

2023年度入試

記述問題（英語）

Read the following passage and answer the questions.

次の英文を読んで、下の設問に答えなさい。

Introduction

1. Over the past decade, sustainability has become important in the fashion industry. Companies have realized that affordable and trend-sensitive fashion, while highly profitable, also causes various problems. How do today's young consumers, who care about eco-friendly issues, continue to purchase new clothes and balance their environmental concerns? This passage is a summary of research that asked what young consumers thought about fast fashion versus luxury fashion, and what sustainability actually meant to them. Before reviewing the research results, this paper explains sustainability and fast fashion.

What is Sustainability?

2. Sustainability is often paired with the social responsibility of companies. Sustainability has many definitions, with the two most common being: ① an activity that can be continued indefinitely without causing harm; and, ② meeting a current generation's needs without compromising those of future generations (Fletcher 2008; Report of the World Commission on Environment and Development 1987). Seidman (2007: 58) noted, "Sustainability is about much more than our relationship with the environment; it's about our relationship with ourselves, our communities, and our institutions."

3. Sustainability involves complex and changing environmental factors that affect human livelihoods and well-being. Ecological, economic, and sociopolitical issues are connected both globally and locally. Organizations reflect the values of society, which raises profound issues. One issue is that the fashion industry is complicated and highly fragmented. In particular, the fast fashion system is unsustainable.

Why Is Fast Fashion Unsustainable?

4. Fast fashion—low-cost clothing collections based on current, high-cost luxury fashion trends—is a fast-response system that encourages the disposal of clothing by consumers (Fletcher 2008). Where it used to take six months to produce a design from a fashion show, now it only takes weeks for companies like H&M and Zara to receive new fashion, with increased profits to match. Fast fashion companies make money based on their fast cycles. This includes rapid design, a large variety of clothes, more efficient transportation and delivery, and merchandise that is presented ready to sell on hangers with price tags already attached. New items can be introduced weekly so that consumers return to the stores regularly. Moreover, lower manufacturing and labor costs mean lower costs overall, which result in lower prices and more items produced.

5. Young consumers have a desire for fast fashion and many of them have extra money to spend. The fast fashion phenomenon has been referred to as “McFashion,” because the system does with fashion what McDonald’s has done with food. With fast fashion, new styles quickly replace the old, and encourages consumers’ desires and ideas about themselves. Also, like McDonald’s, fast fashion chains typically earn higher profit margins—on average, an impressive 16 percent—than traditional fashion companies, who average only 7 percent. Their success is clearly significant. The next section will explain the research results.

Research Results

6. The researchers interviewed 33 male and female fast fashion consumers aged between twenty and thirty-five in Hong Kong and Canada on their own ideas of style and fashion to highlight the issues involved in their approach to fashion purchases. The researchers found that sustainability is not a term that young consumers typically associate with fashion, although they are interested in environmental issues. Consumers from both Hong Kong and Canada, while concerned about the environmental and social impact of their non-fashion purchasing decisions, did not apply those ideas to their purchases of fashion.

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7. The young consumers talked about saving the environment, recycling, and organic food. Yet, these very same consumers routinely purchased trendy clothing that was cheap. The clothing was of low cost to them, but high in cost to the environment. They had little guilt about fast fashion and did not see much conflict between their attitudes toward sustainability and their fashion purchasing choices. The findings are not surprising—other studies have also reported the conflict between consumers' values and their actions regarding fashion.

Adapted from:

Joy, A., Sherry Jr., J. F., Venkatesh, A., Wang, J., & Chan, R. (2012). Fast fashion, sustainability, and the ethical appeal of luxury brands. *Fashion Theory*, 16(3), 273-295. DOI: 10.2752/175174112X13340749707123

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Answer all four sections. All answers should be written in the designated parts of the answer booklet.

4つのセクションすべてに解答しなさい。

各問題の解答は、それぞれ指定された解答用紙に記入すること。

SECTION 1: True/False Questions

Read each sentence and circle the correct answer in the answer booklet.

