5900 BC
ARMENIA
IMPROVING COMPETITIVENESS OF EXPORT-ORIENTED INDUSTRIES THROUGH MODERNIZATION AND MARKET ACCESS

UNIDO
UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

RUSSIA

ARMENIA

INDUSTRIAL UPGRADING & MODERNIZATION PROGRAMME
Republic of Armenia
THE NEW STORY OF AN OLD TRADITION

CONTEXT

Since September 2014, UNIDO is helping to revitalize Armenia’s clothing industry through the project “Improving Competitiveness of Export-Oriented Industries in Armenia through Modernization and Non-Renewable Energy-saving Technologies” (INNO-ATEX). The goal of the project is to strengthen Armenia’s clothing industry by reflecting both modern needs and traditions of Armeian and European fashion industries. Capable of utilizing UNIDO’s technical support and experience in modernizing textile and clothing industries worldwide, the project is implemented in partnership with the Ministry of Economy of Armenia, the Armenian Development Agency (ADAM), the Industrial Development Foundation of Armenia (IDFA), and with the financial support of the donor – the Russian Federation.

OBJECTIVE

The project aims to upgrade the technical capacities of Armenian clothing manufacturers and enable the selection of new fashion collections, from design and production to marketing to selling finished products on local, regional, and international markets. Eight enterprises have been supported so far, involving the design and production of a joint collection of fashionable clothing for the Fall-Winter 2015/2016 season.

INPUTS

PROFESSIONAL TEAM

A professional team of twelve Armenian, UNIDO, experts, cooperates closely with the eight beneficiary companies on a wide range of technical activities, including product design and development, project management, logistics, marketing, human resources, finance, marketing, networking, and quality assurance.

WORKSHOPS AND TRAININGS

The companies benefit from workshops, round-tables, and trainings on technological upgrading, modeling, and pattern-making by UNIDO international experts.

FASHION SCHOOL

The Artex-Bursa fashion school in Yerevan has been active in participating with the Italian-based Moda Bursa to support industrial product design, pattern-making, grading, and provide other services to local startups.

5900 BC ONE LABEL

The beneficiary companies have come together under one label – 5900 BC.

A JOURNEY THROUGH THE PROJECT

PROJECT LAUNCHING

Project implementation was officially launched at a ceremony attended by representatives from the chamber of commerce, experts, and officials.

INITIAL CAPACITY BUILDING WORKSHOP

Workshop for the companies and national experts took place in Yerevan to kick off the collaboration.

ROUND TABLE DISCUSSIONS

A series of workshops and joint project conferences (Ministry of Economy, ADAM, UNIDO, and the beneficiary companies) were held to select leading companies for a joint logistic and fashion collection.

SELECTION OF BENEFICIARY COMPANIES

Selection of the eight companies according to overall project results, including performance evaluation, criteria for the selection of the top three companies for the joint logistic and fashion collection.

FASHION DESIGN TRAINING

Training workshop on fashion design for tailoring and clothing industry, with the participation of UNIDO international experts in fashion design processes and product development.

OUTPUTS

INTERNATIONAL EXPERTS

UNIDO international experts on garment pattern-making and grading product development, styling, and modeling initiated and developed the first Fall-Winter 2015/2016 collection, low-demanded under “5900 BC” label within the special fashion show-event on 20 March, 2015, in Yerevan, Armenia.

ASSESSMENT

SPECIAL EVENT

The handwork, commitment, and enthusiasm of all project stakeholders will be showcased at a high-level expert event on 20 March, 2015, attended by representatives from counterparts of the Ministry of Economy, ADAM, UNIDO, and national and international experts, with the support of the Russian Federation, and UNIDO international and national experts.

VISITS

Visits to Armenian textile and garment enterprises for enterprise designs and production quality assurance by UNIDO international experts on enterprise management and modernization.

ATTAX BURSA FASHION SCHOOL

Inception of the Artex-Bursa fashion school in the neighboring city of Bursa, in Turkey, and the collaborative relationship between the Turkish and Armenian beneficiaries, supported by funds from the Russian Federation, and UNIDO international and national experts.

FASHION DESIGN SOFTWARE TRAINING

Training on industrial fashion design software for national experts by Russian Federation’s ministry of econom specialist and UNIDO professional on fashion design software.

PATTERN MAKING TRAINING

Training on an intensive pattern-making course for the national experts by UNIDO international expert in garment pattern-making and grading.

THEORY OF 5900 BC

FULL-WINTER 2015/2016 COLLECTION

Eight enterprises received UNIDO support during all stages of the fashion cycle, from selection of the sample collection for the Full-Winter 2015/2016 season.
TRANSFORMING
TEXTILE AND CLOTHING INDUSTRY

5900 B.C. AT A GLANCE

THE TARGET MARKET:
5900 B.C. is a mid-market brand targeting Eurasian Economic Union (Customs Union) countries.

THE TARGET GROUP:
The target group men and women aged 18-45 who want fashionable but affordable European clothing.

THE FALL-WINTER 2015/2016 COLLECTION:
The Fall-Winter 2015/16 collection includes jackets, coats, jeans, trousers, skirts, home wear and sportswear.

THE COLLECTION PRESENTATION:
5900 B.C. Fall-Winter 2015/2016 collection will be launched at a special event in Yerevan on 20 March 2015, including:

- Business forum
- Promo tour
- 5900 B.C. collection presentation
- Fashion show
- Networking dinner