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10 ARMENIAN BRANDS AT WHITE MILANO TRADESHOW WILL FACE THE INTERNATIONAL MARKET DURING MILAN FASHION WEEK

22 – 25 SEPTEMBER 2023
VISCONTI PAVILION, VIA TORTONA

- 10 Armenian brands to showcase at WHITE Milano in September 2023
- Dedicated area at WHITE Milano tradeshow to host the Armenian designers
- Thousands of international fashion buyers expected to see the Armenian creatives

WHITE Milano hosts 10 Armenian designers in the framework of the collaboration project with Fashion and Design Chamber of Armenia funded by Private Sector Development and TVET South Caucasus Programme implemented by GIZ.

From 22nd to 25th September, in the heart of the Tortona Fashion District, international buyers will have the opportunity to discover an exclusive pavilion of 10 Armenian brands. A crossroads between Europe, Asia, and the Middle East, Armenia inspires and is astounding for the ability to combine ancient Caucasian traditions with the creativity of its designers. This initiative in support of fashion brands aims to offer a global launch to the country's talents and exalt local production.

“We are happy to introduce to the broader international community 10 passionate Armenian brands showcasing their collections, which is an excellent opportunity to exhibit their products, to network with the wider fashion community and beyond. We see this international exposure as a great step to create a strong network, experience on the international stage, business opportunities for Armenian fashion designers and brands to speed up international market penetration.

“Supporting our designers to reach international markets and showcase in front of influential buyers is important to strengthen their international presence. For the years ahead, we look forward to continue our strong collaboration with White Milano as one of the most influential platforms for the industry development.

Let's discover the brands, designers and their collections:



LOOM WEAVING

LOOM Weaving is a knitwear brand founded in 2014. Each item is a unique handmade piece created by mixing handmade embroidery with modern style and as a result receiving cozy and cute, bold and bright, ultra-fashionable and fabulous product. The brand was showcased in various fashion fairs, events and catwalk shows in Yerevan, Kiev, Moscow, Milan, London, USA where the collections were highly appreciated by fashion community, critics and buyers. Since 2022 the brand has started to develop denim items in its collections. The inspiration to the “True Romance” collection presented at White Milano begins with a love for old school movies, rock-n-roll, denim and knitwear. ...We have created this collection for you - to live, love and enjoy every minute of your existence by wearing True Romance. The art of presenting comfort through the timeless aesthetics of denim and knitwear as chic, transforming freshness in everyday life with an eternal fashion lifestyle, - designer Inga Manukyan.

THE MUSE

True to the house’s philosophy “create to inspire” Mane Khachatryan the founder and designer brought together the DNA of the house and constructivism. “The Muse” was founded in 2015 in Armenia, the brand is now represented in more than 10 countries worldwide. Besides presenting two collections each year, the house creates bespoke outfits for clients from all over the world by collaborating with such Italian textiles houses as Alta Moda, Lanificio Cangioli etc.

The Muse collection is a testimony to the elegance and refinement of nature. In the world of globalization, we need to be reminded that rewinding from the chaos of cities acknowledges our need to connect with nature. The collection incorporates brand’s signature sharp lines, silhouettes that will appear in bold yet muted forms reminiscent of urban-style clothing. The material choice is mostly vegan leather, hand-embroidered spandex, sophisticated braided, pleated elements and hand-knitted and hand-embroidered details.



