



**TOGETHER**  
*for a sustainable future*

## OCCASION

This publication has been made available to the public on the occasion of the 50<sup>th</sup> anniversary of the United Nations Industrial Development Organisation.



**TOGETHER**  
*for a sustainable future*

## DISCLAIMER

This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mention of firm names or commercial products does not constitute an endorsement by UNIDO.

## FAIR USE POLICY

Any part of this publication may be quoted and referenced for educational and research purposes without additional permission from UNIDO. However, those who make use of quoting and referencing this publication are requested to follow the Fair Use Policy of giving due credit to UNIDO.

## CONTACT

Please contact [publications@unido.org](mailto:publications@unido.org) for further information concerning UNIDO publications.

For more information about UNIDO, please visit us at [www.unido.org](http://www.unido.org)

19980



UNIDO PROGRAMME DP/TUR/89/013  
ISTANBUL - TURKEY  
9 to 21 NOVEMBER 1992

A REVIEW OF PISIE'S INPUTS INTO THIS PROGRAMME

PISIE purchased a series of high quality patterns (see picture A) made by ELISA SORI - Leather Garment Fashion, a famous Italian company, and supplied them together with the relevant technology textbooks concerning the various leather garments designs. These patterns, which cost 1,650 US\$, were introduced to show the qualitative standards required on international markets; they were an additional training tool and helped provide advisory services in the framework of the programme held by Mrs. Guardone, an expert at PISIE.

The 1992/93 collection samples were given to the Chamber of Commerce of Istanbul which could use them in its advisory services to leather garments companies.

Also the videotape which was shown during the seminar to highlight the latest leather fashion trends and the leather garment collections shown in Paris and Rome was given to the manager of the Clothing and Leather Garment Vocational School in Istanbul. (see picture B)

Furthermore, Mr. Landi, Secretary General of PISIE, was in Istanbul from 18 to 21 November 1992 and took part in the final session of the seminar and had the opportunity to assess its outcome.

During his visit, he met Mr. Ahmet Senkai, General Manager of ICOC, and discussed the duration of a training course in footwear design and pattern-making with him. He also met Mr. Kamal Hussein, UNIDO Country Director in Turkey, to hear his comments on the work carried out by PISIE, in the framework of the UNIDO programme.

A few photos are enclosed (please turn over); their captions are given below:

- C. patterns made by trainees
- D. Mr. Ahmet Senkai, General manager of ICOC, next to Mrs. Guardone, an expert from PISIE
- E. Mr. Senkai and Mr. Landi during a meeting on the prospects of leather product trade.

P. I. S. I. E.  
IL SEGRETARIO GENERALE  
(*Sv. Giuseppe Landi*)  
*Giuseppe Landi*

PISIE  
Via M. ...  
Tel. ...

SEDE LEGALE  
Via ...  
Tel. ...

DIREZIONE ED UFFICIO  
Via ...  
Tel. ...

REPORT ON THE TECHNICAL MISSION (DF/TUR/89/013)  
ON TRAINING IN LEATHER GARMENTS IN TURKEY - NOVEMBER 1992

Foreword

UNIDO sponsored a technical mission on the leather garments industry in Turkey. It was actually carried out by Mrs. Erminia Guardone from Pieve and took place from 9 to 21 November 1992. The objective of this mission was to assist local Turkish companies in improving the products they intend to market on the home and international markets. With this objective in mind, suitable design, pattern-making and manufacturing methods were demonstrated.

Outline of the Programme

The training programme held at the Chamber of Commerce of Istanbul was attended by technical staff of leather garment factories which all produced average quality garments, no matter what their manufacturing capacities were.

The course syllabus included theoretical lectures, demonstrations and practice in the pattern-making of leather garments.

The twofold objective of the training method was: i) to teach the designing methods in general; and ii) to adopt a problem-solving approach with a view to improving the quality of the final product.

The basic concepts of design and the pattern-making were discussed, so that trainees could then be in a position to examine and develop the following patterns:

- ladies high-waisted skirts
- men's jeans-like trousers
- unisex waistcoat with yoke
- unisex jacket with collar and shirt/blouse
- ladies vest with collar and shawl

The designing stages of each pattern were discussed. To meet trainees' demands, the coverage of the course subjects was more comprehensive than planned; in this regard, for example, several additional patterns were worked out and actually developed as stylistic variations of the basic ones.

Trainees actually manufactured a few leather garments out of those they had designed and assembled them in their

workshops in Istanbul; this was a very significant test of their work.

All trainees paid close attention to the course, proved to be responsive, objective and analytic; they made comments, expressed opinions and drew comparisons. Thanks to this attitude, it was easier to achieve one of the goals set by UNIDO, that is the vulgarization of technologies.

#### Observations

Leather garment production is widespread in the Istanbul area; factories do exist, but small cottage industries account for most of the output. Cottage industries primarily manufacture average products of European style and design.

Unfortunately, these imitation products are not up to their European models. This is due to a number of shortcomings and to the lack of adequate skills we identified in field trips to Turkish leather garment factories. There follows a list of these deficiencies:

- choice of designs which are not suitable for the leather being used;
- selection of clashing colours or unfashionable colour matches in the manufacture of leather garments;
- poor raw material finishing;
- poor knowledge of those design methods which improve assembly and manufacturing;
- deficient supply of accessories;
- lack of minor equipment and tools which can speed up and improve assembly (such as leather staplers);
- unreasonable and excessive use of rubber cement in the pre-assembly stage;
- incorrect use of ironing equipment and methods.

The technical staff and leather garments workers proved competent in manufacturing, whereas they had difficulties in designing a sample collection and patterns. The course actually focused on design and good results were achieved in this area, as the practice in applied leather garment technology showed.

#### Proposals

The adoption of improved manufacturing processes and the introduction of systematic design and pattern-making methods

would result in higher quality products, which could be more easily placed on the domestic and international markets.

Action plans to upgrade products are essential, since at present there is competition among a large number of countries manufacturing good quality leather products at competitive prices.

The present demand for leather garments clearly indicates that it would be risky for an entrepreneur to manufacture poor quality leather garments.

These are the reasons why it would be useful to set up a Technology Centre. It would favour innovation and provide advisory and managerial services to all small- and medium-sized leather garment factories; it would work out prototypes according to market requirements and would draw upon Turkish history, traditions and civilization to make new designs.

The typical Turkish look should be preserved, enhanced and become a leitmotif of what is made in Turkey. Leather garments with these distinguishing features could be marketed with a registered trademark.

The development of a Turkish look should not be a casual process; indeed it should be planned with the support of a Technology Centre, responsible for product quality improvement and sales promotion.

#### Acknowledgements

FISIE's representative wishes to express her thanks to UNIDO, in particular to its Office Director in Turkey, Mr. Hamal Hussein, who made this programme possible. On behalf of FISIE, she also wishes to thank the high- and middle-ranking officials of the Chamber of Commerce of Istanbul, who showed interest in this programme and supported it.

Pisie Leather Garment Expert

*Luminifantene*