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ITC GIVES ROMANIAN FASHION DESIGNERS A CHANCE TO SHINE

The International Trade Centre (ITC) is offering aspiring Romanian fashion designers a unique opportunity to show off their creative abilities to major international buyers in an innovative competition that aims to open up new markets for their creations.

Talented designers with the potential to develop and export their creations are being invited to submit three-minute video clips of their work to an international jury consisting of highly respected professionals from the world fashion industry.

The jury will select the entries with the most interesting styles, creative presentations and best music, and these clips will then be distributed globally to fashion buyers and international media.

The designers will also compete for prizes sponsored by the international fashion industry, such as free participation in recognized international fairs, gifts and other promotional support.

“This is an exciting initiative,” said ITC Executive Director Patricia Francis. “It will give Romanian designers a tremendous opportunity to win wider recognition and so give a strong boost to their industry by bringing in higher value orders and creating jobs.”

The “Fashion Film Award in Romania” is open to designers who have had their own brand for at least two years, but for no more than eight. It is being organized by ITC in collaboration with the Romanian Ministry for Small and Medium-Sized Enterprises, Trade and Business Environment.

Registration is open until the end of September and clips must be submitted by the end of October. The winners will be announced during a high-profile event to be held in Bucharest on 3 December 2009.

Garments have long been a crucial and successful sector of the Romanian economy, accounting for some 15 per cent of the country’s exports. But increasing competition from Asia makes it essential that local garment firms move up the fashion and retail value chain and rely less on low-cost, high-volume products.

The Romanian garment industry has a strong potential to become an international fashion reference, with its own creativity, brands and retail chains. To achieve this, designers are crucial because without their creative ideas none of it can happen.



Raising the international profile of its fashion designers can help bring about this strategic shift in production, which the Romanian National Export Strategy has laid down as one of its key goals.

The Geneva-based ITC, which is a joint agency of the World Trade Organization and the United Nations, specializes in assisting small and medium-sized enterprises to grow through exports.

For registration (**deadline 30 September 2009**), please contact Sabina Timco timco@intracen.org

To submit a video clip (**deadline 30 October 2009**), please contact Claudia Carillon carillon@club-internet.fr

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