CAPSULE COLLECTION
FALL/WINTER 2016-2017

THE
WINTER CHARM
OF 5900 BC

ARMENIA

IMPROVING COMPETITIVENESS
OF EXPORT-ORIENTED INDUSTRIES
THROUGH MODERNIZATION AND
MARKET ACCESS
The New Story of an Old Tradition

Capacity-building workshops
- "From fiber to fabric, from fabric to ready garment"
  In November 2016, a capacity-building workshop was organized by the Russian fashion industry in cooperation with the local government of the region.
- "Asia-Burma fashion school expands its courses"
  A new international partner was introduced to the fashion school, bringing the number of its courses and students.

Colorful Challenge

Presentation of the 5000th SC Capsule Collection in the presence of President埋
  In September 2016, the SC Capsule Collection was presented in Moscow, featuring the "Winter Charm" theme.

Participation in Textilgene international textile exhibition
  On 8-9 September, the 5000th SC Capsule Collection was presented at the Textilgene international textile exhibition in Moscow.

Raising interest among potential buyers
  During the event, an international panel of buyers and fashion experts met with Russian companies to discuss the potential of the new collection.

Preparing the ground for an export-centric strategy
  On 17 November 2016, a meeting of the Export Committee was organized in Moscow to discuss the potential of the new collection.

Designing the 5000th SC Capsule Collection
  In November 2016, the SC Capsule Collection was presented in Moscow, featuring the "Winter Charm" theme.

Creation of the Fall/Winter 2016-2017 Capsule Collection
  The SC Capsule Collection was created in cooperation with international experts and the Russian fashion industry.

Pattern-making workshop for the Fall/Winter 2016-2017 Capsule Collection
  In January 2017, the SC Capsule Collection was presented in Moscow, featuring the "Winter Charm" theme.
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.