

NOUVEL HAY MAGAZINE

SANS FRONTIÈRES

Zara

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

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

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

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

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

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