Colorful Challenge
SPRING-SUMMER COLLECTION 2016

ARMENIA

IMPROVING COMPETITIVENESS OF EXPORT-ORIENTED INDUSTRIES THROUGH MODERNIZATION AND MARKET ACCESS
Creation of the 5900 BC collection

A collaboration of Armenian clothing companies, the 5900 BC collection celebrates Armenia’s 5900-year-old civilization. The collection, created by six Armenian clothing companies, is inspired by ancient Armenian textiles and留给 the world. 5900 BC is a reference to Armenia’s 5900-year-old historical and cultural traditions. The collection is exclusively made from natural materials.

Introducing the Fall/Winter 2018-2019 collection: denim

Denim is the fabric of choice for the Fall/Winter 2018-2019 collection. The collection, created by six Armenian clothing companies, is inspired by ancient Armenian textiles and留给 the world. The collection is exclusively made from natural materials.

Visits of potential buyers to the beneficiary companies

Visits of potential buyers to the beneficiary companies are essential for increasing sales and acquiring new clients.

Alex-Buga fashion school gaining momentum

The Alex-Buga fashion school, established in 2017, is dedicated to nurturing young fashion designers. The school offers a unique learning environment and prepares students for successful careers in the fashion industry.

Creation of the 5900 BC Capsule Collection and the Spring/Summer 2020 catalogue

In close cooperation with 5900 BC collection and the beneficiary companies, the 5900 BC Capsule Collection Spring/Summer 2020 catalogue is created. The catalogue features a diverse range of modern and traditional Armenian attire.

Reception of the 5900 BC Capsule Collection

The reception of the 5900 BC Capsule Collection Spring/Summer 2020 catalogue is held in New York City. The event aims to promote Armenian fashion and culture.

Participation in "More is Armenian" expo

The "More is Armenian" expo is organized by the Armenian Fashion Association. The expo features a diverse range of Armenian clothing and accessories.

German Production Management Coaching

The German Production Management Coaching program is designed to help Armenian clothing companies improve their production management.

Pattern-making workshop

A pattern-making workshop is held in Armenia. The workshop aims to improve the skills of Armenian fashion designers and manufacturers.

Colorful Challenge

The 5900 BC Capsule Collection Spring/Summer 2020 catalogue is featured in the "Colorful Challenge" on Instagram.

Presentation of 5900 BC's first collection

The presentation of 5900 BC's first collection is held in Armenia. The collection is exclusively made from natural materials.
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.