

iTKiBHedef

July 2025 • Issue: 5
İstanbul Textile and Apparel Exporters' Associations

VISION



ISTANBUL
FASHION
CONNECTION

**PREPARES FOR ITS
8TH EDITION WITH AN
INNOVATIVE VISION**

**COUNTDOWN
BEGINS FOR THE 8TH
EDITION OF**



TEXHIBITION
İSTANBUL

**THE GLOBAL
CARPET INDUSTRY
GATHERED IN
İSTANBUL
FOR CFE**

TEXHIBITION ISTANBUL

FABRIC, YARN &
TEXTILE ACCESSORIES
FAIR

10-12 SEPTEMBER 2025
ISTANBUL EXPO CENTER

AUTUMN/WINTER 26/27



TİM TÜRKİYE
EXPORTERS
ASSEMBLY

ITKIB

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND
COMMODITY EXCHANGES OF TÜRKİYE) IN ACCORDANCE WITH THE LAW NO.5174
THIS FAIR IS ORGANIZED BY ITKIB FAIR INC.

BEYOND
SURFACE,
ECHOES
BENEATH

texhibitionist
.com





CLIMBER
B.C.

CONTENTS

FASHION-SHOWS

IFCO

IFCO PREPARES FOR ITS 8TH SEASON WITH AN INNOVATIVE VISION

10

FASHION DESIGNER

A TURKISH SIGNATURE ON THE GLOBAL FASHION STAGE

36



08 HIGHLIGHTS: News

16 FASHION-SHOWS : countdown begins for the 8th edition of Texhibition Istanbul

24 TREND: Spring/Summer 2026 core material trends

48 LAYERS OF VALUE: Strong Branding Moves from Turkish brands

66 BRANDING: Turkish home textiles maintains its 4th position globally

76 BRANDING: Türkiye's technical textile exports on the rise

80 SUSTAINABILITY: Sustainability efforts of Turkish brands

88 SUSTAINABILITY: Sustainability drive among leading Turkish textile brands

96 FOCUS: Turkish fashion retail is on the radar of global players

102 EVENT: Turkish home textiles take the global stage AT Hometex 2025

106 EVENT: The global carpet industry gathered in Istanbul for CFE

116 CULTURE: Türkiye strives to regain leadership in handwoven carpet exports

120 COMPETITIONS: Design competitions illuminate the path of Turkish fashion

OWNER

Secretary General on behalf of İTKİB
MUSTAFA BEKTAŞ

THE CHAIRMAN OF THE EDITORIAL BOARD

MİTHAT SAMŞAMA

THE DEPUTY CHAIRMAN OF THE EDITORIAL BOARD

OSMAN EGE
ONUR GÜMÜŞ
BÜLENT METİN

THE EDITORIAL BOARD

APPAREL

İBRAHİM İSAOĞLU
GÜLSEN AZİMİ
CELİL AYAN

TEXTILE

Sultan TEPE

LEATHER

ÖNDER DAĞLI
Z. SERKAN CEVAHİRCİOĞLU
SEÇKİN SARICA
METİN KÜTÜK

CARPET

SERRA ORUÇ
AYŞE ŞENGÖR
HAŞİM GÜRELİ
BARIŞ CEVHAN

MANAGEMENT

Çobançeşme Mevkii Sanayi Cad.
Dış Ticaret Kompleksi B Blok
34530 Yenibosna - İSTANBUL
TEL: 0212 454 02 00
FAX: 0212 454 04 15
WEB: www.itkib.org.tr
e-mail: info@itkib.org.tr



PUBLISHING TEAM

EXECUTIVE EDITOR

Selda YEŞİLTaş

RESPONSIBLE EDITOR IN CHIEF

Murat ERDOĞAN

ART DIRECTOR

Serpil YENİHAYAT

EDITOR

Zeynep TÖTÜNCÜ GÜNGÖR

PHOTOGRAPH

Çağrı KARALİBRAHİM

ADVERTISING MANAGER

İlknur ULUSOY

ilknur@viyamedya.com

ADVERTISING REPRESENTATIVE

Kadir Mert ARSLAN

CONTACT ADDRESS

RUMELİ CADDESİ RUMELİ PASAĞI YUNUS APT.
NO: 45 KAT: 3
NİŞANTAŞI - ŞİŞLİ / İSTANBUL
+90 212 236 00 50
www.viyamedya.com, viya@viyamedya.com



/viyamedya

PRINTING

HAT BASKI SANATLARI

www.hatbaski.com.tr



TURKISH SCIENTISTS PRODUCE MASK FROM BORON MINERALS

Bolu Abant İzzet Baysal University (BAIBU) academics in Türkiye developed a surgical mask with high protection from boron ore, offering comfortable use.

Within the scope of the project implemented in 2023 with the support of the Health Institutes of Türkiye, support was received from textile engineering from Isparta Süleyman Demirel University and academics from Bolu Abant İzzet Baysal University in the departments of chemistry, nursing and microbiology to produce masks from boron mine. In the project led by Prof. Dr. Arzu Özcan İlçe, Prof. Dr. Cevher Altuğ, Prof. Dr. Sibel Kaplan, Dr. Assist. Prof. Dr. Cevher Altuğ, Prof. Dr. Sibel Kaplan, Dr. Ganime Esra Soysal, lecturers Şeyda Karabörk and Sanaz Lakestani Sarkarati took part in the project.

As a result of the studies, two types of masks called “activated carbon high filtration boron mask (AK-B-MASK)” and “high filtration boron mask (B-MASK)” were produced. The masks, which were tested at BAİBÜ Scientific Industrial and Technological Application and Research Center, were determined to provide higher filtration against chemical pollutants, bacteria and viruses compared to their equivalents. An international patent application has been made through the Turkish Patent Institute for the mask, and it is aimed to be commercialized in the following process.



NEW TARIFFS COULD PROVIDE AN ADVANTAGE FOR TÜRKİYE’S TEXTILE EXPORTS TO THE U.S.

The outlook with the new tariff shows that Türkiye could emerge as an attractive candidate for globally renowned brands that have recently shifted their production from China to Vietnam in their search for new destinations.

The new tariffs announced by U.S. President Donald Trump on April 2, 2025, impose a minimum basic tariff of 10% on all countries. Some of Türkiye’s biggest competitors in the textile sector, such as China, India, and Vietnam, will be subject to higher tariffs above the standard rate. These rates are 34% for China, 26% for India, and 46% for Vietnam. This is seen as an advantage for Türkiye, which is among the countries subject to only the 10% rate and not higher tariffs. The outlook with the new tariff shows that Türkiye could emerge as an attractive candidate for globally renowned brands that have recently shifted their production from China to Vietnam in their search for new destinations. However, considering that Türki-

ye previously exported to the U.S. with very low tariff rates, including zero percent for some goods, the standard 10% rate is expected to make Türkiye’s exports to the U.S. more expensive. Additionally, some experts express concerns about the negative impact of the exchange rate increase on the Turkish economy. Turkish Economist Mahfi Eğilmez, in an article shared on his website, commented: “The imposition of additional tariffs above the standard rate on countries that are competitors to Türkiye in textile exports, such as China, India, South Korea, Italy, Pakistan, and Taiwan, will make the prices of textile products exported from Türkiye to the U.S. much more competitive. Therefore, Türkiye could gain a significant advantage in textile exports.”



prepares for Its

th
edition with an
innovative
vision



Organized by İTKİB Fuarçılık AŞ, a subsidiary of İHKİB, the seventh edition of IFCO—Europe's largest apparel and fashion fair—was held from February 5–8, 2025. Now, the event returns for its second edition of the year, set to bring a fresh wave of fashion to Istanbul from August 20–22.

Following the success of its February edition, IFCO—The Istanbul Fashion Connection—is set to return this August with a renewed energy, dynamic content, and an expanded global outlook. Taking place from August 20–22, 2025, IFCO will once again position Istanbul at the heart of international fashion. Organized by İTKİB Fuarçılık AŞ, a subsidiary of İHKİB, (Istanbul Apparel Exporters' Association), IFCO is recognized as Europe's largest apparel and fashion fair. The seventh edition, held February 5–8, hosted more than 500 brands across eight halls and attracting over 34,000 global industry professionals". Building on this momentum, the upcoming edition will deliver a multi-layered experience featuring trend zones, designer showcases, fashion shows, seminars, and curated brand exhibitions.

"Elevating IFCO Among the World's Most Prestigious Fashion Fairs"

Mustafa Gültepe, President of the Turkish Exporters Assembly (TİM) and İHKİB, emphasized the transformative role IFCO plays in the evolution of Türkiye's fashion industry: "We are now a global player in the fashion industry. IFCO has



become a milestone on our journey toward transforming Türkiye from a manufacturing hub into a land of brands. Alongside Texhibition and CFE, IFCO has gained international brand recognition. I believe IFCO will soon be officially recognized among the world's most prestigious fashion fairs."

Gültepe also addressed current challenges such as rising costs and diminishing competitiveness. "We've experienced significant job losses in apparel manufacturing. Support mechanisms must be inclusive and extend to all firms to sustain employment and export power."



