COLORFUL CHALLENGE
SPRING-SUMMER COLLECTION 2016

ARMENIA

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

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

UNITED NATIONS INDUSTRIAL UPGRADING & MODERNIZATION PROGRAMME
Republic of Armenia
Creation of the S950BC BC capsule collection and the Spring/Summer 09 catalogue
In close cooperation with the S950BC BC partners, the capsule collection was created for the S950BC BC capsule collection Spring/Summer 09.

Partnership-making workshop
On 22 and 23 May 2009, the S950BC BC partners and directors from the companies that make up the S950BC BC partners took part in a workshop to create the S950BC BC capsule collection and the Spring/Summer 09 catalogue.

Germany Production Management Coaching
In cooperation with the Fashion Development Group, the S950BC BC partners will participate in a workshop to prepare the companies for the S950BC BC capsule collection and the Spring/Summer 09 catalogue.

Visits of potential buyers to the beneficiary companies
The visits of potential buyers followed up by new orders in the latest 2009/2010 season were again a focus of interest for the S950BC BC partners.

Participation in the “Made in Armenia” expo
In spring 2009, the S950BC BC partners presented the S950BC BC capsule collection at the “Made in Armenia” expo in Berlin.

Presenting of the S950BC BC capsule collection
The S950BC BC partners presented their new S950BC BC capsule collection at the Berlin Fashion Week in March 2009.

Creation of the S950BC BC capsule collection
In cooperation with the Fashion Development Group, the S950BC BC partners created the S950BC BC capsule collection for the Spring/Summer 09 season.

New OPHAN Traditions
The S950BC BC partners present their new S950BC BC capsule collection at the Berlin Fashion Week in March 2009.

4 Creation of the S950BC BC capsule collection
A collaboration of 8 Armenian clothing manufacturers formed the S950BC BC, a reference to Armenian heritage and history, to encourage contemporary fashion designers to create a new generation of garments, nurture new human talent and take a new approach to the fashion industry. The S950BC BC was created in response to the lack of fashion design in Armenia and the demand for Armenian fashion on the world stage.

5 Introducing the Pitt/Wiener BESPOKE 2009 collection abroad
On the first day of the S950BC exhibition in Armenia, the collection from the Pitt/Wiener BESPOKE 2009 collection was presented to potential buyers in Russia.

6 Visit of potential buyers to the beneficiary companies
The visits of potential buyers to the beneficiary companies, which have been carried out since 2003, were a focus of interest for the S950BC BC partners.

7 Alex-Burga fashion school gaining momentum
The Alex-Burga fashion school, established in 2001, will be a focus of interest for the S950BC BC partners, with the intention to create a fashion school in Armenia as an independent educational institution.

8 Participation in the “Made in Armenia” expo
The S950BC BC partners participated in the “Made in Armenia” expo in Berlin in spring 2009.

9 Germany Production Management Coaching
In cooperation with the Fashion Development Group, the S950BC BC partners will participate in a workshop to prepare the companies for the S950BC BC capsule collection and the Spring/Summer 09 catalogue.

10 S950BC capsule collection
The S950BC capsule collection for the Spring/Summer 09 season.

11 Colorful Challenge
The S950BC capsule collection for the Spring/Summer 09 season, with a focus on colorful designs and patterns.

12 Heading to the colorful challenge
The S950BC capsule collection for the Spring/Summer 09 season, with a focus on colorful designs and patterns.

13 New OPHAN Traditions
The S950BC capsule collection for the Spring/Summer 09 season, with a focus on colorful designs and patterns.

14 Presentation of the S950BC capsule collection
The S950BC capsule collection was presented at the Berlin Fashion Week in March 2009.

15 Visit of potential buyers to the beneficiary companies
The visits of potential buyers to the beneficiary companies, which have been carried out since 2003, were a focus of interest for the S950BC BC partners.

16 Germany Production Management Coaching
In cooperation with the Fashion Development Group, the S950BC BC partners will participate in a workshop to prepare the companies for the S950BC BC capsule collection and the Spring/Summer 09 catalogue.

17 Colorful Challenge
The S950BC capsule collection for the Spring/Summer 09 season, with a focus on colorful designs and patterns.

18 Heading to the colorful challenge
The S950BC capsule collection for the Spring/Summer 09 season, with a focus on colorful designs and patterns.
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.