

Newsletter No. 3 VM-textranf

In a very important milestone

It is a time, when the project is in a very important milestone: the training content is done, the e-learning platform is ready and we have to test it. The training content which was made by project partners from Denmark, VIA University College TEKO Design+Business school is one of the biggest homework of the project. It is been working all year. They needed to create the content according each partners situation in the Visual Merchandising sector. Regarding to this, there were made the analysis of high school programs, needs of professional labor, knowledge in this sector and etc. And finally two month ago, something in the beginning of the march the first huge job was done by the excellent team from VIA University.

Next step is to adopt the training content to each partner language and train the trainers. Main goal of trainers is to increase professional skills about visual marketing in the textile sector and contribute to spread a new professional skills profile in each partner region. To increase the quality and accessibility of vocational training offer in the textile sector also.

Training the trainers

Next huge event in the project was held few days ago, when the trainers from each partner country went to Denmark, VIA University, to the visual merchandising trainings. Trainers selected by each partners should have previous knowledge about retail, marketing and visual marketing, e-learning methods. There experts from VIA University taught them basics of visual merchandising and share the latest ideas how to improve the marketing by visual merchandising.

Furthermore there was partner from Greece, who is responsible for the e-learning platform and of course she presented it.



Advantages of online training:

- Immersion in a 2.0 web.
- Elimination of spatial and temporal barriers.
- Practices virtual simulation environments.
- Management of real knowledge: exchange of ideas, practices, experiences.
- Collective enrichment of the learning process without boundaries.
- Constant updating of content.

Allow the reconciliation of family life and work.

Training will be provided depending on the specific needs of the end users, without the need of having to go directly to a center, as the teacher-student contact will be dynamic, interactive and through the screen and multimedia computer equipment

Upcoming plans

In the near future of project main activities will be: Implementation of a pilot test of the training product developed in accordance of 4 countries (Spain, Greece, Lithuania, Turkey): Selection of participants, training and mentoring. Once the trainers have been trained in Denmark pilot test of the training product will start.

The first step will be the selection of trainees among the identified final beneficiaries of the project, who are: workers of the textile sector involved in the marketing and retail activities, unemployed persons with the previous experience in the textile sector willing to reconvert their professional skills, indirect beneficiaries will be companies of the textile sectors and professional associations, that will be involved in the project thanks to the dissemination and exploitation activities.

Latest activities

VM-Textransf Project: Exhibit day in Greece

IDEC headquarters in Piraeus, Greece, hosted the second symposium exhibit day of VM-Textransf Project. During the presentation of the project, Signe Mørk Madsen, Head of Visual Merchandising Training area of TEKO-Via University, spoke about the need for an appropriate mix between the design of commercial areas and their management as a way to improve the selling process of fashion collections.

In the second part of the day, VM-Textransf project was introduced, informing about its goals and objectives, tasks to develop and the developing products to carry out this project.



Finally, every partner presented their particular textile and fashion characteristics of the different European regions involved in the project.

Also, Greece hosted the third monitoring meeting of the project funded by the European Union Lifelong Learning Programme. This meeting had as main objective the review of the status of the project, as well as the definition of the forthcoming activities and the quality of the activities as a result of this initiative.

The main goal of the VM-Textransf project is to transfer the innovative contents and methodologies aimed to those professionals who work in Visual Merchandising Scope.



VIA TEKO Design & Business hosted large fashion show

The atmosphere was good when VIA TEKO Design+Business hosted a fashion show at the city hall in Aarhus. 16 talented designers showed their final collections to 450 expectant participants.

The town hall designed by Arne Jacobsen and Erik Jørgensen proved to be the perfect setting to showcase the creations of 16 future fashion designers from VIA Teko Design & Business. The event was the first of hopefully many events that will help bring into focus the fashion industry in Aarhus and the rest of Central Jutland.

Focus on fashion in Region Midt

Mayor Jacob Bundsgaard accentuated the potential of the fashion business from Region Midt in his opening speech and said:

“We have initiated a venture under the headline, Headstart Fashion that will be aiming to organize the many different fashion companies in Aarhus and the region in a stronger way than we have done so far. This we will do in cooperation with e.g. VIA Teko Design & Business and Dansk Fashion & Textile.”

(Shortcut from the article by Louise Hauchrog Hesselberg, lohe@viauc.dk – 03-03-2014)



Visual Merchandising

is the activity and profession of developing the floor plans and three-dimensional displays in order to maximise sales.

Source: http://en.wikipedia.org/wiki/Visual_merchandising



Lifelong Learning



Education and Culture
Lifelong learning programme
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VISUAL MERCHANDISING – TEXTRANSF: TRANSFER OF TRAINING METHODOLOGIES AND CONTENTS ABOUT MERCHANDISING FOR THE TEXTILE SECTOR

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