The Core Istanbul & Brand Hall: Where design meets commerce



One of the most compelling features of IFCO is The Core Istanbul, a dedicated area for Turkish fashion designers to connect with international buyers. Designer Gökhan Yavaş, who debuted at The Core, said: "This space provided invaluable exposure. I met buyers from the U.S. and Central Asia. Visitors arrived with a strong awareness of The Core's exclusivity—it elevated the quality of interaction." Gülden Erdem, founder of Urban Muse, shared a similar view: "We gained excellent traction with buyers from Russia and Azerbaijan. As a designer brand, The Core gave us a strategic edge."

Meanwhile, the Brand Hall catered to established Turkish labels aiming to grow their global presence. Nihat Onuk from DS Damat commented: "This hall helps us present our corporate identity to international franchise partners. Its continued development is vital for nurturing brand collaboration." Ramazan Karaduman of Kiğılı also emphasized the collective benefit: "Fashion capitals succeed by uniting industry players. IFCO is helping Türkiye replicate this ecosystem."

**From High Fashion to Kidswear:
A Full Spectrum of Style**
IFCO is not just about adult

fashion. It spans womenswear, menswear, kidswear, lingerie, and special occasion attire, offering a 360-degree industry perspective. Hilal Akıncı, founder of Hilal Akıncı Kids, noted: "We received orders during the fair itself and had high footfall throughout. The momentum never dropped." Gökmen İrdem of Tuği Kids added: "Having joined since the first season, I've witnessed a huge leap in quality and reach." Murat Çaka from Setre praised the international diversity: "We met buyers from 72 countries. The interest in our Spring/Summer 2025 collection was overwhelming."

trend space runways & insightful seminars



One of IFCO's most forward-thinking sections is its Trend Space, curated by Istanbul Moda Academy (IMA). This season's theme, Mindscape, explores the intersection of technology, well-being, and spirituality across four trend narratives: Beatroots, Soul-utions, Royal Hippiie, and Paycape. Visitors explored an immersive space where modern lifestyle trends shaped avant-garde collections. In addition, IFCO's program was enriched with runway shows and a robust seminar lineup featuring global trend forecasters like WGSN and key industry platforms like Trendyol.

Topics ranged from macro-trend analysis for Spring/Summer 2026 to the integration of AI

and 3D design tools in fashion marketing, manufacturing, and education.

"IFCO Is Earning Its Place Among the World's Elite Fashion Events"



innovations. We invite everyone eager to discover what's next in fashion to join us August 20–22."

Mustafa Paşahan, Vice President of İHKİB, shared his pride in IFCO's remarkable growth: "We've hosted 2,552 exhibitors and over 153,000 visitors across 160,533 square meters of space. In February alone, we attracted more than 34,000 professionals. With Fashionist, Linexpo, our trend areas, runway shows, and sourcing sections, IFCO delivers an unmatched experience. The upcoming August edition will introduce even more

countdown begins for the

th

edition of

TEXHIBITION ISTANBUL

After a successful 7th edition in March 2025, Texhibition Istanbul prepares to welcome the global textile industry back for its 8th edition, September 10–12, 2025.



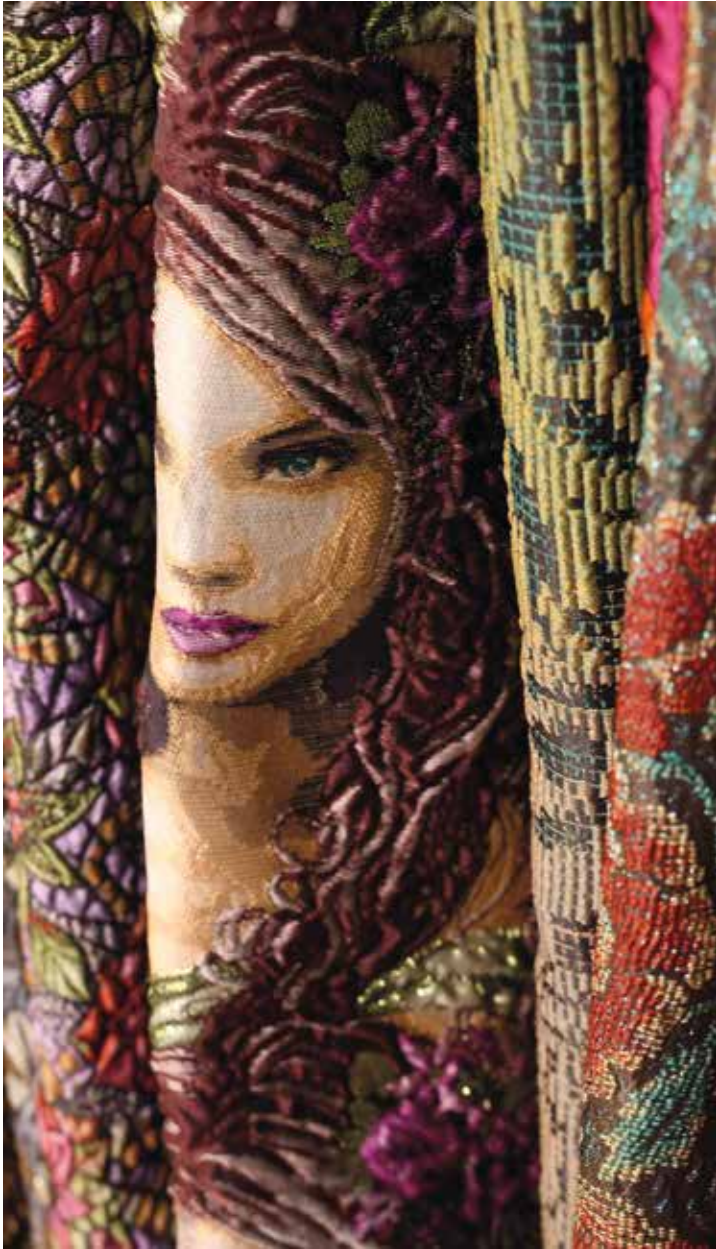
Bilding on seven successful editions and positive feedback from exhibitors and visitors, Texhibition Istanbul is poised to make an even greater impact on the global textile industry with its upcoming edition. Organized by İTKİB Fuarçılık AŞ under the leadership of the Istanbul Textile and Raw Materials Exporters' Association (İTHİB), Texhibition Istanbul has rapidly earned its place among Europe's

most significant textile exhibitions. The March 2025 edition featured 500+ exhibitors and welcomed visitors from 125 countries across 42,850 sqm. The March edition once again showcased Türkiye's production capacity, sustainable vision, and design strength to the world. Now, all eyes are on the 8th edition of Texhibition Istanbul, which promises to build on this success. The upcoming event will

offer expanded international participation, innovative content, and strategic business opportunities—continuing to shape the future of the global textile industry. More than just a trade fair, Texhibition is defined by its commitment to innovation, presenting cutting-edge textile solutions at every edition. İTHİB President Ahmet Öksüz describes it not as a conventional trade show, but as a "vision platform."



B2B meetings were organized between Turkish companies and foreign buyer firms from 11 countries.



“Texhibition is more than a fair; it’s a vision platform”

Highlighting the progress of the event, Öksüz says: “Texhibition Istanbul is not just a fair—it’s a showcase of Türkiye’s global strength in textiles and brand building. With each edition, it grows in scale and scope. In March, we hosted over 25,000 visitors, and for September, we ex-

pect an even greater international turnout.”

Government support and strong sectoral motivation

Texhibition Istanbul plays a pivotal role in presenting the resilience and innovation of Türkiye’s textile and apparel sectors to the world. As in March, the upcoming edition will once again feature buyer

delegation programs supported by the Ministry of Trade. In the 7th edition alone, nearly 2,000 B2B meetings were held with delegations from 11 countries including the USA, UK, Taiwan, and Morocco. These numbers are expected to grow significantly in September, as Texhibition continues to strengthen its brand momentum in the global marketplace.

“Our fair will continue to grow in quality”



Chairman of the Texhibition Fair Committee and ITHİB Vice President M. Fatih Bilici emphasized the fair’s strategic importance for international representation:

“In addition to hosting global buyers, our 8th edition will once again feature key highlights like trend zones, seminars, panels, the Innovation Hub, Blue & Black, and ReValue Stock areas. These curated spaces allow us to spotlight both traditional and technical textiles, while presenting the industry’s latest innovations.”

TEXHIBITION

ISTANBUL

trend

innovation and
sustainability in the spotlight



As with the March edition, Texhibition's September fair will present Trend Lab, Innovation Hub, and Blue & Black Trend Area offering visitors an inspiring experience centered on circular fashion, biomaterials, smart textiles, and sustainable denim. In Trend Lab, high-tech sustainable designs will be featured; Blue & Black will showcase Türkiye's leadership in denim manufacturing through live runway

shows; and ReValue Stock Hub will connect surplus fabrics with global buyers as part of a circular economy model. Innovation Hub: A center of forward-thinking solutions Curated by Human Innovation Designer Arzu Kaprol and coordinated by Filiz Tunca, the Innovation Hub—one of Texhibition's most dynamic sections—will once again bring together cutting-edge technologies, novel materials, and solutions for sustainable production.



