
Case Study: How Undergraduate Programme in Entrepreneurial Career Development Led to a Career in Fashion (Advanced)

Why the Global Market is Paying a Premium for This Skill Set

Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Sustainable Fashion | As consumers increasingly prioritize sustainability, fashion professionals with expertise in sustainable practices are in high demand, with salaries ranging from USD \$60,000 to over USD \$150,000 | McKinsey Global Institute

Digital Transformation | The fashion industry is undergoing a significant digital transformation, and professionals with skills in e-commerce, social media, and data analysis are highly sought after, with the global digital fashion market expected to reach USD \$1.5 trillion by 2025 | World Economic Forum

Globalization and Trade | The growth of global trade and the increasing importance of emerging markets are creating new opportunities for fashion professionals with expertise in international business and trade, with the IMF forecasting a significant increase in global trade | IMF