

科目： 專業英文

系所組： 品牌與時尚經營管理碩士學位學程

There are two distinct ways of developing products in the apparel industry, ready-to-wear and Haute Couture.

1. Describe the major differences between the two methods and explain how each works. (60%)
2. The term Haute Couture is widely understood within the fashion industry. Explain how a fashion house becomes qualified as such. (40%)

※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、字典或其他資料工具，以簡章之規定為準。

科目：時尚品牌案例分析

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**Q&A:**

**Please briefly answer the following questions :**

Q1: Why Are So Many People Obsessed with Supreme?

Please analyze and indicate the key strategies which had made “Supreme” such a popular and great demanded brand. ( 25%)

Q2 : “ Coach “, the brand famous for its handbags, has been changed its corporate name in 2017 called “ Tapestry”.

Please indicate your insightful opinion to this case. ( 25%)

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The fashion industry is in crisis at the moment , while many labels – including Burberry, Gucci, Vetements and Public School – have recently announced that they’ll be merging their men’s and women’s collections together, in spite of the traditional calendar that keeps them separate.

Q3: How do you feel about the merging of men’s and women’s shows? (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%)

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