TEXHIBITION
ISTANBUL

the industry speaks through seminars

A cornerstone of the fair, the seminar program will once again host renowned voices such as WGSN, IED, and other leading names in fashion and design. Topics to be discussed include Spring/Summer 2026 trends, intelligent textiles, sustainable innovation, and digital transformation in textiles.

Exhibitors reflect on a high-impact event

Ali Solak of Antik Dantel remarked, "The meetings we held translated directly into orders. We're pleased with the outcome and plan to participate in upcoming seasons."

While Ayşe Vural from Menderes Fabrics praised the fair's consistent growth since day one:

"We've hosted visitors from across the Balkans, Europe, and the U.S. Many meetings at previous editions turned into orders—and we expect the same this season."

Naz İlayda Yıldız of Toraman Tekstil added:

"Thanks to Texhibition, we've acquired numerous new clients. In fact, we've seen more effective results here than from recent PV shows."



Zeynep Tütüncü Güngör

spring/ summer 2026

core material trends

WGSN Client and Trend Consultant Tatiana Aldrich held a trend seminar at the Texhibition Fair. The seminar, titled “Spring/Summer 2026 Core Material Trends,” attracted significant interest from fair participants.

extra ordinary



The Extra Ordinary theme emphasizes better production over more production, using biodegradable materials. Resistance to natural forces like water and wind is crucial, with canvas, recyclable polyamide, polyester, and viscose widely used.

In Primary Purpose, bold functionality takes the lead with squares, lines, and vibrant colors. High-contrast graphics are paired with vivid hues. Bold Functionality merges poplins and satins, produced using ecological dyes. Knits are integrated with digital elements. Bold Lines and Lenticular Stripes employ optical illusions and ombré shades.

Playful Resort features large polka dots, Ecovero, hemp, and certified cottons. Enriched Classics draws inspiration from handcrafted, durable premium products using silk and traceable

linen. Luxurious and long-lasting materials are emphasized, especially in knits. Utility Classics highlights micro-embroidery and refined woven fabrics. Nu Niforms offers a fresh take on office chic, with soft textures that complement bold lines and tones.

In Nu Normcore, honeycomb-like structures dominate materials. Industrial Futurism draws from concrete and urban tones, using recycled nylons. Fluid Tailoring showcases conscious fabrics, protein-based fibers, and futuristic smart materials. In Made of Air, woven fabrics take on fluid forms, using stain-resistant, certified, and traceable materials like organza and silk.

In Paperweights, an airy aesthetic is key. Origami-like foldable and feather-light crepe fabrics are used. The trend emphasizes flow with modal and Tencel. Future Forms uses milk-like fab-



rics with 3D knits and foam-like structures. Dream Tech combines bio-based textiles with dreamy details, using organza, chiffon, and crepe yarns.

Material Hacks values zero-waste and reusable elements. Modular design is central, with durable fabrics produced in modern ways. Inspired by AI, designs include minimalist yet playful details and vibrant colors.

replenish



Replenish theme, nature reclaims its place in design. Dominated by earthy tones and textures, this theme also features plant and animal motifs. It draws inspiration from planet-friendly, renewable, and regional materials. Cool-touch fabrics, antibacterial fibers, and

traditional materials are frequently used. In the Feel Good Outdoors trend, breathable outdoor wear and knit pieces stand out, made with durable and resilient materials. Dominated by green and yellow hues, designs incorporate natural fibers like soy protein and coco-

nut fibers. Farm Life combines nature-themed knit garments with workwear, featuring pastel tones, stitched and embroidered patterns, and certified sustainable cotton. Motifs reminiscent of farm life, such as bees and flowers, are prevalent. The Rustic Minimal trend com-

bines simplicity and tradition. Featuring materials like hemp fiber and wild silk, it aims for a natural look with textured and stitched fabrics. Sanded Mattness utilizes materials such as raffia and linen. Earthy tones are reflected even in denim, supported by wood-based fibers. In Rooted,

craftsmanship and artisanal sophistication stand out, with sustainable and durable garments, textured leather-like fabrics, and animal prints taking center stage. Glowing Embers reflects nature's radiant side through materials like cotton, Tencel, viscose, and certified wool. Plaid fabrics,

textures, and patterns are emphasized. Nature's Imprint uses an archaeological lens to highlight historical traces with matte and layered colors that add depth. The Coastal Bohemia, Coastal Colour, and Coastal Currents trends highlight oceans, seas, and waves. Tie-dye effects, twilight hues, and wave-like patterns represent environmental awareness. Beachwear begins to transition into occasionwear, utilizing light-reflecting knits, macramé, lace, and crochet techniques. In Surreal Hothouse, botanic elements and dreamlike aesthetics shine. Chiffon and tulle fabrics designed for humid environments take the spotlight, with plant-based dyes emphasized. The Afterlight trend captures nature's darker side, showcasing iridescent, color-shifting fabrics that reflect light.

playful paradox



Creativity is central to Playful Paradox. In Retro Riviera, playful and darker themes merge with nostalgic inspiration, featuring ecological fibers and stripes. Retro Replay focuses on matte-gloss contrasts in knits and jerseys. Lighthearted Stripes gives a sporty look with nostalgic colors. Clubhouse Days mixes silk and polyester with uplifting colors, combining sportswear with

artistic expression. Celebrating Craft offers bold visuals with vintage details and stripes, featuring handcrafted elements. In Nu Country, macramé yarns, certified wools, recyclable yarns, and hemp are used. Decorative details are enhanced with innovative fibers like banana and pineapple, paired with traditional templates. Certified cotton, wool, polyester, and recycled cashmere

are key materials. Pretty Masculine highlights feminine touches like floral patterns with modern usage, emphasizing craftsmanship. Nu Romantics features unfinished designs made from linen and silk, often with heavy lace use and rebellious femininity. Layered looks use historical patterns. Plasticity creates plastic-like fashion with flexible, puffy knits. Feel Appeal uses textured, layered, and tactile designs that invite touch. High-octane shine connects back to the glamorous '70s and '80s, merging with organza, satin, and velvet. Sub-trends focus on plant-based yarns. Industrial and futuristic quilted styles reminiscent of castle wear are modernized. Light-reflective materials and metallic finishes define party looks. Designs use various stitching techniques and explore the balance between soft and hard textures in knits. Leather-like fabrics, playful and 3D retro-dark aesthetics, and materials blending art and reality will be in the spotlight.

KİĞILI

1938

FEEL GOOD AT KİĞILI

SPRING SUMMER '25



kigili.com |

kigiligiyim

Cansu Bodur, Head of Fashion Design Programs, İMA

fall/winter 2026

womens wear macro trends

The Fall/Winter 2026 season brings with it silhouettes that are casual yet well-considered, dark and seductive with an undercurrent of mystery, evoking the night. Alongside these silhouettes that respond to personal style needs and emotional depth, the season also embraces a wide range of hybrid lifestyle solutions, presenting athletic and tech-integrated designs tailored for today's dynamic world. As we look toward the future, the planet itself is increasingly viewed as a protective shield against the escalating threat of climate catastrophes. With that mindset, the empowering force of nature is brought forward through scientific innovation and daily life-enhancing functions. High-concept, thoughtfully crafted garments are reshaping our wardrobes and personal aesthetics. Meanwhile, artificial intelligence, the most talked-about breakthrough in contemporary tech, is transforming product development in fashion by offering personalized, pre-order solutions—reshaping our shopping habits altogether.

scripted dream

CARO CHIA



MONCLER + RICK OWENS



BALMUNG



As we transition into a phygital universe—where physical and digital realms blend—the “Scripted Dream” theme emerges as a surreal and visionary narrative driven by artistic hybrids and constructed fantasies. Dreamlike, imaginary motifs—hallmarks of the digital world—manifest through innovative looks where the real and surreal coexist. Artificially vivid colors meet

muted pastels to craft a fantastical dreamscape. The energy of crystals and gemstones surfaces in ornamental accents, creating an impression of frozen glaciers. Faux fur and layered constructions combine with frosted or iridescent surfaces, while exaggerated padded outerwear supports cocoon-like forms. Second-skin materials and elastic fabrics sculpt tight-fitting silhouettes, enhancing futuristic expressions.

ESTONETECH



modern spirit

DRIES VAN NOTEN



CAMILLA AND MARC



DESIGNBOOM



ADAM LIPES



J. CHUNG



PALMER HARDING



The rules of a digitized modern world, intertwined with a lifestyle that prioritizes well-being, push people toward introspection—fashion becomes a medium for this journey. There's a renewed interest in heritage and spiritual traditions, nostalgia for the past, and mystic cultural references. This theme pays homage to centuries-old values through inspirations sourced from local cultures, Far Eastern philosophies, museum archives, spiritual motifs, natural dyeing techniques, fine crafts, and artisanal excellence.

