

In this issue: all the latest activities of the Visual Merchandising project.

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VMTextransf

Newsletter No. 4, Issued on 2014 September 22

Dissemination meeting in Lithuania

On 4th September, the third presentation session of the VM Textransf Project was developed in Vilnius, Lithuania.

The session organized by Latia (Lithuanian Textile Association), allowed them to disseminate the project to all the Lithuanian design and fashion agents as well as informing them of their aims, the tasks, the project beneficiaries and the final product which is obtained. In the second part of the day, Signe Mørk Madsen who is responsible of the training area of Visual Merchandising in TEKO - Via University, spoke of the need of a suitable combination between the design of commercial spaces and the managing of them to promote the process of selling fashion collections.



End of the action!!

On the 29th August, Atexga developed the final classroom session of the Pilot Training in Visual Merchandising within VM TEXTRANSF project. In this session the students were

Finally, each one of the partners presented the particular characteristics of the textile fashion industry in each one of the European regions in the project, as well as the challenges and opportunities it faces.



Innovative training methodologies and contents about visual merchandising

The content of the course covers the knowledge needed to work as a Visual Merchandiser in the textile sector. Some of the content is generic to the Visual Merchandising profession and can thus be used in any sector of retail.

The training content consist of four main topics (steps) which you should know if you plan to be Visual

divided into several working groups and they have developed and planned a fashion campaign.

A luxury bath collection, a basic complements collection, a young women collection and a sustainable fashion were presented during the action.

With this session we finished the pilot test. We would like to thank all the participants for their commitment and effort put in the implementation of the action during the whole month.

We wish to share with all the results of the project, so be aware.. we will send you news soon...

Test pilot and finishing of project

The e-learning platform which will be used for trainings is completed and all the partners made the last project activities - test pilot of VM e-learning platform.

During the test pilot, each partner gathered a group of people (students) who should went through all the courses, complete several practical exercises and pass the self evaluation tests.

After all there was made a report about the achieved results, advantages and disadvantages of

Merchandiser:

- Understanding the company;
- Knowledge of Visual Merchandising;
- Planning and maintaining Visual and Commercial Merchandising;
- Developing campaigns.

Typical learning time will be approximately 33 hours in total, consisting of 50 lessons of voiced over lectures, a few videos showing practical issues and smaller exercises.

On top of this the participant should calculate to spend approximately 100 hours of homework preparing hand in assignments, which will require the participant to use all the gained knowledge from all different modules.

training platform and suggestions

what could be improved.

We are very glad that the content and all the methodology was evaluated high level trainings.



Capture from test pilot evaluation

More about each topic

As you already know all the course consist of four main topics which separately has two or more sub-topics (modules). Lets take a look what kind of modules you can find:

1. **Understanding company:**

1. Consumer behavior (Through this module students should obtain insight into different approaches to consumer behavior and retail development).
2. Understanding the brand (Through this module students should

understand brand and brand DNA and bring it into a retail context).

2. Understanding company:

1. Colour (Through this module students will understand colour description systems commonly used and Identify and work with colour inspiration both intuitively and analytically).
2. Visual Merchandising parameters (Through this module students will be provided with the tools needed to understand, assess and develop Visual Merchandising displays in store and windows).
3. Styling of Mannequins (Through this module students will learn how to dress mannequins and torsos in the right order and for the best visual result. Tips and tricks for dressing and styling).

3. Planning and maintaining Visual & Commercial Merchandising:

1. Space management (Through this module students should understand what Space Management is and how it can be used to commercially drive a retail business forward increasing both sales and profit).
2. Trimming (Through this module students should understand what considerations should be made and how to manage and maintain a store based on Visual Merchandising standards).
3. Guidelines (Through this module students should acquire a general overview of what store guidelines are and how they can be used and how to create a simple set of guidelines).
4. Training Visual Merchandising guidelines (Through this module students should understand what considerations need to be made regarding the planning and organizing of training for their staff).

4. Developing campaigns:

1. Working with trends (Through this module students should learn how to identify and understand trends and apply them to retail concepts).
2. Collection (Through this module students should understand how a collection is build and how styles can be defined).
3. Marketing action planning (Through this module students should understand how to develop instore marketing campaigns that communicate brand and suit the target group).

In general: aim of the project and target group

The project aims to answer to the above-mentioned needs, by transferring innovative training methodologies and contents about visual merchandising to European regions with reduced training offer in that field. For that reason, the consortium involves 4 organizations coming from 4 importing Countries (Spain, Greece, Lithuania and Turkey) and 1 coming from an exporting Country (Denmark). The consortium combined the relevant educational and training know-how of TEKO (exporting partner) in the field of visual design, with the representativity of the textile sector ensured by ATEXGA and LATIA and the experience of IDEC and ADANAUSAM in training consultancy, e-learning and training offer for companies.

The final project outcome will be an high-quality training product about visual merchandising adapted to the context of each importing Country and available in the language of each partner and in English through an e-learning tools.

Thanks to the project, the following direct results will be achieved:

- 1) increase professional skills about visual marketing in the textile sector of the above-mentioned regions;
- 2) contribute to spread a new professional profile in that regions (expert about visual merchandising for the textile sector);
- 3) increase the quality and accessibility of vocational training offer in the textile sector.

At the same time, by improving professional skills, the project will contribute to increase employability in the textile sector, helping in this way to reduce the effect produced by the economic crisis. The final beneficiaries of the project will be the workers of the textile sector involved in marketing and retail activities and unemployed persons with a previous experience in the textile sector, willing to reconvert their professional skills. Indirect beneficiaries will be companies of the textile sectors, professional associations and public bodies interested about labour policies, that will be involved in the project thanks to the dissemination and exploitation activities.

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This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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