



### Clothing Salon in Akhalkalaki

Armeniu Kazaryan is young dressmaker from Akhalkalaki. She provided locals with her service from home where she worked for several years. She always wanted to open up a clothing salon but a lack of finances meant that she could not make her dream come true. Armeniu was informed about the grant competition announced in Akhalkalaki, she contacted the Local Action Group and prepared a project proposal which included the rehabilitation work of a building and equipping the salon with a sewing machine and other required tools.

After receiving a grant, she implemented all of the milestones foreseen within the project and nowadays runs her own salon in Akhalkalaki. She is surrounded by field professionals which means that her salon can offer diverse services to local clients. Local ladies regularly pay her a visit to have new dresses, skirts or sweaters sewn for them and also to modify or redo their old clothes.

In addition to Armeniu, there are three other people working for the clothing salon, including her father who is a well experienced tailor and is quite popular in the municipality.



Employees: 4 locals  
Total budget of the project: GEL 14,913.46  
EU share: GEL 9,350.85  
Co-financing: GEL 5,562.61

“Even though we sew almost everything and our clients are very happy with our service, we intend to introduce new services in the future. We are going to hire a designer in order to create modern clothing models and offer them to our customers. The new sewing machines are distinguished by their high quality and we are even able to do complicated tasks with them which means that our products are characterized with an also high quality,” said Armeniu Kazaryan.

The clothing salon was closed down during the pandemic. They were only allowed to sew face masks. Due to the increased demand for the masks, people were unable to easily get them and so Armeniu and her team worked hard and did their best to supply locals with facemasks.





“Clothing salons were closed down during the pandemic, they were not allowed to continue their major work, although we could work on sewing facemasks. There are lots of poor people in Akhalkalaki and so we made a decision to give them our masks for free in order to ensure their safety.

Currently, the number of our clients increases, they are loyal and spread the word about us among their friends and relatives and so salon is becoming more and more popular even in other villages of the municipality. The location is quite convenient as well, especially for those who come here from villages: it is near to the local market and the station,” said Armeniu.

The staff is very happy to be a part of this salon as well. Everyone is grateful to the European Union, GIPA and LAG for their support of this idea which enabled us to work and do what we love.

*The initiative has been financed by the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) through the project of promoting new approaches in Rural Development in Akhalkhalaki.*

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*The European Union supports agriculture and rural development of Georgia through the programme of ENPARD, which has been implemented in Georgia since 2013. The total budget is 179.5 mio EUR. The main goal of the ENPARD is to reduce the rural poverty. The main priority of the first phase of the program was to support agricultural development, whereas the main aim of the second and third phases is to promote economic opportunities and capacity building of people living in the rural areas. For the additional information, please follow the link: [www.enpard.ge](http://www.enpard.ge)*