



# SMALL BUSINESS SMILES...

*-Yerevan-*

**F**ashionable and colorful, comfortable and unique cardigans, sweaters, dresses, scarves, hats and other glamorous clothing become a reality in this little fashion studio symbolizing elegance. It's been a year since the hard-working staff of LOOM Weaving under the guidance of sisters Inga and Elen Manukyans create stylish and beautiful clothing as a result of combination of modern equipment and colorful ornaments and this business idea is aimed at implementing the vision of feminine elegance.

**T**he idea to own a brand originated years ago, when the company's creative director and designer Inga Manukyan was a student. Love and interest towards fashion and design arose long ago when Inga, inspired by the ancient and original Armenian carpet weaving culture, set herself a goal to restore the traditional



combinations and incorporate this exclusive artwork into fashion.

**I**nga Manukyan mentions, that their mission is to promote the production of knitted garments in Armenia and provide customers with products that meet the standards of modern design and quality.

**A**s a part of tradition, Inga and Elen Manukyans also voiced their wish to Armenian businessmen, saying that they would really like the representatives of small businesses, ***"to be courageous, creative, innovative, and fear nothing."***



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