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

40-story collection

SWG 10th Anniversary (2000-2010) was an event that

raised interest among potential buyers

Owing to the easy to Moscow to participate in the SWG 10th Anniversary, to the introduction of the concept of the

raising interest

Capacity-building workshop: “From fabric to garment, from fabric to ready garment”

In November 2016, a capacity-building workshop was held for buyers and trade professionals to promote the fashion

businesses.

Anfield fashion school expands its courses

The Anfield Fashion School expanded its range of courses and raised the number of its students.

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

The SWGC creative team organized the workshop on pattern-making for the next season in collaboration with the

factory.

Creation of the Fall/Winter 2016-2017 Capsule Collection

The SWGC designers worked on the creative concept and pattern-making design for the next season collection.

Colorful Challenge

Presentation of the SWGC Capsule Collection (20) in the Exclusive Collection show in Moscow 

September 2016.

Sinfoni debuts at an International fashion trade fair — Collection Premiere Moscow

On 8-9 September 2016, the Sinfoni fashion trade fair — Collection Premiere Moscow, a new fashion trade fair for Moscow. During the trade fair for Moscow, the Sinfoni fashion trade fair debuts at an International fashion trade fair — Collection Premiere Moscow.
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.