Brand & Merchandising Manager for SMEs of the Children's Product Sector

Education and Culture DG
Lifelong Learning Programme

braMletter 3

1.- Boräs Meeting

The last meeting of braM was held in the Swedish city of Boräs last 9th-10th September.
The consortium agreed to significant progress on the work carried out by the WP3, responsible for defining the training material of the course and WP4, that studies which system will be more suitable for training.
One of the most important aspects discussed at this meeting was the completion of the course content and its target audience.

New braM meeting in December

braM Project has already reached its Equator and defines, therefore, its contents. The aim is to create a course that will enhance the brand in children's fashion SME's.

Next braM meeting will be held on December 15th of 2010 in Rome. The Italian capital is the headquarter of one of the project's partner, CNA Federmoda.

WP6: Dissemination & Communication

Children's Fashion Europe took benefit of its visit to two of the most important trade fairs of the sector, CPM Kids in Moscow and Kind und Jugend in Koln, both held last September, to disseminate braM.

Many children's product professionals showed their interest in participating in the course that will result from this project.

Moreover, braM has been advertised in the italians magazines Riccione Moda Italia and Slide Italia. Also the president of Children's Fashion Europe, Pedro Bravo, talked about the project at the magazine Top Style Kids, which he interviewed him recently.

2.- WP4: Training System

WP4, still under process, aims at defining and developing the e-learning system where the course resulting from braM project is going to take place.

After analyzing three different programs, the WP4 has proposed that the one that best fits the needs of the project is Moodle. This will serve as a platform to include course contents, available in different languages, and will serve as a meeting point between students and tutors. Therefore, braM partners are defining aspects of this training project open to all SMEs who wish to participate.

www.brandfashionmanager.eu