

*Colorful Challenge*  
SPRING-SUMMER COLLECTION 2016

ARMENIA

IMPROVING COMPETITIVENESS  
OF EXPORT-ORIENTED INDUSTRIES  
THROUGH MODERNIZATION AND  
MARKET ACCESS



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION





# THE **New Story** OF AN OLD TRADITION

## MILESTONE 1

1

### Creation of the 5900BC label

A collaboration of 8 Armenian clothing manufacturers, experienced Italian designers and an expert team assembled by UNIDO. The name 5900 BC is a reference to Armenia's millennia-old tradition of garment-making and is inspired by a 5900 year old skirt – the oldest known in the world – discovered in Armenia.

3

### Introducing the Fall/Winter 2015–2016 collection abroad

On the heels of the collection's debut in Armenia, the collection travels to Russia, where it is presented to potential buyers in Russia.



5

### Visits of potential buyers to the beneficiary companies

Potential buyers visit the beneficiary companies and are briefed on their on-site production capacities.

7

### Atex-Burgo fashion school gaining momentum

The Atex-Burgo fashion school, established in February 2015, continues to provide professional training to students on pattern-making, delivered by experts trained at the Istituto di Moda Burgo in Milan, Italy.



9

### Creation of the 5900 BC Capsule Collection and the Spring/Summer 2016 catalogue

In close cooperation with UNIDO national and international experts, the beneficiary companies create the 5900 BC Capsule Collection Spring/Summer 2016.



## MILESTONE 2

HEADING TO THE

# colorful

CHALLENGE

10

### 5900 BC Capsule Collection Spring/Summer 2016

5900 BC Capsule Collection Spring/Summer 2016 is an exceptionally feminine collection, created for contemporary women who desire to highlight their style and sensuality with bright and outstanding fashion creations.

11

### Colorful Challenge

Presentation of the 5900 BC Capsule Collection 2016 at international exhibitions and fairs, including the international XXV exhibition CPM –Collection Premiere Moscow, and the Federal Trade Fair "Textilegrom" in Moscow.

2

### Presentation of 5900BC's first collection

5900 BC's first fashion collection, Fall/Winter 2015–2016, is presented to potential buyers and representatives from the Russian fashion industry at a fashion show and business forum in Yerevan on 20 March 2015.



4

### Participation in "Made in Armenia" expo

5900 BC's Fall/Winter 2015–2016 collection is exhibited at the largest national expo of Armenian producers. The collection receives highly positive reviews from the expo visitors, including from the Prime Minister and the President of Armenia.

6

### Garment Production Management Coaching

A production planning and organization training and coaching is held for the companies by a UNIDO expert on production management.



8

### Pattern-making workshop

In June–July 2015, UNIDO experts in design and pattern-making train company designers and pattern-makers as part of preparations for the second 5900 BC Collection – 5900 BC Capsule Collection Spring/Summer 2016.



## About the UNIDO project

The objective of the UNIDO project "Improving Competitiveness of Export-oriented Industries through Modernization and Market Access" is to maintain and increase local textile and clothing enterprises' domestic market share and contribute to Armenia's integration into regional and international markets. In particular, the project aims at building local capacity to support the development and modernization of SMEs, and to position Armenian products as high-end designer goods. Under the project, UNIDO is upgrading technical capacities in innovative fashion design and modeling, supporting exports, and promoting business networking and partnerships between textile producers and designers of ready-to-wear clothing.



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