Designs are enriched with ancient luxury references: golden metallics, brocades, and baroque patterns are reimagined using digital tools and AI to suit the aesthetics of today. Nature's creativity inspires new camouflage effects, and patterns drawn from trees, leaves, underwater creatures, and algae are translated onto fabrics using lace-like abstractions and artisan techniques. Wrap silhouettes that enhance comfort, ultra-soft leathers, vegan fabrics, and designs accented with wood and natural materials come to the forefront.

NOÉMIE GOUDAL



This trend reflects a shift away from overproduction and instead focuses on conscious consumption, defining a new set of clothing principles with minimal environmental impact. Classic and redefined wardrobe staples are designed for versatile styling and multifunctional use. These unique pieces are not only adaptable but also repairable and upcyclable—reviving them through creative means and rescuing them from monotony. Daywear merges seamlessly with sophisticated office

dressing. Gender-fluid tailored looks, both minimal and exaggerated in design detail, with asymmetric cuts and sculptural forms, reflect a provocative and futuristic aesthetic. Influenced by the Paris Olympics, sporty essentials take on a more feminine, rebellious flair—offering a fresh breath for those seeking comfort in activewear. Bright essentials and functional details continue into the new season, with outerwear in playful color combinations and knitwear in maxi lengths bringing fun into the narrative.

SSDALEY



silent night

COPERNI



OUDE WAAG 2



ROKSANDA



PROENZA SCHOUER



Silent Night explores the relationship between iconic design and desire, inviting us into a world of strong silhouettes and body-conscious forms, all exuding confidence. This trend, elevated by nocturnal elegance, channels the essence of quiet luxury. Premium fabrics, supple leathers, fluid and flexible materials create a sensual, tactile experience. Chromatic metal details and reflective touches add a feminine edge to a monochrome palette.

Sheerness and asymmetry take the lead in formal pieces that transition effortlessly from day to night. As the most sophisticated trend of the season, "Silent Night" appeals to younger demographics through edgy streetwear references, expanding its reach. Layered fabrics, sheer asymmetric lace, and unexpected pairings come together to express romantic femininity. Meanwhile, elevated pieces with raw, less polished surfaces add depth and individuality to the overall look.





A TURKISH SIGNATURE ON THE GLOBAL

Turkish fashion designers are securing a solid place in global fashion with their timeless creations, cultural richness, and imaginative aesthetics. Drawing inspiration from tradition while shaping the future, they are no longer mere observers but active shapers of the fashion scene.

► Selen Demirtürk

Fashion Stage

In recent years, Turkish designers have made a dazzling ascent on the international fashion scene. With designs blending traditional motifs and contemporary lines, they have become indispensable figures at fashion weeks from London to Paris, Milan to New York. This success story began with Dilek Hanif, the first Turkish designer to hold a show at Paris Haute Couture Fashion Week in 2004. Hanif's groundbreaking move became

a major milestone that inspired future generations and helped Turkish fashion become globally recognized. Today, our fashion pioneers—particularly well-followed in Europe and the U.S.—combine Anatolia's rich textile heritage with modern technologies and innovative touches to produce unique collections. From avant-garde to nostalgic, minimalist to dramatic stage-wear, these designers influence global fashion trends and domi-

nate red carpet moments. Their daring, romantic, and elegant designs—often rooted in traditional Turkish motifs reimagined through modern lenses—have been central to establishing Turkish fashion as a respected global force. This rise exemplifies how cultural richness can harmoniously coexist with contemporary aesthetics, making Türkiye a standout player in both the cultural and economic realms of fashion.

A COUTURE REVOLUTION



dilek hanif



Dilek Hanif opened the doors to global acclaim for Turkish designers. After launching her own label, she transitioned into couture, holding her first couture show in 2002 at Istanbul's Aya Irini and her second in 2004 at Paris Haute Couture Fashion Week—becoming the first Turkish designer to show at the event. Hanif's creations, modernizing Ottoman palace garments and Anatolian motifs, represented Türkiye's design heritage on fashion's most prestigious platforms. With exquisite detail and

fabric innovation, her collections stood out for their sophisticated charm. Through her "Folk Art" project, she preserved and reinterpreted traditional weaving and embroidery in a modern fashion context. Hanif's work has been worn by international stars like Jane Fonda, Rebecca Romijn, Katherine Heigl, Nicole Richie, and Miranda Kerr, proving that traditional Turkish craftsmanship can seamlessly blend with high fashion. Her legacy paved the way for future Turkish couturiers and amplified global recognition of Turkish couture.

FROM SKETCHES TO LONDON FASHION WEEK

bora aksu

Bora Aksu began his fashion journey sketching in childhood, later refining his talent at London's Central Saint Martins. His 2002 graduate show captivated the British press and caught the attention of Dolce & Gabbana, who purchased his collection—a pivotal moment in his career. Since 2003, Aksu has been a regular on the official London Fashion Week schedule. Known for his romantic and delicate aesthetic, Aksu's recent collections draw inspiration from Edvard Munch's art. He also integrates traditional handcrafts and crochet techniques passed down through his family, highlighting his ability to harmonize heritage with modernity.



TEXTURE AND INTRICACY

belma özdemir



Belma Özdemir is renowned for her stage costumes and original creations. She gained global attention for designing the outfit worn by Sertab Erener during her victorious performance at the 2003 Eurovision Song Contest—instantly becoming a symbol of Turkish design



on the world stage. Her style, marked by rich textures and intricate detailing, modernizes traditional Turkish handwork for international audiences. Özdemir's mastery in performance costume design continues to elevate Turkish fashion globally.



A TURKISH DESIGNER SHINING IN THE UK

zeynep kartal

Zeynep Kartal made history as the first Turkish designer to stage a fashion show at the UK Parliament. Her designs, often worn by British royalty and celebrities like Lady Gaga, Kylie Minogue, Liz Hurley, and Michelle Keegan, blend elegance with cultural storytelling. Kartal is also known for her social impact, collaborating with organizations like Make-A-Wish, Boot Out Breast Cancer, and Kirsty Club. In 2019, she debuted a collection made with

Syrian refugee women in Türkiye during London Fashion Week—receiving acclaim both artistically and socially. That same year, her collection inspired by a diamond wreath gifted by Sultan Selim III to Admiral Nelson also gained attention. Awarded “Best Designer in the UK” at the MCR Fashion Festival and an Honor Award from Bolton Council, Kartal became the first Turkish Chair of The Royal Ascot Fashion Board in 2021, continuing to mentor emerging designers.



ART THAT CHALLENGES BOUNDARIES

dilara findikoğlu



and boundary-breaking works of art" and called her "a designer of the future."

Findikoğlu's dramatic shows at London Fashion Week and her coverage in Vogue and Harper's Bazaar highlight her influence. Her unique storytelling through mystical symbols, theatrical elements, and bold details has made her a rising voice in global fashion.

Through designs that challenge traditional beauty norms and address societal issues, Findikoğlu brings depth to fashion as a visual storyteller. Her recent collaboration with Kylie Jenner further cemented her position as a global creative force.



Known for her avant-garde and gothic aesthetics, Dilara Findikoğlu quickly gained recognition after her Central Saint Martins graduation show. Celebrities such as Lady Gaga, Rihanna, Madonna, and Cardi B are fans. Lady Gaga described her creations as "bold

A CULTURAL BRIDGE THROUGH FASHION

atil kutoğlu

Atil Kutoğlu's early love for art blossomed into fashion. Encouraged by internships with Vakko and Beymen, and later studying in Vienna, he debuted his "Modeexposition Istanbul" show while still a student. Kutoğlu is the only Turkish designer to show at New York Fashion Week for nine consecutive years. Praised by The New York

Times fashion editor Bernardine Morris, he was likened to "a mix of Turkish delight and Mozart chocolate."

His work fuses Anatolian heritage with Western aesthetics, incorporating Türkiye's vibrant crafts and colors into a globally appealing style. Kutoğlu's designs reflect a fashion language that bridges East and West.



A TURKISH NAME IN GLOBAL FASHION

hakan yıldırım

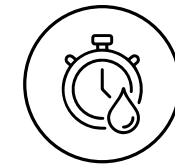


Hakan Yıldırım's journey began with a win at the Young Designers Competition organized by İTKİB. His first major show featured supermodel Linda Evangelista in an Ottoman-inspired collection. Having presented shows in France and Italy, Yıldırım quickly gained

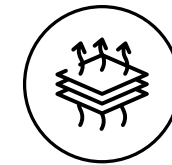
international exposure. After founding his own brand in 2001, he launched "Hakaan" in 2010, earning the prestigious AN-DAM award from the French Ministry of Culture, outperforming established names like Alexandre Vauthier. Known for minimalist forms and striking silhouettes,

Yıldırım's collections have been worn by icons like Madonna, Jennifer Lopez, Lady Gaga, Emma Watson, and Penelope Cruz. He became one of the first Turkish male designers to present at Paris Fashion Week, emerging as a global ambassador for Turkish fashion.

