Brand & Merchandising Manager for SMEs in the Children's Products Sector

PRESS RELEASE
Presentation of the first braM platform

Last Monday, the 21st of November 2011, the partners of the braM met in Brussels two years after its launch, in the offices of the European Apparel and Textile Confederation, EURATEX.
This meeting was an opportunity to present to the stakeholders and to the public the final results of the European project braM and to introduce the first online platform dedicated to Brand and Merchandising Managers for SMEs in the Children's Products Sector.

In the presence of Mr. Pedro Bravo, President of the Association Children's Fashion Europe and under the supervision of Alexandra Curatolo, Project Coordinator of the braM, the members of the consortium from Finland, Sweden, Greece, Italy and Spain presented the different phases of development of the online course and its application in the children's fashion sector.

Lisbeth Svengren Holm, from the University of Borás – Swedish School of Textiles, presented the structure of the new course and mentioned briefly its contents.

Takis Lybereas, after a short presentation of the way Hellenic Clothing Industry Association conducted the analysis of needs at the beginning of the project, described how the pilot phase had taken place in Greece and the feedback of the companies that participated. So did Yrjo Gorski from the Finnish Association of Retailers Muotikaupanllitto.

And finally, Daniel de los Reyes Calvo, from S2 Grupo de Innovación en Procesos Organizativos, S.L., presented in a practical way the user-friendliness of the online course braM, developed on the platform Moodle.

The web based course braM was created under the Leonardo Lifelong Learning Program through the collaboration of 7 European partners from Spain, Sweden, Italy, Greece and Finland. The course will be available at beginning of 2012.

For more information about the project: www.brandfashionmanager.eu