

科目：時尚品牌案例分析

系所組：品牌與時尚經營管理碩士學位學程

Q&A:

Please briefly answer the following questions :

Q1: Why are so many people obsessed with “Gucci” in recent years ? Please try to analyze and indicate the key strategies which had made “Gucci” such a popular and great demanded brand. (25%)

Q2 : Please indicate your insightful opinion on the most updated trend for the future development of the metaverse era- taking brands or arts as an example. (25%)

Q3: The fashion industry has been highly impacted during the pandemic, please give an example of a particular brand which was successfully grown against the trend during the pandemic, and also try to point out its strength. (25%)

In recent years, the fashion industry’s calendar has twisted into something beyond recognition. The days of bi-annual shows where a brand would present a collection for Spring/Summer and one for Fall/Winter are now long gone. In today’s era of rampant consumption and crippled attention spans, no brand can rely on two seasonal collections a year to stay relevant.

Q4: Please add on more collections which now most big name brands launch in a year and also explain why. (25%)

- ※ 注意：1.考生須在「彌封答案卷」上作答。
2.本試題紙空白部份可當稿紙使用。
3.考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。