

## 從演化觀點詮釋快時尚現象：以 ZARA 為例

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### 摘要

批判真實主義認為要徹底了解社會現象，必須從三個層次來分析，分別是經驗領域：指觀察到的事件及其帶來的感受；真確領域：指事件中的共同脈絡；與真實領域：指究竟是何種底層機制使然。本文嘗試以批判真實主義之哲學觀，從演化觀點詮釋快時尚現象；我們所採取的是深度真實的本體論、演化的認識論和基因演算法的方法論。簡言之，本文的目的就是要以演化觀點來詮釋快時尚現象之底層機制。基於演化概念的啟發，特別是對於基因演算法運作原理的深刻體認，我們在先前的研究中提出了一種「優生型」產品設計系統；本文結論是：ZARA 的產品設計及市場行銷運作方式充分展現了演化的概念，實際上可說是「優生型」產品設計系統的一個例子。

**關鍵詞：**快時尚、批判真實主義、演化、基因演算法、「優生型」產品設計系統

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## **From Evolutionary Perspective to Interpret Fast Fashion Phenomenon: by ZARA Case**

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### **Abstract**

Critical realism considers that to thorough understand a social phenomenon, we must analyze it from three levels, namely empirical domain: observed events and the associated feelings; actual domain: common thread of events; and real domain: what kind of underlying mechanism dictates. This paper attempts to take critical realism, from the point of view of the evolution, to interpret the fast fashion phenomenon. What we take are the ontology of depth realist, the epistemology of evolutionary and the methodology of genetic algorithm. In short, the purpose of this paper is, from the evolutionary point of view, to explain the underlying mechanism of the phenomenon of fast fashion. Inspired by the concept of evolution, especially by a profound perception of genetic algorithms, we propose a eugenic product design system in a previous study. In this paper we conclude that ZARA's modus operandi of product design and marketing is fully demonstrated the concept of evolution, in fact, is an instance of eugenic product design system.

**Keywords:** Fast Fashion, Critical Realism, Evolution, Genetic Algorithm, Eugenic Product Design System

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