



5900
BC

ARMENIA

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



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



INDUSTRIAL UPGRADING
& MODERNIZATION
PROGRAMME
Republic of Armenia

THE NEW STORY OF AN OLD TRADITION

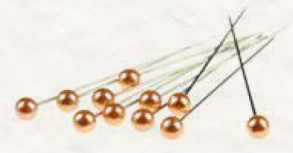
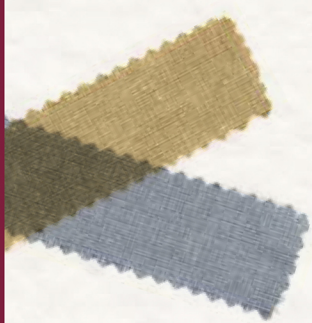
CONTEXT

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 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.

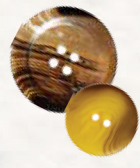
OUTPUTS

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.

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.

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





UNIDO Project Office in Armenia
5 Mher Mkrtchyan Str.
0010 Yerevan, Armenia
Telephone: (+374-10) 570 170 (216)
E-mail: ArmeniaIUMP@unido.org

[https://www.facebook.com/
unidoarmeniacthning](https://www.facebook.com/unidoarmeniacthning)



United Nations
Industrial Development Organization
Vienna International Centre
P.O. Box 300, 1400 Vienna, Austria
Telephone: (+43-1) 26026-3570
Fax: (+43-1) 26026-6842
E-mail: IUMP@unido.org
<http://www.unido.org/iump>



© UNIDO 2015. All rights reserved.

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as "developed", "industrialized" or "developing" are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO. Unless otherwise mentioned, all references to sums of money are given in United States dollars.

Photos © www.shutterstock.com: Smilena, Vereshchagin Dmitry, showcase, Picsfive, rcratal2p, David Franklin, caimacanul, Zigzag Mountain Art, Marilyn Volan.