

5900  
BC

# ARMENIA

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



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



# 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 Market Access". The goal is to develop a full fashion production cycle reflecting both modern trends and traditions of Armenian and European fashion industry. Capitalizing on UNIDO's technical expertise 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 (ADA), the Industrial Development Foundation of Armenia (IDF), 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 creation of new fashion collections, from sketch design and pattern making to selling finished products on local, regional and international markets. Eight enterprises have been supported so far, leading to 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 and business issues, including product design and development, project management, legal matters, standardization, human resources, finance, marketing, networking and quality assurance.

### WORKSHOPS AND TRAININGS

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

### FASHION SCHOOL

The Atex-Burgo fashion school in Yerevan has been set up in partnership with the Milan-based Istituto di Moda Burgo to support industrial product design, pattern-making, grading, and provide other services to local operators.

## OUTPUTS

### INTERNATIONAL EXPERTS

UNIDO international experts on garment pattern making and grading, product development, styling and modeling initiated and developed the first Fall-Winter 2015/16 collection, to be demonstrated under "5900 B.C." label within the special fashion show-event on 20 March, 2015 in Yerevan, Armenia.



**5900 BC**

### ONE LABEL

The beneficiary companies have come together under one label - 5900 B.C.

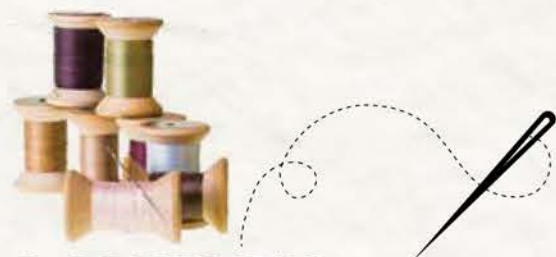
## ASSESSMENT

### SPECIAL EVENT

The hard work, commitment and enthusiasm of all project stakeholders will be showcased at a high-level expert event on 20 March 2015, attended by representatives from counterpart institutions, export promotion agencies in Eurasian Economic Union countries, specially invited buyers, fashion consultants and experts from the Russian Federation, and UNIDO international and national experts.



## A JOURNEY THROUGH THE PROJECT



SEP. 2014  
OCT. 2014

**PROJECT LAUNCHING**  
Project inauguration event attended by around 80 representatives from the public and private sectors.

**INITIAL CAPACITY BUILDING WORKSHOP**  
For the companies and national experts with the participation from the stakeholder institutions.

**ROUNDTABLE DISCUSSIONS**  
With beneficiary companies and project counterparts (Ministry of Economy, ADA, IDF) within the specially established Project Advisory Board.

**SELECTION OF BENEFICIARY COMPANIES**  
Selection of the **eight companies** according to pre-established eligibility criteria, taking into consideration company specialization to achieve a balanced and complete fashion collection.

**FASHION DESIGN TRAINING**  
Training workshop on fashion design processes for the national experts by UNIDO international expert in fashion design process and product development.

**VISITS**  
Visits to Armenian textile and garment enterprises for enterprise diagnosis and production/quality assurance by UNIDO international expert on production management and modernization.

NOV. 2014

**ATEX BURGO FASHION SCHOOL**  
Inauguration of the Atex-Burgo fashion school in partnership with the Istituto di Moda Burgo, international Italian fashion university, based in Milan, Italy.

**FASHION DESIGN SOFTWARE TRAINING**  
Training on industrial fashion design software for national experts by Software Solution Expert from Lectra Systems CAD-CAM facilitated by UNIDO project.

DEC. 2014

**PATTERN MAKING TRAINING**  
Training on practical scientific pattern making for the national experts by UNIDO international expert in garment pattern making and grading.

**CREATION OF 5900 BC FALL-WINTER 2015/2016 COLLECTION**  
Eight enterprises received UNIDO support during all stages of the fashion cycle, from the sketchpad to the final products, culminating in a joint clothes collection for the Fall-Winter 2015/2016 season.

SEP. 2014  
FEB. 2015

# 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 2015/16 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



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