

## 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