CAPSULE COLLECTION
SPRING/SUMMER 2016-2017

THE
Summertime Dreams
OF 5900 BC

ARMENIA

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

MILESTONE 4
The Winter Charm of S900BC

Presentation of the S900BC’s Winter 2023-2024 Collection at the Moscow Fashion Week in February 2023.

Designing the S900BC Spring/Summer 2027 Capsule Collection

In an effort to create a cohesive and visually appealing design, the team at S900BC worked closely with fashion designer Anna Mishina to ensure the creation of a collection that resonates with the brand’s vision. The result is a collection that is both functional and fashionable, reflecting the brand’s commitment to sustainable practices.

Participation in the first international business platform

On 12-14 June 2023, S900BC participated in the Fashion Business Platform in Moscow, Russia. The platform provided an opportunity for the brand to showcase its collection to international buyers and potential partners.

Facilitating sales negotiations with potential buyers

The S900BC team embarked on bilateral negotiations, resulting in agreements and a positive outlook for future collaborations.

Material challenge

The opportunity to produce the Spring/Summer 2027 Capsule Collection

jointly with the UNIDO expert teams, the Russian Fashion Federation, and S900BC, the Spring/Summer 2027 Capsule Collection was created.

Signing of the first export sales contract

On 14 July 2023, S900BC signed its first export sales contract, marking its entry into new markets.

Summer Dreams by S900BC

Photo shoot of the Spring/Summer 2023 Capsule Collection catalogue

In July 2023, the S900BC fashion team gathered at the Moscow Fashion Week to capture the essence of the Spring/Summer 2023 Collection. The catalogue is now available for purchase.
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.