VAHAN KHACHATRYAN

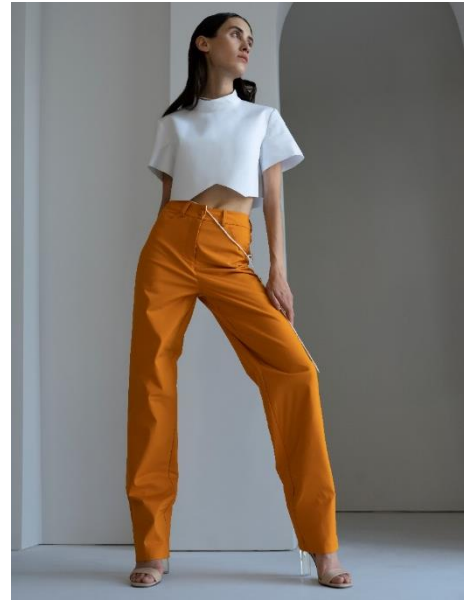
Vahan Khachatryan is a luxury apparel and accessory brand founded in 2013. Since then the brand has been committed to creating apparel that would correspond to the highest standards possible, known for its bold prints and embellishments. The clothes made are exclusive in their quality and design. Huge attention is paid to every detail on each piece and lots of handwork is employed to achieve the perfection and uniqueness in each dress.

The collection of bags is presented at White Milano inspired by the rich history of Florence and the beauty of Tuscan countryside. The Medicean era art and botanical themes are presented as prints on various sizes and shapes of bags.

DAJELI

"In the Middle of Chaos and Order" - a collection name that arouses intrigue and numerous questions. The designer Anjel Darchinyan says she is entirely happy only when she's right on the edge - between chaos and order: on the one hand, you need to show up to work, keep the deadlines, do what it takes to feel alive, while on the other hand, you need some chaos to go crazy, to disassemble, be destroyed, to meet the chaos inside so that you could CREATE.

The designer hopes those wearing DAJELI, a mixture of wardrobe staples and eye-catching statement elements, will have the same feeling as her - both chaos and order inside.



Z.G.EST

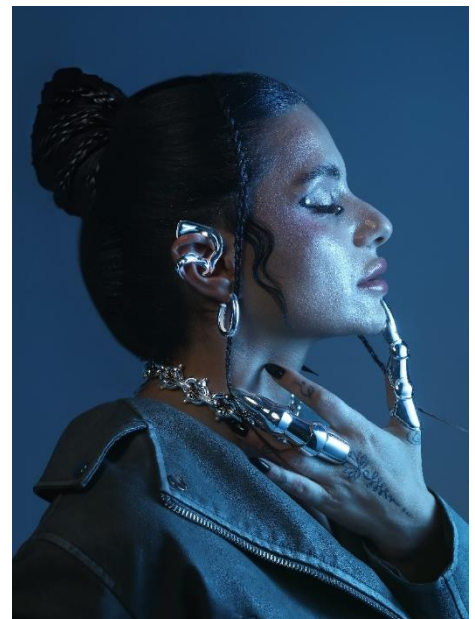
Z.G.EST, a trailblazing fashion brand renowned for its commitment to sustainability and timeless designs, proudly presents its highly anticipated SS24 collection. Z.G.EST takes pride in leading sustainable fashion practices in Armenia through its upcycling initiative. Talented artisans repurpose ready-made garments, predominantly denim, into unique and distinctive pieces that are both stylish and eco-friendly.

The "Ambiguity" collection by Z.G.EST presents contemporary designs that exemplify the allure of sustainable fashion. From flowing shirt-dresses to chic miniskirts, from oversized jackets to understated bras, this collection seamlessly blends unconventional cuts, intriguing details, and upcycled denim, resulting in a harmonious fusion of versatility and style.

UHI

UHI Jewelry is an authentic family-run business that celebrates the power and beauty of women. The brand was established by Armen and Narine, a spouse who sees beauty in every possible detail and passes that feeling into every piece. Each item is carefully crafted to reflect and bring out the qualities that make women unique.

The collection traveling all the way from Armenia to Italy is called 'Bella Donna' inspired by women and 'White Milano'. It's a collection of unique, bold and chunky accessories such as rings, earrings, cuffs and necklaces, crafted to attract fashion enthusiasts everywhere.





ANANYAN

A captivating fusion of avant-garde art, our handcrafted footwear collection embodies the essence of strong, independent, and confident women. With a profound sense of luxury and freedom, each pair of shoes in this exquisite line is a testament to the modern woman's unapologetic style.