Example:

There are seven paragraphs in the passage.

TRUE / FALSE

1) Sustainability has recently become important in the fashion industry.

TRUE / FALSE

2) Fast fashion encourages consumers to throw away old clothes and buy new ones.

TRUE / FALSE

3) McDonald's has the desire to sell fast fashion in the same way as they sell food.

TRUE / FALSE

4) This paper explains sustainability and traditional fashion.

TRUE / FALSE

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5) Young consumers don't worry too much about the high environmental cost of fast fashion.

TRUE / FALSE

6) The researchers asked young consumers in two countries about what was important to them when buying clothes.

TRUE / FALSE

7) Traditional fashion is more profitable than fast fashion.

TRUE / FALSE

8) Sustainability is only about our relationship to the environment.

TRUE / FALSE

SECTION 2: Multiple-choice questions

Read each question and circle the correct answer in the answer booklet.

9) Choose the best definition of sustainability according to the article.

1. An activity that can fill the needs of current and future generations without hurting the environment
2. An activity that fulfills the desires of young people who have a sustainable income
3. An activity that lets businesses and companies continue being productive and profitable
4. An activity that supports diverse communities in large urban areas to reach out and help those in need

10) What is NOT included in the fast cycles of fast fashion companies?

1. A variety of clothes
2. Efficient transportation and delivery
3. Environmental impact reduction
4. Rapid design

11) Choose what you think is meant by “the fashion industry is complicated and highly fragmented” in the article (Paragraph 3).

1. It is difficult to come to an agreement among different countries about creating fashionable clothing.
2. There are many aspects involved in providing fashion to the public from production to sales.
3. There is too much competition in the industry causing confusion among customers.
4. Traditional styles come and go so quickly that the industry has trouble keeping up.

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12) Regarding Paragraph 4, what is the most likely reason that fast fashion is unsustainable?

1. Disposal of clothing
2. Hangers with price tags
3. Low manufacturing costs
4. Young consumers' desire

13) According to the article, what kind of clothing do young consumers like to buy?

1. Traditional and cheap
2. Traditional and expensive
3. Trendy and cheap
4. Trendy and expensive

14) Which of the words below has the closest meaning to 'merchandise'?
(Paragraph 4)

1. Costs
2. Goods
3. Merchants
4. Stores

15) Choose what you think is the best description of "McFashion" (Paragraph 5)?

1. Fast fashion targets young consumers between the ages of twenty and thirty-five years old that have money to spend.
2. Like McDonald's, there are many fashion outlets where consumers can buy the newest styles at a low price.
3. New fashion is low in cost, sustainable, and appeals to a wide audience.
4. Traditional fashion focuses on what consumers want to make them feel good about themselves.

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16) What did the research results show about young consumers in Hong Kong and Canada?

1. They felt very guilty about how fast fashion affects the environment but bought cheap clothing anyway.
2. They were conscious about saving the environment, but did not apply that to buying low cost clothing.
3. They were not conscious about environmental issues and the social impact of their decisions.
4. They were not interested in environmental issues or about style and fashion.

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SECTION 3: Summary question

Read the question and write your answer in English.

17) Write a summary of the section called “Why is Fast Fashion Unsustainable?” explaining what fast fashion is, how the fast fashion process works, and how the fast fashion system affects consumers’ purchasing choices. Your answer should be about 10 lines of text. Write your answer in the answer booklet.

IMPORTANT NOTE: You may use some key words from the passage in your answer, but do NOT copy sentences from the passage. Points will not be given for copied sentences.

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SECTION 4: Short response question

Read the question and write your answer in English.

18) The passage discussed the views of young people in Hong Kong and Canada towards fast fashion. What are your views about sustainability and fast fashion? Discuss your opinions in relation to the ideas in the passage. Support your answer by giving and explaining examples. It is recommended that you give examples of what you have studied or learned from the news. Your answer should be about 15 lines of text. Write your answer in the answer booklet.