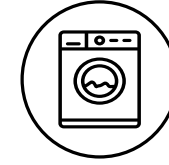
KNIT SHIRTING COLLECTION



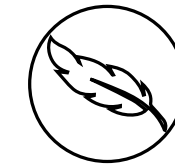
QUICK-DRY



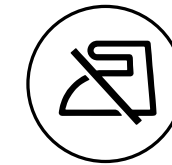
BREATHABLE



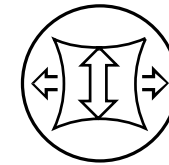
DURABLE



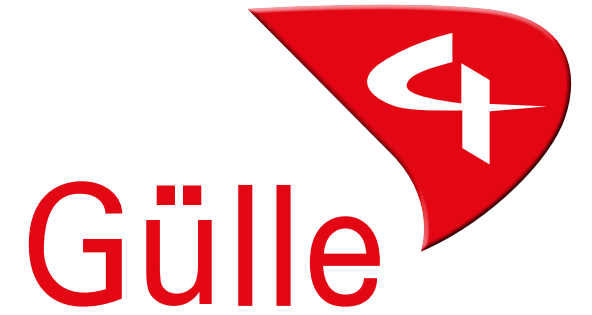
SOFT



NON-IRON



STRETCH



“Where comfort meets elegance

As an experienced company in the intricate world of knit fabrics, we have established our presence in the knit shirt fabric sector. Merging our expertise in fabric design with advanced technology, our knit shirt fabrics stand out with both functional and stylish designs. Knit shirt fabrics, inherently more durable by nature, provide users with comfort throughout the day due to their wrinkle-resistant and non-iron characteristics.



THE SECRET TO SUCCESS: TIMELESSNESS

ece & ayşe ege



Founded by sisters Ece and Ayşe Ege, Dice Kayek is now a revered name in luxury fashion. Ece, after completing her fashion education in France, established the brand in Paris, soon joined by her sister Ayşe. Dice Kayek combines haute couture traditions with modern sensibilities, creating wearable works

of art. Known for their unwavering commitment to quality and originality, the duo offers timeless designs infused with East-West cultural elements. Celebrities like Michelle Yeoh, Beyoncé, Tilda Swinton, Isabelle Huppert, and Monica Bellucci have worn Dice Kayek creations. One of their standout achieve-

ments was winning the prestigious Jameel Prize from the Victoria & Albert Museum for their "Istanbul Contrast" collection, which was later added to the museum's permanent collection. Dice Kayek also became one of the first Turkish brands on the official Paris Fashion Week calendar, earning global prestige.

CRAFTED FOR QUALITY, DESIGNED FOR THE FUTURE

DISCOVER TURKISH LEATHER



www.turkishleather.com



CATEGORIES

- SHOES
- LEATHER GARMENTS
- LEATHER GOODS
- TANNERIES



**Turkish
Leather**

T D M T B
İSTANBUL DERİ VE DERİ MAMULLERİ
İHRACATÇILARI BİRLİĞİ

STRONG BRANDING MOVES FROM

TURKISH

BRANDS

Brand Finance, one of the world's leading independent brand valuation and strategy consultancy firms, has been showcasing the world's most valuable and strongest brands for over 20 years. This year, in the 17th edition of its "Türkiye's Most Valuable Brands" list, seven brands from the textile and apparel sector have secured their place.



As long-time global suppliers, Turkish textile and apparel manufacturers continue to play a key role in the branding efforts of companies worldwide. These firms are making significant strides toward building strong brand identities, both at home and abroad. By enhancing brand recognition, they gain a competitive edge in both domestic and international markets. The recent Brand Finance report delves into how these seven Turkish textile and fashion brands managed to make the list of "Türkiye's Most Valuable Brands." With its vast potential and rich resources, Türkiye possesses a high capacity for value creation—not only through its

products and services but also with its unique geographical and cultural assets. Seeing branding as a "national priority" and developing relevant strategies and policies could significantly enhance the country's economic prosperity. Valuable brands establish deep-rooted connections in consumers' minds, enriching their lives and generating high levels of satisfaction. The number of globally recognized brands a country possesses is a strong indicator of the health and depth of its brand ecosystem. Brand Finance's rankings, prepared according to international standards, also shed light on Türkiye's evolving brand landscape. According to the 2022 data reflected in the 2023 "Türkiye's

Most Valuable Brands" list, LC Waikiki ranked 12th in the overall list. However, the brand, which ranked 6th the previous year, saw a 27% decline in brand value. Mavi rose to 26th place, up from 33rd, with an impressive 66% increase in brand value. Mavi also climbed to 6th place in brand strength—a measure of its potential to generate future value. Koton maintained its position at 42nd place despite a 29% decrease in brand value. Vakko dropped from 74th to 78th, experiencing a 37% decline. Bossa advanced from 93rd to 83rd with a 20% increase, while Yünsa fell slightly to 90th from 95th with a 2% drop. New to the list this year, Desa entered at 96th, achieving a 19% rise in brand value.



LC WAIKIKI'S RISE IN EMERGING MARKETS

By the end of 2022, LC Waikiki had reached a net sales figure of 66 billion TL, employed nearly 60,000 people, achieved \$1 billion in exports, and operated over 1,200 stores. CEO Mustafa Küçük previously shared the brand's remarkable journey at the "Leaders Meet" event organized by İHKİB. Küçük recalled how their parent company, Taha Group, initially focused on manufacturing and exports. In the early 1990s, they

began working with the France-based LC Waikiki brand as a manufacturer. "We began offering the surplus inventory to the domestic market," said Küçük. "There was overwhelming demand. When we couldn't meet it, imitations flooded the market—even making their way back to France. We proposed acquiring the license to sell the brand locally in order to stop the counterfeit issue, and they agreed. A few years later, two of the brand's three founders stepped away, and the compa-

ny struggled. That's when we acquired LC Waikiki and turned a French brand into a thriving Turkish success story." As global wholesale trends began to decline, LC Waikiki pivoted to retail. "In 1998, we opened our first store. For the next ten years, we focused solely on growing within Türkiye. Our success came from expanding into developing countries. We aimed to be the best in every market we entered and delayed our entry into developed markets until we were fully prepared. Recently, we've seen major growth in Africa," Küçük noted. "Creating a brand requires a lifetime of dedication and laser focus. Our goal was to gift Türkiye a global brand."

MAVI: ONE OF TÜRKİYE'S PIONEER BRANDING JOURNEYS

Mavi has transformed its 32 years of denim expertise into a global lifestyle brand founded in Istanbul in 199. The company has expanded to 37 countries—including Türkiye, the U.S., Canada, Germany, and Russia—reaching customers through approximately 4,500 points of sale, including 459 Mavi stores, as well as wholesale and online channels since going public in 2017. With a strong brand perception and value-for-money positioning, Mavi has secured its place in the upper-mid and premium segments of the apparel market.

"By acquiring LC Waikiki, we took a French brand, grew it in Türkiye, and turned it into a people's brand."



Designing jeans tailored to fit the lifestyle, body, and quality expectations of its customers, Mavi is recognized among the world's top premium denim brands. Beyond denim, its lifestyle collections for men and women continue to rank among the most preferred in the market. Mavi enjoys strong brand loyalty, particularly among fashion-conscious young adults. Founded by Sait Akarlılar, the brand has exceeded its original vision. During Mavi's 15th anniversary

celebrations, Akarlılar stated, "We founded Mavi and hoped our children would carry it forward." Chairman of the Board, Ersin Akarlılar, attributes the brand's success to "courage, determination, and continuity." He explained, "Mavi embarked on this journey with courage. Choosing a Turkish name was itself a bold step. The brand moved forward with unwavering commitment. Sustainability and consistency brought us success. Türkiye's global brand journey began with

Mavi. A young, dynamic, and fearless team worked passionately toward this goal. We still strive to be the first, the leader, and the pioneer."

VAKKO: COMPETING ON THE GLOBAL STAGE

Believing in the creation of timeless, elegant, and effortless fashion, Vitali Hakko founded Vakko and soon sparked a revolution not only in Türkiye's fashion industry but across many spheres. His journey, which began nearly



Vakko symbolizes the story of fashion in post-Republic Türkiye: the nation's modernization, aesthetic shifts inspired by Western lifestyles, elegance, and luxury.

a century ago, continues to shape the brand's values. Vakko has become a symbol of modernization in post-Republican Türkiye—embodying sophistication, luxury, and the aesthetic transformation aligned with a Western lifestyle. Vitali Hakko recalls: “Many entrepreneurs of my generation say they started from scratch—I started from even lower. I came from a modest family and experienced hardship in the early days of the Republic. Selling clothing was tough when people strug-

gled to find food. But life in Türkiye was changing. Dress codes were redefined through a cultural revolution. There was a need for someone to envision and promote new, modern styles—and that's what we did. Our business began as a family venture. As Turkish women embraced European fashion, we started by producing fashionable, affordable hats. Then came scarves. Soon after, we began manufacturing our own products to guarantee the quality behind the Vakko

label. We steadily improved our quality while keeping up with global fashion. Today, Vakko competes with international brands through its craftsmanship and vision.” Vakko's origins trace back to 1934, when Vitali Hakko opened a small hat boutique named “Şen Şapka” in Istanbul's historic center. In 1938, the brand name was changed to “Vakko.” The rising popularity of Vakko scarves soon led to a strategy of expansion. In 1948, Vakko established Türkiye's first silk printing workshop in Istanbul's Kurtuluş district—still producing its signature printed silks with unparalleled expertise today.

