

Encourage commercial thinking

Our academic clients use Passport for many types of research assignments. Here we highlight how the fashion department at a US Arts College encourages design students to think commercially.



Client objectives

Our client needs resources to teach the principles of business and marketing to fashion students, preparing them for the commercial realities of a career in the industry. Many students lack an understanding of business because the majority of their focus is on design-led courses.

Questions to answer

- Which countries and sales channels offer the best opportunities for my design?
- What is the age profile of my target customer?
- How will income levels, lifestyles and emerging trends influence fashion choices?

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Passport gives our creative students the confidence working with business data, something they are not always comfortable doing.

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Faculty member
US Arts College

Solution

Euromonitor's Passport database helps students build profiles of their target audience. Assignments have real world-relevance and students develop analytical skills that companies are looking for by using our data.

Data analytics and insights

- Apparel and footwear, luxury goods and retail
- Income and expenditure
- Consumer lifestyles
- Population
- Innovation and megatrends