



Selected Experience in the Fashion Industry

- Conducted focus groups for new fashion products.
- Conducted a global quantitative study for a major retailer to assess the casual care market.
- Conducted focus groups in Asia and Europe for a major retailer to determine female attitudes toward fashion trends.
- Conducted focus groups for children in the US and in Europe to determine parent's attitudes toward fashion trends.
- Conducted a competitive study for baby clothing to assess infant clothing.
- Conducted an intercept study on mid-level retail stores in France, Spain, and South Korea.
- Conducted focus groups to obtain behavioral, attitudinal, and shopping preference information.
- Conducted in depth-interviews to explore attitudes towards a well-known fashion brand.
- Conducted usability study for a major jewelry producer using a face to face approach.
- Conducted research study regarding the premium fashion brands industry

A Sample of Our Past and Present Clients

- Babies R Us
- Calvin Klein
- D. Swarovski
- Ross Stores
- Target
- Toys R Us