

CAPSULE COLLECTION  
FALL/WINTER 2016-2017

THE  
**WINTERCHARM**  
OF 5900 BC

**ARMENIA**

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



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION





## MILESTONE 1

### The New Story of an Old Tradition

Presentation of the first collection, 5900 BC Fall/Winter 2015-2016, to potential buyers and representatives from Russian fashion media invited from Russia at a business forum and fashion show on 20 March 2015.



### Participation in Textilegprom international textile exhibition

On 22-25 September, the 5900BC Fall/Winter 2015-2016 and Spring/Summer 2016 collections were presented at another international textile exhibition in Moscow, Textilegprom 2015.



### Capacity-building workshop "From fiber to fabric, from fabric to ready garment"

In November 2015, a capacity building workshop was organized by UNIDO international experts to upgrade the competences and technical knowledge of the national team.

### Atex-Burgo fashion school expands its courses

Apart from the long-term pattern-making course delivered by experts trained at the Instituto di Moda Burgo in Milan, the Atex-Burgo fashion school provided a range of short-term professional courses and tripled the number of its students.



### Pattern-making workshop for the Fall/Winter 2016-2017 Capsule Collection

In January 2016, the UNIDO international pattern-making expert conducted a workshop with the beneficiary company pattern-makers for the preparation of the 5900BC Fall/Winter 2016-2017 Capsule Collection.

### Photo shoot of the Fall/Winter 2016-2017 Capsule Collection catalogue

The 5900BC creative team organized the photo shooting of the new collection at seven different sites with charming winter ambiances and created the 5900BC Fall/Winter 2016-2017 catalogue.

## MILESTONE 3

# THE WINTER CHARM OF 5900 BC

### Presenting the Winter Charm of the 5900BC Fall/Winter 2016-2017 Capsule Collection

at Collection Première Moscow fashion trade fair in February 2016.

## Colorful Challenge

Presentation of the 5900 BC Capsule Collection 2016 on Collection Première Moscow and at the Textilegprom international exhibition-fairs in September 2015.

### 01 5900BC debuts at an international fashion trade fair – Collection Première Moscow

On 2-5 September 2015, the 5900BC Fall/Winter 2015-2016 and Spring/Summer 2016 collections were presented at the CPM international fashion trade fair in Moscow. During the trade fair the 5900BC Spring/Summer 2016 collection was also presented on a runway show.



### 03 Raising interest among potential buyers

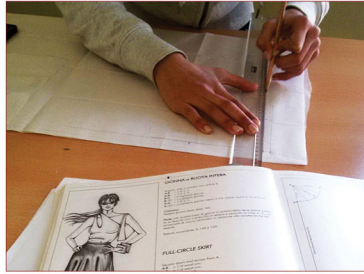
During the visits to Moscow to participate in the CPM and Textilegprom trade fair, a number of meetings were been conducted with potential buyers from the Russian market. The high quality production of 5900BC raised interest among the buyers. As a result, sales negotiations with large Russian retail chains are currently ongoing.

### 05 Preparing the ground for an Export Consortia creation

On 17 November 2015, a training on Export Consortia was organized for the project counterparts and the beneficiary companies by a UNIDO international expert. At the end of the training, the participants discussed the possible ways of creating an Export Consortia of Armenian textile manufacturers and agreed on the further steps of the Export Consortia creation.

### 07 Designing the 5900BC Fall/Winter 2016-2017 Capsule Collection

In November 2015, UNIDO international experts together with the UNIDO national experts on design and pattern making designed the next 5900BC collection Fall/Winter 2016-2017 Capsule Collection.



### 09 Creation of the Fall/Winter 2016-2017 Capsule Collection

With the joint efforts of UNIDO national and international experts and the beneficiary companies, the new 5900BC Fall/Winter 2016-2017 Capsule Collection is created.



### 11







## 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. The project is funded by the Russian Federation.



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MADE IN ARMENIA



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