BOSSA'S 73-YEAR SUCCESS STORY

Expressing pride in being one of Türkiye's most accomplished brands, Bossa's General Manager Onur Duru emphasizes the company's impressive 73-year journey. Founded in 1951, Bossa has maintained its leadership in the industry through precise market positioning. With its production facilities based in Adana, it is recognized as one of Türkiye's largest integrated denim and casualwear textile manufacturers. Renowned for setting trends and collaborating with globally influential fashion brands, Bossa combines R&D and innovation to remain at the forefront of the textile industry. “We are accelerating our efforts through strategic investments and a strong team,” says Duru. “Our success is

With its production base in Adana, Bossa is one of Türkiye's largest integrated denim and casualwear textile manufacturers.



built on qualified human resources, an extensive sales network, product quality, rich collections, and advanced production and information technologies. Our company is officially recognized as an R&D center—one of the first textile companies in Türkiye to receive this status. We also work closely with universities and constantly develop new products based on customer insights. Each year, we launch two new collections.” Pioneering numerous advance-

ments in denim production, Bossa is also a leader in environmental sustainability. Its fully ecological “Re-Set” collection, launched in 2006, set a precedent in Türkiye and globally. Bossa is progressing steadily toward becoming a zero-waste company and has recently ramped up operations at its recycling facility to full capacity with a new yarn investment. Water-saving innovations under the “Saveblue” concept have achieved a 92% reduction in water usage during



dyeing processes and a 99% decrease in wastewater. Energy-wise, Bossa operates a cogeneration plant and is investing in both rooftop and land-based solar energy systems, currently meeting 50% of its energy needs—with the goal of reaching 100%.

YÜNSA: EUROPE'S LARGEST INTEGRATED WOOL FABRIC PRODUCER

One of the world's top five producers of premium wool fabrics,



Exporting to over 50 countries, Yünsa is a key fabric supplier to leading international fashion brands.



Yünsa’s story began in 1973. Initially focused on high-quality men’s suiting fabrics, the company expanded into womenswear in 1998. Yünsa now exports to over 50 countries, with Germany being its largest market. It serves as a key fabric supplier to leading

international fashion brands. As Europe’s largest integrated wool fabric manufacturer, Yünsa has an annual capacity of 4,500 tons of worsted yarn and 10 million meters of woven fabric. While most of its portfolio consists of 100% wool, the brand also

offers blended fabrics featuring cashmere, silk, and viscose. These next-generation textiles include features such as water repellency, UV protection, self-cleaning properties, and natural stretch. Yünsa holds lab accreditations from Marks & Spencer, Next, and Interwoollabs. The brand operates design offices in Italy and Türkiye, with sales offices in the UK, Germany, and Italy, and agents in Spain, France, Japan, South Korea, the U.S., China, and Russia. Yünsa showcases its seasonal collections at prestigious fairs like Première Vision Paris, JITAC Tokyo, Munich Fabric Start, and the London Textile Fair.

DESA: A BOLD VENTURE THAT IMPRESSED THE U.S. MARKET
In a 2022 interview with İTKİB’s Hedef magazine, celebrating Desa’s 50th anniversary, CEO Burak Çelet shared the brand’s

Desa made its first export of handbags to the U.S. in 1972 and opened its first store in Istanbul’s Erenköy neighborhood in 1973.



founding story: “Desa has always operated both domestically and internationally. Our founder—my father, Melih Çelet—is still our Chairman and comes to work every day. That experience is a cornerstone of our confidence. Desa made its first export of handbags to the U.S. in 1972 and opened its first store in Istanbul’s Erenköy neighborhood in 1973. Originally focused on handbags and leather goods, we gradually expanded both vertically and horizontally.” Desa’s story began while Melih Çelet was a pharmacy student with a passion for business. He responded to product inquiries at the local chamber of commerce and connected with a U.S. firm seeking leather bags. He had a prototype produced overnight in Istanbul’s Grand Bazaar. Despite offering a high quote, his entrepreneurial spirit impressed the

American buyer, who not only accepted the offer but also invited Çelet to work together—thus Desa was born. Desa introduced Turkish consumers to shoulder bags for the first time and quickly became a trusted supplier. In 1986, it

opened an office in New York and expanded into the U.S., UK, and European markets. Today, Desa is a highly integrated company admired globally for its infrastructure—outpacing even some luxury fashion houses in terms of vertical integration.



Vahap Küçük

Chairman of the Board of LC Waikiki



“WE AIM TO BECOME ONE OF EUROPE’S TOP THREE FASHION RETAILERS”

Reaching five continents with its products, LC Waikiki today operates in 61 countries with 1,300 stores and welcomes 17 million customers to its stores every week. LC Waikiki Chairman of the Board, Vahap Küçük, said: “We are among Europe’s top five brands and our goal is to become one of the top three fashion retailers in Europe by 2026.”

Gizem İris





With its philosophy of affordable fashion, customer-centric strategy, wide product range, and investments in digital transformation, LC Waikiki is one of the standout brands in its sector. The company began its globalization journey in 2009 with the opening of its first overseas store in Romania, and has since become

the market leader in 23 different countries. Chairman Vahap Küçük emphasized that LC Waikiki differentiates itself from competitors with its innovative retail models, ability to quickly adapt to local markets, flexible structure against global uncertainties, and visionary strategies. He shared

with our magazine the brand's strategies centered on sustainable success and its goals for 2025.

Adopting the motto "Everyone deserves to dress well," LC Waikiki is the market leader in 23 of the countries where it operates and is one of Türkiye's most valuable brands. What are the key dynamics behind this cross-border success?

LC Waikiki's global success stems from its commitment to affordable fashion, customer-oriented strategies, operational excellence, and a strong focus. Our extensive product range appeals to all segments, our innovative retail models and quick adaptation to local markets set us apart. Moreover, our logistics and production infrastructure, investments in digital transformation, and international growth strategies have enabled steady growth across various regions. As LC Waikiki, we embrace the motto "Everyone deserves to dress well" and aim to deliver our quality and product variety to as many people as possible. Our attention to detail drives our success.

If we imagine your success story as a chain, which link is the stron-

"Despite global challenges, we grew by 55%, reached a turnover of 207 billion TL, and increased export revenues to 1.2 billion USD."

gest? What decisions brought LC Waikiki to its current position?

The strongest link in that chain is the visionary approach in strategic decisions and perfect timing. Opening our first international store in Romania in 2009 was pivotal in launching our globalization journey and advancing us toward becoming a global brand. Rapid store expansion, digital transformation, and our mission of making affordable fashion accessible everywhere reinforced this success. Had we said 20 years ago that "we won't go into retail" and avoided expanding into stores, we wouldn't have reached today's success. As we all know, change is the only constant. It was our timely decisions regarding change that brought us here. Investing in branding while still manufacturing, transitioning from franchising to retail, and expanding internationally after reaching a certain scale in Türkiye were all critical decisions made at the right moment. After entering retail, we expanded our product range, understood our customer well, and opened stores in strategic locations. Beyond expanding in square meters in Türkiye, we didn't shy away from entering markets



where we saw opportunity. Our business can be thought of as a table supported by four legs: price, product, location, and service quality. You must avoid mistakes in product, follow trends and special occasions. On the other hand, your service must be excellent. You must always provide the best service to your customer. But our business isn't limited to just that—it's not as simple as "produce, ship, sell." You must give the same importance to technology investments, logistics, and the supply chain as you do to production and retail. And you must always be aware that external factors can impact your business.

There are many factors affecting us such as global uncertainties, climate change, natural disasters, pandemics, inflation, and geopolitical crises. To achieve long-term, sustainable success, we must be prepared for all these situations and act with flexibility. Our success story is a chain, and every link in that chain is just as important as the others.

What sets LC Waikiki apart from its competitors, especially considering its presence across five continents? What innovative approaches distinguish you?

Our greatest strength is being a company fully committed to its



mission and vision. We strive to find meaning in everything we do. One of the main drivers of our success is our strength in value-for-money and making fashion accessible to everyone. Our innovative logistics infrastructure, digital-focused e-commerce platform, and customer-driven product development strategies give us a competitive edge. We also adapt to the cultural dynamics of each local market, creating unique value in each geography. Operat-

ing across such a vast geography requires flawless planning and coordination. Offering the same quality and experience in every market where we connect with customers is what elevates us.

How do customers in your international markets respond to LC Waikiki? How do you think LC Waikiki and other global Turkish brands contribute to the visibility of Türkiye's textile and apparel sector?

