



Business Clinic students with Kimberley Stacey (centre) of Tiska London

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# Students help sustainable fashion business break into US

# market

**A consultancy project led by a team of students from Northumbria University, Newcastle, is helping a growing fashion business expand into new markets in the USA.**

Final year business students Taleh Nadirov, Lucy Watters, Andria Chatzigiannakou and Stella Schwaeble were working to a brief from client [Tiska London](#), a British start-up fashion label. Operating as team Ascension Consultancy with [The Business Clinic](#) at Northumbria, they undertook extensive research exploring the feasibility of entering the US market, finding suitable market entry strategies and evaluating what digital marketing strategies should be implemented.

Run solely by North East-based designer Kimberley Stacey, Tiska London describes itself as “Authentically British, Nordic Inspired.”

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The Business Clinic is an award-winning education scheme that involves groups of business students forming a ‘consultancy firm’ to provide free advice to clients. The service is available to all types of businesses from SMEs and multinationals to charities and third sector organisations.

Under close supervision by experienced Business School tutors, the model enhances student employability and skills by working directly with organisations in need of consultancy advice. The students analyse the problem and provide up to date research and recommendations to help the organisation grow and develop.

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