Write at least 200 words.

【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: Laura Neilson, "Going From Royal Gowns to Uniqlo", *The New York Times*,

<https://www.nytimes.com/2024/10/17/style/clare-waight-keller-uniqlo-givenchy.html>, [October 17, 2024]

Q1: When Clare Waight Keller was in college what was her strategy to stand out from other young designers?

- 1) She decided to specialize in luxury fashion, but this is trending toward an economic downturn.
- 2) She decided to specialize in denim, the process of weaving, dying and how to construct a garment with denim.
- 3) She decided to be a specialist in knitwear, this was a niche that led to her first job at Ralph Lauren. She was the only one of her peers to graduate with a job offer.
- 4) She did not strategize about how to separate herself from other young fashion designers.

A1
3

Q2: Another high-profile designer for celebrities and socialites, Zac Posen was hired by GAP Inc. to revive their brands including Old Navy, Banana Republic, GAP and Athleta. According to the article, as the new creative director of Uniqlo, was Clare Waight Keller hired by Uniqlo for the same reason?

- 1) Clare Waight Keller was hired by Uniqlo to resuscitate the stagnant design image of the brand.
- 2) Sales at Uniqlo have been falling and Clare Waight Keller was hired to stop the decline.
- 3) Clare Waight Keller was hired by Uniqlo to design trend-proof, reasonably priced basics for a broad age range of consumers.
- 4) Claire Waight Keller was hired to make Uniqlo more attractive to celebrities and socialites.

A2
3

Q3: What does Clare Waight Keller mean by "Never Step Off the Train."

- 1) In 2018, she gained notoriety and success by designing Meghan Markel's wedding dress for Givenchy, and she feels it is important to keep designing wedding dresses for celebrities.
- 2) She has worked in New York, Milan, London, and Paris and in every city the train system is difficult to use.
- 3) The fashion industry is like a speeding train with fast moving competition and constant change. It is difficult for women to continue their careers if they take time off to raise children.
- 4) Clare Waight Keller did not have a lot of money growing up and although her mother was not a seamstress, she would make the family's clothes for their commute by train.

A3
3

Q4: Why does retail consultant, Sarah Shapiro believe that it is wrong to put Uniqlo in the “fast fashion” category. Select the best answer.

- 1) Uniqlo produces only two seasons a year, with 250 styles each for women's wear and men's wear.
- 2) Half of Uniqlo's 250 styles are carried over from the previous season, so only 125 styles are new.
- 3) At luxury houses the seasonal quantity of styles is typically double the quantity at Uniqlo.
- 4) All of the above.

A4
4

Q5: Clare Waight Keller was the first woman in the creative director job at Givenchy.

Please write a 150 word essay about the reasons why she believes it is difficult for women to achieve the top jobs in the fashion design industry.

■小論文(試験時間 60 分)

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、ナイキが直面している経営課題と、それらを解決するためのあなたの考えを  
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】 以下の文章を読んで、「MiuMiu」が成功している要因について、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。