

Global Style in Local Classrooms: Analysing the Impact of International Fashion Brands on Student Preferences and Educational Trends

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Abstract: *In an increasingly globalized world, fashion education is no longer confined to regional styles and domestic brands. This paper explores how international fashion brands influence student preferences, identity formation, and academic interests in Indian educational institutions offering fashion, business, and lifestyle-related courses. Through a mixed-methods approach combining student surveys and expert interviews, the study investigates how global fashion brands such as Zara, H&M, Nike, and Gucci shape classroom discussions, curriculum trends, and student aspirations. The paper also considers how this influence can be harnessed to enrich fashion and business education by fostering global awareness, cultural sensitivity, and industry readiness. Findings are expected to offer actionable insights for educators and curriculum developers to align teaching with the evolving global fashion ecosystem*

Keywords: fashion education.