The "UP" collection boasts the iconic graffiti signature that not only adorns the soles of every pair but defines the very style of the entire collection. This distinctive feature has transcended mere branding; it's become a monogram, a symbol of style, and a statement of individuality.

NIKOLYAN

Nikolyan Fashion Studio was founded in 2003, being now one of the leading brands. Aram Nikolyan, the designer creates clothing that get along with today's fashion while using the rich culture of Armenia and its traditions.

Introducing the latest masterpiece from the Nikolyan brand, this collection is a symbol of Armenianness, a central theme that defines every creation by Nikolyan. It is grounded in the use of sumptuous natural fabrics and threads.

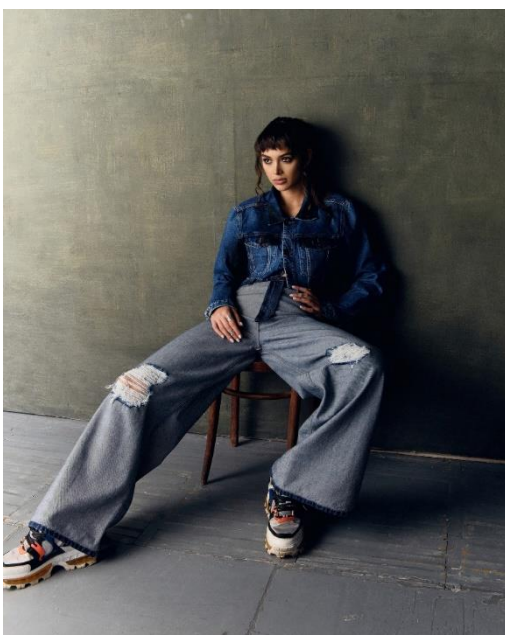
What sets this collection apart is the ingenious fusion of various textile types, meticulously combined to create a distinctive and exceptionally comfortable ensemble. Additionally, the collection draws inspiration from macrame, which is a prominent element in Armenian embroidery, adding a unique and culturally rich dimension to each piece.



ZAKARYAN JEANS

Zakaryan Jeans LLC company's history starts from 1994, it was a family business, mainly producing socks. In 2005 company started doing orders for big international brand after from 2018 the company established its own brand which produces men's and women's jackets and shirts using the culture of Armenian traditions.

Zakaryan Jeans has more than 130 workers and 7 shops all around Armenia. It has a really sustainable production with unique jeans collections as well as men's and women's jackets and shirts, along with some cool accessories.



KIVERA

Founded by Arevik Simonyan, Kivera is famous for its signature style that emphasizes on feminine, elegant, luxurious and bold designs that never gets old.

The brand's DNA symbolizes elegance, noble classics and femininity. Masterful handwork and an impressive portfolio are the characteristics that Kivera is known for. Along with a group of talented designers and skilled tailors, Kivera is currently leading as one of the best deluxe apparel manufacturers in the Armenian market.

With two seasonal collections and showroom presentations held both in Yerevan and Moscow, the brand's production was successfully sold during the last years. Kivera has undoubtedly established itself as an epitome of classical tailoring that pays its tribute to the established traditions in culture, art and architecture.



ABOUT FASHION AND DESIGN CHAMBER

Fashion and Design Chamber NGO was founded in 2017 with the main mission to strengthen the Armenian fashion, textile and design sector by enabling it to be fully embedded in the local and international creative ecosystems. FDC's vision is to be the leading organization in Armenia that unifies fashion and design professionals to build a sustainable industry and position the Armenian creative sector as an ethical competitor on the international market. Today FDC unites under its roof more than 250 Armenian designers, brands, textile companies, students and creatives.

In order to achieve its mission and objectives, the organization cooperates with public and private entities, international organizations and others registered in Armenia and abroad. Today FDC serves as a perfect network for the Government in lobbying different sector related legal and economic cases, as well as is directly engaged on sector strategy development. It provides an excellent opportunity to exhibit the Made in Armenia unifies platform, its interpretation of Armenian culture and creativity, and to network with the wider creative community and beyond.



To have more information on FDC visit

Webpage: <https://fdc.am/>

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