

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, the five project partners were 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 and organize and structure it in vocational training courses for the improvement of EU fashion designers (Fashion designers working in T&A 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 in order to add value to its products and boost its competitiveness internationally. 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

Co-funded by the
Erasmus+ Programme
of the European Union



The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.