LC Waikiki is well-received in the countries where we operate. Our ability to combine quality with affordable prices and offer a wide product range that appeals to all segments increases this interest. Turkish brands expanding globally help promote our country's strong textile manufacturing infrastructure and design capabilities, significantly contributing to the global recognition of the Turkish apparel sector.

"Our investments in e-commerce and logistics will continue both domestically and internationally. We aim for 70% growth on LCW.com, targeting a turnover of 15 billion TL."



it's crucial to increase investments focused on innovation and digitalization, transition to sustainable production models, boost fast production capabilities, improve collection development, and accelerate branding efforts. As a leading brand in our industry, our innovative initiatives play a critical role in enhancing competitiveness. Leveraging technology and spreading technological solutions will give the sector strong momentum.

How was 2024 for LC Waikiki in terms of production, exports, and new markets?

2024 was a year in which we achieved our targets. Despite global challenges, we grew by 55%, reached a turnover of 207 billion TL, and increased our export revenues to 1.2 billion USD. We entered new markets such as Chile, Guatemala, Ivory Coast, Somalia, and Mongolia, further strengthening our global presence. We combined our strength in production and supply chain with innovation, taking steps toward sustainable growth. Our success in new markets and strong performance in existing ones once again demonstrated our determination to become a global brand. We will continue

this momentum in the coming period, spreading our vision of accessible fashion to even broader audiences around the world.

What are LC Waikiki's international growth strategies? Which markets and targets are on your 2025 agenda?

In 2025, we will continue testing new countries while deepening our presence in existing ones. We plan to expand store sizes. Our goal is to grow by 40% and increase our turnover to 290 billion TL. While operating in over 60 countries across five continents, we aim to reach approximately 2.12 million square meters of store area. We also target branded exports of around 1.4 billion USD this year. Investments in e-commerce and logistics will continue both domestically and internationally. On LCW.com, we aim for 70% growth, targeting a turnover of 15 billion TL. Additionally, we will continue investing in production, logistics, and digitalization—areas we prioritize. In 2025, we plan to invest around 130 million USD (5 billion TL). Currently, LC Waikiki is one of Europe's top five brands. Our goal is to become one of the top three fashion retailers in Europe by 2026.



Uğur Ayaydın
Ipekyol Group CEO



“OUR POSITION IN THE INTERNATIONAL MARKET IS GETTING STRONGER”

Uğur Ayaydın, CEO of Ipekyol Group, which currently has a strong retail network with 270 stores in Türkiye and 56 stores abroad with Ipekyol, Twist and Machka brands, says, “We are strengthening our position abroad both through our own stores and franchise stores.”

► Gizem İris

A deep-rooted success story that was born in Türkiye and expanded to international markets with the success of branding... For more than 40 years, Ipekyol has been offering designs that “make women feel self-confident, elegant and modern.” Today, Ipekyol continues on its way with strong steps both locally and globally.

With its Ipekyol, Twist and Machka brands, Ipekyol Group currently has a strong retail network with 270 stores in Türkiye and 56 stores abroad, and differentiates itself from its competitors by maximizing customer experience with its strong merchandising infrastructure.

Uğur Ayaydın, CEO of Ipekyol Group, explained Ipekyol’s success formula, design approach and global vision to our magazine.

With more than 40 years of history, what steps does Ipekyol take in merchandising?

For more than 40 years, we have focused on providing designs that make women feel confident, elegant and modern. During this time, we have not only closely followed the innovations in fashion, but we have also become a brand that shapes trends.

The dynamism of our team, the consistency in our design philosophy, and our commitment to high quality standards are the main factors behind our success. In addition, our strong retail infrastructure, omnichannel investments that elevate the customer experience, and rapid adaptation to digital transformation have all distinguished us from our competitors.

With this customer-centric approach, we’ve continuously



“Türkiye has strong infrastructure at every stage of the supply chain”

“Türkiye’s greatest strength in the textile sector lies in its robust infrastructure across every stage of the supply chain. From yarn to fabric, from design to production, a majority of the processes can be carried out domestically. Our geographical location also offers fast access to European, Middle Eastern, and African markets. In addition, our young and talented designers, innovative production capacity, and sustainability-focused investments are among the factors that make Türkiye competitive on the global stage.”

enriched our collections to meet the evolving needs and expectations of women. Building on our success in apparel, we’ve expanded into new categories such as cosmetics, accessories, and swimwear — supporting our mission to be a part of every stage of a woman’s style journey. Thanks to our omnichannel strategy, which creates a seamless experience between our physical stores and digital platforms, we’ve been able to offer a more accessible, personalized, and holistic shopping experience. These investments and category expansions have not only enhanced our sales processes but also boosted customer loyalty and satisfaction.

What can you say about Ipekyol’s

position in global markets, now with 270 stores domestically and 56 internationally?

Our brand journey began with Ipekyol and evolved into Ipekyol Group, encompassing Twist and Machka, forming a comprehensive fashion ecosystem. At the heart of our growth strategy lies international expansion and strengthening our existing franchise network. We are consolidating our position abroad through both our own stores and franchise partnerships. Currently, Ipekyol Group operates 270 stores in Türkiye and 56 stores abroad under the brands Ipekyol, Twist, and Machka. Our products are available in 13 countries, including Azerbaijan, Bahrain, United Arab Emirates, Kazakhstan,

“Türkiye’s biggest advantage in the textile industry is its strong infrastructure at every stage of the supply chain.”

Cyprus, Northern Iraq, Kuwait, Qatar, Lebanon, Saudi Arabia, Georgia, Jordan, and Egypt. Our position in international markets grows stronger day by day, thanks to our high-quality products and timeless designs. We focus on deeply understanding consumer expectations in global markets and offering collections that appeal to diverse cultures.

Every brand has a DNA. What are the core elements that define Ipekyol’s design approach?

I would define Ipekyol’s design DNA as elegance, modernity, and functionality. While we aim for timeless sophistication in our designs, we never overlook the need to adapt to the dynamic lifestyles of today.

High-quality fabrics, meticulous craftsmanship, and attention to detail are our non-negotiables. Clean lines, sophisticated stitching techniques, and graceful silhouettes are among our key design elements. In every season, our priority is to produce pieces that reflect current trends while maintaining a timeless appeal.

How strong is Ipekyol on the digital front? What approach are you taking as e-commerce becomes more critical?

We place great importance on enhancing our digital strategies. In the e-commerce space, we aim to offer a true omnichannel customer experience. Following the pandemic, we ramped up our investments in this area, and today, 15% of our total sales are generated through online chan-

nels. We aim to increase this ratio every year.

What do you think is the importance of branding in Türkiye’s apparel fashion industry? What kind of vision should we adopt as a country to create value-added exports in this sector?

Branding is the key to creating added value for Türkiye’s apparel sector in the global marketplace. A strong brand identity doesn’t just drive sales — it fosters sustainable customer loyalty. As a country, we need to adopt a vision that supports branding in the fashion industry. This includes promoting originality and innovation in design, leveraging digitalization more effectively, and

embracing sustainable production methods. Moreover, we need strategies and government-backed initiatives to boost the global visibility of Turkish brands. At Ipekyol Group, we are proud to be part of this vision.

Can you share your targets for 2025 and beyond? What are your plans for the coming years?

We have set a clear vision and strategic plan for the next five years. In 2025, our top priorities will be sustainability, digital transformation, and enhancing the customer experience. At the same time, we will continue to expand into new markets and pursue global growth for our brands.



Turkish home textiles

maintains its position globally

th

Türkiye maintained its position as the world's fourth-largest home textile exporter with an export volume of \$1.8 billion in 2024. Holding a 3.1% share in the global home textiles market, Turkish manufacturers aim to return to a growth trajectory in 2025.



According to the 2024 evaluation of the Global Home Textiles Foreign Trade Report published by ITHIB, the global home textiles market grew by 1.9% in 2024, reaching a size of \$61 billion. While global trade gained renewed momentum during the post-pandemic recovery, the Turkish home textiles industry, known for its production strength, design capability, and quality focus, struggled to keep up with this trend due to national economic challenges. In 2024, Türkiye's home textile exports declined by 5.7%. With significant inflation reduction expected in 2025, industry players are working to strengthen their global market positions.

Türkiye Ranks Fourth on the Global Competition Map
According to 2024 data, China

remained the world's largest home textile exporter with a 52.4% market share and \$32 billion in export volume, marking a 2.9% increase. It was followed by India with \$5 billion and an 8.3% share, and Pakistan with \$4.8 billion and an 8% share. Türkiye ranked fourth with a 3.1% share and \$1.8 billion in exports, although it experienced a 5.7% decline compared to the previous year.

