NOUVEL HAY MAGAZINE
SANS FRONTIÈRES

Zara

So Zara really started sewing in Armenia in collaboration with Alex Textile.

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Texas Production, founded by Sevag Djidjirian in 2017, has begun a collaboration with the Spanish brand Zara.

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Sevak was born and raised in Paris. The Sevak family founded their first sewing factory Kayf Eood in Bulgaria in 2004.

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The products are mainly exported to Russia, Germany and France. Recently export to North America has also started.

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Yerevan branch has about 200 employees and plans to expand it.

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