

CAPSULE COLLECTION
SPRING/SUMMER 2016-2017

THE
Summertime Dreams
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 fashion media representatives from Russia at a business forum and fashion show on 20 March 2015.

MILESTONE 3

The Winter Charm of 5900BC

Presentation of the 5900BC Fall/Winter 2016-2017 Capsule Collection at Collection Première Moscow fashion trade fair in February 2016.

Designing the 5900BC Spring/Summer 2017 Capsule Collection

In April 2016, UNIDO international experts on design and pattern making organized a workshop on Spring/Summer 2017 fashion trends at the Atex-Burgo fashion school. During the workshop, designers of beneficiary companies and Atex-Burgo students together with the UNIDO experts developed designs for the 5900BC Spring/Summer 2017 Capsule Collection.



Participation in the first international outsourcing business platform

On 1-2 June 2016, 5900BC and beneficiary companies were presented at the first international outsourcing business platform in Moscow, Russia. During the event, the project team met with representatives of 21 large Russian fashion companies, resulting in partnership agreements.

Facilitating sales negotiations with potential buyers

The UNIDO project team supported beneficiary companies in developing samples and preparing price offers for potential buyers, as well as facilitating negotiation processes.

Creation of the Spring/Summer 2017 Capsule Collection

Jointly with the UNIDO expert team, the Atex-Burgo fashion school and beneficiary companies, the new 5900BC Spring/Summer 2017 Capsule Collection was created.



Signing of the first export sales contract

After several months of negotiations, in July 2016 with the support of UNIDO Project team one of the beneficiary companies signed its first export contract with a large Russian fashion retail chain.

MILESTONE 4

Colorful Challenge

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

01 5900BC at Collection Première Moscow international fashion trade fair

02 On 24-27 February 2016, the 5900BC Fall/Winter 2016-2017 collection was presented at CPM international fashion trade fair in Moscow.



03 First students graduate from the Atex-Burgo fashion school

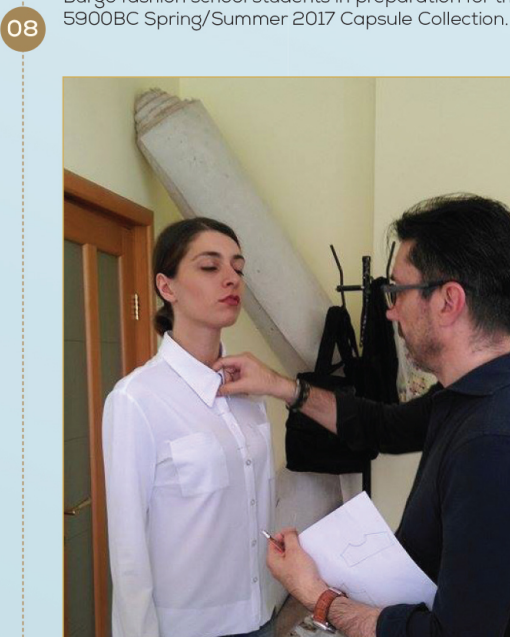
In May 2016, the first graduates of the Atex-Burgo fashion school, set up under the UNIDO project in partnership with the Instituto di Moda Burgo in Milan, presented their graduation collections during a special fashion show.

04 05 Visits of potential buyers to beneficiary companies

Following negotiations at the first international outsourcing business platform, potential buyers came to Armenia to inspect the production sites of beneficiary companies.

06 07 Pattern-making workshop for the Spring/Summer 2017 Capsule Collection

In June 2016, UNIDO international design and pattern-making experts conducted a workshop with beneficiary company pattern-makers and Atex-Burgo fashion school students in preparation for the 5900BC Spring/Summer 2017 Capsule Collection.



09 Photo shoot of the Spring/Summer 2017 Capsule Collection catalogue

10 In July 2016, the 5900BC UNIDO project team organized the photo shoot for the new Capsule Collection at several historic sites in Armenia. The 5900BC Spring/Summer 2017 catalogue is produced.



Summertime Dreams by 5900BC

Presenting the 5900BC Spring-Summer 2017 Capsule Collection at Collection Première Moscow fashion trade fair in September 2016.

Summertime dreams



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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