

Press Release : 15th December 2016

Launch of the ART CHERIE project to exploit the fashion Cultural Heritage for the improvement of EU fashion designers

On December 15th, 2016, five project partners will be hosted by EURATEX in Brussels, Belgium, to launch the newly ERASMUS+ KA2 project ART CHERIE (Achieving and Retrieving Creativity through European Fashion Cultural Heritage Inspiration).

The project, coordinated by EURATEX, addresses the issue of apprenticeships delivery in the fashion sector dominated by SME's and micro enterprises. The objective of ART CHERIE project is to contribute to: the protection and exploitation of the fashion Cultural Heritage; organize and structure it in vocational training courses for the improvement of EU fashion designers (Fashion designers working in T&C Industries and young fashion designers).

The purpose of the developed curricula will be to train EU fashion designers to improve their designs and achieve an increased added value of their garments, by achieving precious knowledge about the past and current state of fashion. Work-based training ICT tools based on fashion cultural heritage is missing from European fashion industry which needs inspiration and learning from a glorious past to add value to its products and boost its international competitiveness. The ART CHERIE platform will respond to design skills and for that scope will concentrate information and digitalize material from Prato Textile Museum as the initial pilot.

Project Details:

Project Acronym: ART CHERIE

Project Title: Achieving and Retrieving Creativity through European Fashion Cultural Heritage Inspiration

Project Reference: 16PP0001 (2016-1-BE01-KA202-016281)

Project Duration: 30 months from 01.12.2016 – 31.05.2019

Project Partners:

1. EURATEX (coordinator), Belgium
2. Fondazione Museo del Tessuto di Prato, Italy
3. Gnosi Anaptixiaki NGO, Greece
4. Hellenic Clothing Industry Association, Greece
5. The University of the Arts London

Contact (Coordinator):

Francesco MARCHI

24 rue Montoyer – Box 10 –

1000 Brussels - Belgium

Tel : +32.2.285.48.82

E mail : francesco.marchi@euratex.eu

www.euratex.eu