5900 BC

ARMENIA

IMPROVING COMPETITIVENESS OF EXPORT-ORIENTED INDUSTRIES THROUGH MODERNIZATION AND MARKET ACCESS
THE NEW STORY OF AN OLD TRADITION

CONTEXT
Since September 2014, UNIDO is helping to revitalize Armenia’s clothing industry through the project “Promoting Competitiveness of Export-Oriented Industries in Armenia through Modernization and Market Access”. The goal of the project is to assist in improving competitiveness of the clothing industries in Armenia, by reflecting both modern trends and traditions of Armenian and Eastern European fashion. 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 (IDFA), and with the financial support of the donor – the Russian Federation.

OBJECTIVE
The project aims to upgrade the textile capacities of Armenian clothing manufacturers and enable the production of fashion collections, from sketch design to pattern-making to selling finished products on local, regional and international markets. Eight enterprises have been supported to: (a) develop their design and production of a joint collector of fashion 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 issues, including product design and development, project management, legal issues, 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 Arts-Bugs fashion school in Yerevan has been set up in partnership with the Institute of Moda Buga to support independent product design, pattern-making, grading and provide other services to local operators.

OUTPUTS
INTERNATIONAL EXPERTS
UNIDO international experts on garment production and grading, product development, styling and modeling initiated and developed the first Fall-Winter 2015/16 collection, to be demonstrated under “5900 BC” label within the special fashion show-event on 20 March, 2015 in Yerevan, Armenia.

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 counterparts and project stakeholders in European Economic Union countries, specially invited Russian experts, as well as counterparts from the Russian Federation, and UNIDO international and regional experts.

VISITS
Visits to Armenian textile and garment enterprises for enterprise diagnostics and production quality reviews by UNIDO international experts on production management and modernization.

ACER BUGE BURFOS FASHION SCHOOL
Inauguration of the Arts-Bugs fashion school in Yerevan and the Institute of Moda Buga in international fashion design university, based in Milan, Italy.

FASHION DESIGN SOFTWARE TRAINING
Training on industrial fashion design software for national experts from Software Generation - one of the leading garment CAD-CAM solutions in the UNIDO project.

PATTERN MAKING TRAINING
Training an important step in pattern making for the national expertise 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 collection making process, from design to pattern-making to final collection for the Fall-Winter 2015/2016 season.

A JOURNEY THROUGH THE PROJECT
PROJECT LAUNCHING
Project was officially launched by a joint event organized by the public and private sectors.

INITIAL CAPACITY BUILDING WORKSHOP
Workshop was conducted for the companies and national experts on garment design by the fashion industry experts from the fashion industry.

ROUND TABLE DISCUSSIONS
With senior experts and project partners (Ministry of Economy, ADA, IDFA, and fashion school) to establish a common understanding of the fashion industry landscape.

SELECTION OF BENEFICIARY COMPANIES
Selection of the beneficiary companies according to the established criteria and major criteria taken into account for fashion design, wholesale and export-oriented fashion collection.

FASHION DESIGN TRAINING
Training workshop on fashion design was provided by UNIDO international expert in fashion design process and product development.

5900 BC ONE LABEL
The beneficiary companies have come together under one label - 5900 BC.

100% 2015-2016 2016-2017
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