



TEKO – DESIGN AND BUSINESS SCHOOL

# VM-Textransf project. Visiting TEKO – Denmark

Due to the VM Trextrans project we have travelled to Denmark in order to see up close training activities developed by Teko.

Teko gives up experience and knowledge in visual merchandising area.

The visit goal has been considered to analyze training courses taught by Teko. We also have studied items like methodology, staff trainer or business relationships.

All of this information has been searched not only to choose the training program but how to adapt face to face training to e-training and tools according to this.



Teko Design and business has been settled in Hearning (Denmark).

It is a training center with a wide range of training courses in design and lifestyle.

Teko has been created to work on fashion market and to cooperate with companies belonging this area.

In order to illustrate our visit we left you several pictures related to it.

We hope you love it.

There is no doubt Teko is the best partner to this project!!



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Few weeks ago Lithuanian apparel and textile industry association made a wonderful Lithuania branded collections presentation evening- "Baltijos mada / Lithuanian Brands to Globe".

## VM-Textransf Project: Study of curricula abilities of every partner

As part of the VM- Textransf Project and with the aim of sharing knowledge and experiences between each of the partners, the parties have made an analysis of the curricular needs of Visual Merchandising and Interior Design Studies in their respective countries. The conclusions of these analyses are very interesting and very valuable to the project, as they show the characteristics of the studies taught in each country and its impact on the labor market and industry, as well as the desirable qualities and professional skills of the actual or future Visual Merchandiser, in order to improve the competitiveness of the industry in Europe. They also provide useful information on the development of teaching materials and experiences in research of every member. This will enrich the

project and will be key to achieve the targets set in the framework.

The aim of our project is to unify all the teaching materials needed to ensure that students and professionals can develop the skills and abilities necessary to become more competitive in the labor market, and thus, add value to our textile and fashion industry. Therefore, sharing this knowledge is a milestone in the development of VM- Textransf project. Each partner will adapt the training and formation to their social and industrial reality.

Studies on Visual Merchandising and Interior Design are not recognized at university level in any of the partner countries. It is true that we all have our professional programs and studies on subjects of interest, offered by both public and private entities, but they are

not unified in terms of areas of study, modules and / or core subjects. The subjects are dispersed in different studies as Interior Design, Architecture, Window Display studies or other studies related to marketing or business management.

With the VM- Textransf project, we want to standardize the specific contents that we consider essential for the development of the activity of the Visual Merchandiser and create a specific training to educate professionals, give them the knowledge and help them to develop the skills needed to pursue a career in an industry of constant change and growth.



## D- Due at Dover Street Market Ginza – Tokyo!!! A new concept about Fashion retail...



Dover Street Market, is a department store created by Rei Kawakubo , Japanese designer and founder of Comme des Garçons , so that creators from various fields present their creations, sharing space with globally recognized brands such as Alexander McQueen, Fred Perry, Marni, Louis Vuitton...

Dover Street Market is present in the cities of London, New York, and Tokyo. It is a concept store, which is configured as a space for artistic expression that introduces us to a different experience to feel and interpret fashion trends and more cutting edge. In this environment and in this case, the space is located in Ginza Street, Tokyo, and is where D- DUE (Spanish fashion brand)

has made a special event of artistic creation, introducing a new concept in fashion retail.

D – Due's project is defined by designing of collections in the use of artistic techniques more



related to the world of art. This kind of designing is nearer world art than textile production. It is being done with artistic techniques like brush painting, drawing sprays or pencil painting. As a result of this way of working we have the special garments as it was a canvas.

## Expo "Greek Design=Good Design", 28.11-2.12.2013, HELEXPO

The Greek Industrial Property Organisation in collaboration with the respective EU organization OHIM organizes an expo in order to actively enhance and promote Greek design and support Greek designers.

This expo under the title "Greek Design=Good Design", will take place in HELEXPO PALACE in Marousi, from Thursday 28 November till Monday 2 December 2013.

The official opening of the exhibition will take place on Thursday 28 November.

The "Greek Design=Good Design" expo addresses a very wide audience: designers, entrepreneurs, press representatives, shop managers and any interested people. It will present circa 300 creations of around 140 designers of the sectors of jewelry, clothing, packaging, furniture and everyday utilitarian objects.



You can watch it on Youtube:

<http://www.youtube.com/watch?v=unKWT0vcEVE>

## Lithuanian Brands to Globe

Few weeks ago, Lithuanian Apparel and Textile Industry Association, during the exhibition "Baltic Textile and Leather 2013" on the occasion of the opening of the Lithuanian Exhibition and Congress Centre LITEXPO, hosted Lithuania brands collections presentation evening - Baltic Fashion / Lithuanian Brands to Globe.

2014 Spring / Summer collection presented ten Lithuanian brands, "Rose", "Introstyle", "OST Indigo", "Attelas Fashion", "Wolf Fur", "The Passenger", "Baltic Fashion", "John Linen", "Spencer", "Loula ET TU".

Collections of Baltic Fashion / Lithuanian Brands to Globe presentation watched by many distinguished guests such as India Lithuania and Poland representing Ambassador Monika Kapil Mohta, Honorary Consul Mr. Rajinder Kumar

Chaudhary, MP Birute, coolness Lithuanian Apparel and Textile Industry Association honorary president of the Welcome Message. The event was attended by designers, fashion professionals, entrepreneurs in Lithuania and the Nordic countries, France, Spain, Portugal, India, Russia and many other countries.

The most recent of these brands most original collections of patterns evening Baltic Fashion / Lithuanian Brands to Globe selected the costume designer, a professional stylist Agne Jagelavičiūtė. Agne created the concept of the evening was inspired by a woman adornment, not to be afraid to be original, and daring experiment to combine what at first glance appear to be incompatible.

Businesswoman Inga Stumbrienė to the event display of clothing was accompanied by her daughter Estela, which is already not the first study visit "The Little Model", but the organizer of the event Severa Čepulienė saw how Sam

looks great, and offered it to climb onto the stage. Always friendly and kindly disposed towards I. Stumbrienė accepted the challenge - after all, earlier than once she has worked a model. So it is only a few minutes with her daughter bravely marched podium. She introduced the wonderful "Wolf Fur" products.

The event was presented 160 different models of clothes. "It is great that Lithuania have great brands, with product quality and originality can be proud of" - said the event organizer Severa Čepulienė.



# Newsletter No. 2 VM-textansf

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