

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: Please indicate the differences between “Brand” and “Product “. (25%)

Q2: Please give a successful example of a fashion brand and also to analyze its key factors of success. (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、字典或其他資料工具，以簡章之規定為準。

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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%)

Q4: Please try to define what “fashion communication” of a brand means.

(25%)

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