Türkiye's Strength in Key Product Segments

In 2024, the most exported product group globally was pillows, quilts, and sleeping bags, accounting for 22.5% of total exports with a volume of \$13.7 billion. Bed sheets followed with a 21.4% share and a value of \$13 billion, up 5.2% from the previous year. Towels and cleaning cloths

were the third most exported group, reaching \$9.2 billion with a 3.3% increase. Türkiye's export composition mirrored these trends. Its leading product group was towels and cleaning cloths, generating \$612 million in exports (32.4% share), followed by bed sheets with \$430 million (22.8%) and woven bathrobes with \$171 million (9.1%). These figures highlight Türkiye's specialization in bathroom and bedroom textiles.

Germany Remains the Top Market

Germany continued to be Türkiye's largest home textile market with exports reaching \$323 million in 2024, accounting for 17.1% of total exports. However, this market also saw an 11.8% decline. Türkiye aims to reestablish its strong position as a key supplier to European markets in the face of a transform-



Türkiye ranks among the world's top 3-4 exporters in towels, bedspreads, and lace categories.

ing global trade landscape. Yet, challenges such as the economic slowdown in the Eurozone, shifting consumer preferences, and sustainability pressures present new obstacles for exporters. In particular, China’s aggressive market expansion—spurred by U.S. sanctions—has intensified competition. This makes it imperative for Turkish brands to leverage their strengths in quality, sustainability, and fast delivery.

Brand Value and Global Potential
Turkish home textile brands enjoy

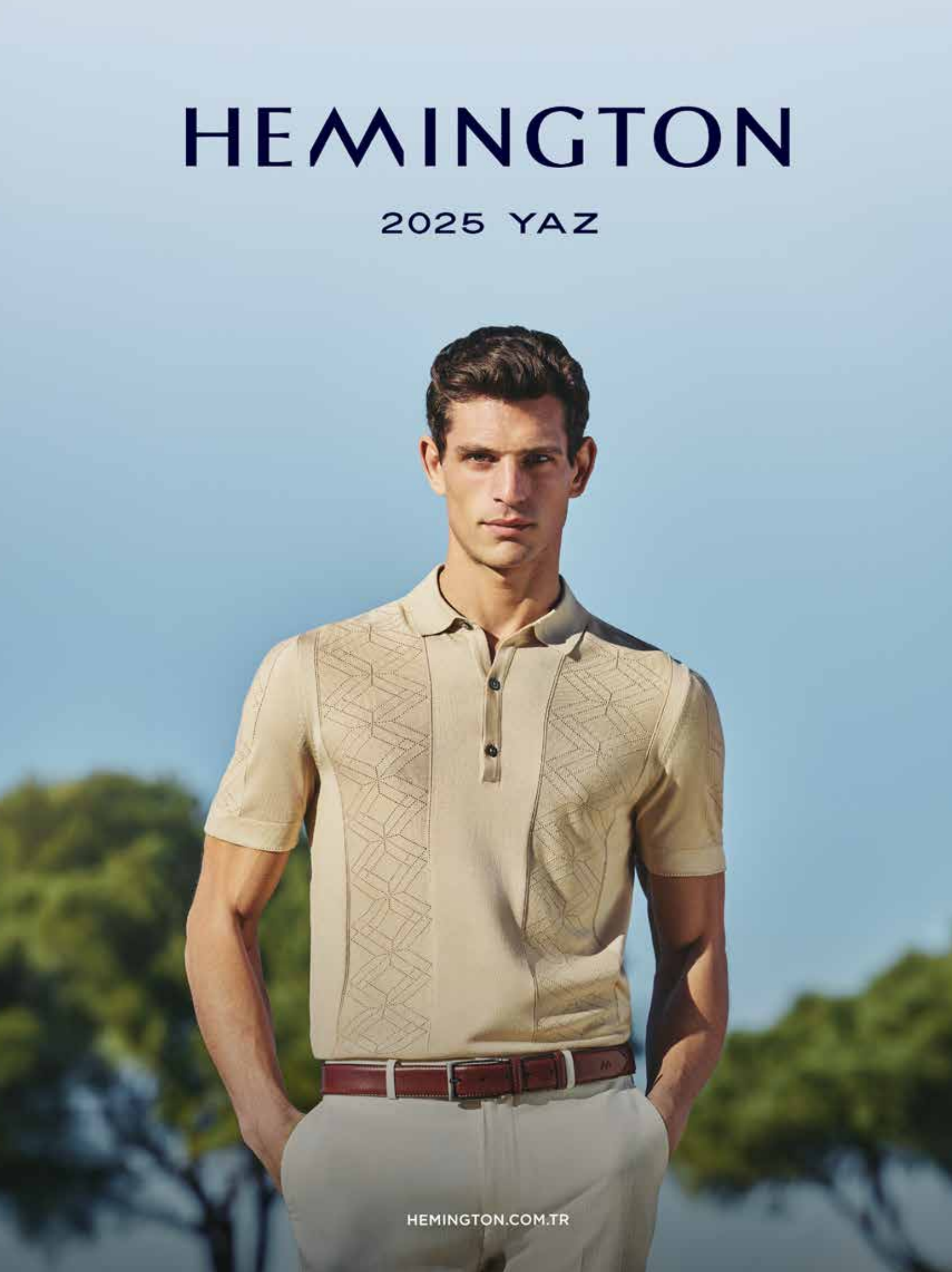
a strong reputation for quality in global markets. Support programs like “Turquality” and industry clustering initiatives have helped some brands increase their visibility in Europe, the U.S., and the Middle East. However, the dominance of contract manufacturing limits value-added exports, which in turn hinders global brand development and poses challenges in price-based competition. Global home textiles imports rose by 7.2% in 2024, reaching \$51.2 billion. The U.S. was the largest importer with a 28.9% share. While

Product Group	Türkiye's Position	Export Value (2024)	Global Market Share	Change (%)
Towels and Cleaning Cloths	4.	612 milyon \$	%6,6	-0,8%
Bedspreads	3.	65 milyon \$	%4,1	+5,0%
Other Furnishings	3.	133 milyon \$	%3,4	-19,8%
Tulle and Embroideries	4.	63 milyon \$	%4,7	-10,7%

Türkiye's share in product groups

Türkiye’s market share in the U.S. remains limited, the size of the market and its growing demand for sustainable products present significant opportunities for Turkish producers. Additionally, the shift to environmentally friendly production in line with frameworks like the European Green Deal is crucial for increasing brand value and entering new markets.

Transformative Imperatives That Present Opportunities
As the global home textiles market returns to a growth path, industry players believe that Türkiye’s success depends not just on production capacity, but also on innovation, branding, and sustainability. Branding initiatives, new market strategies, and eco-conscious production techniques are seen as key factors for Türkiye’s resurgence. According to ITHIB’s evaluations, with the right investments and strategic moves, the Turkish home textiles sector can increase its competitiveness and climb higher in the global brand rankings.



HEMINGTON

2025 YAZ



Excelling in Niche Product Groups on the Global Stage

Despite a general contraction in Türkiye's global market share in 2024, certain niche product groups maintained strong competitiveness. Towels and cleaning cloths, bedspreads, other furnishing articles, and laces and embroideries stood out with Türkiye's high export shares.

Sustained Strength in Towels

In the \$9.2 billion global market for towels and cleaning cloths, Türkiye ranked fourth in 2024 with \$612 million in exports, capturing a 6.6% share. Although exports declined by 0.8%, Türkiye maintained a stable position behind China, India, and Pakistan. This strength is rooted in the high-capacity and quality-focused production hubs of Denizli and Bursa.



Türkiye Ranks Third in Bedspreads

Bedspread exports increased by 15.3% in 2024, reaching \$1.5 billion, fueled by home renovation trends in the U.S. and Europe. Türkiye ranked third with a 4.1% share and \$65 million in exports. Bedspread production continues to be a key value-added export category for Türkiye, thanks to its expertise in patterns, fabric quality, and artisanal craftsmanship.

Tradition Meets Contemporary Design

Türkiye secured fourth place with \$63 million in exports and a 4.7% share, despite a 10.7% decrease. Türkiye's strength in this field lies in its ability to blend traditional weaving techniques with modern designs especially in Europe.





Kazım Çimen
CEO of English Home



“ENGLISH HOME AIMS TO BECOME A GLOBAL BRAND WITH LOCAL PRODUCTION”

Bringing a fresh perspective to living spaces in Türkiye, English Home plans to continue its journey toward becoming a global brand by opening 25 new stores in 2025. After establishing a presence in the Middle East, Eastern Europe, and the Balkans, the brand is now expanding into Morocco and Kazakhstan.

☛ Gizem Iris

Distinguished not only by its home textile products but also by its strong lifestyle brand identity, English Home has made its mark through its growing number of stores, digital transformation efforts, product variety, and international expansion.

Having completed 2024 as a year of both solid growth and strategic transformation, the brand is pursuing a multi-dimensional growth model, from physical stores to digitalization and new product categories to global initiatives.

“Our vision was originally built on making a difference in home textiles. However, over time, customer needs, digitalization, and changing lifestyles have shaped this vision into a more inclusive one,” says Kazım Çimen, CEO of English Home. He shares insights

into the company’s growth dynamics, evolving vision, market positioning, and 2025 roadmap.

What are the key dynamics behind the success of English Home, whose brand story spans nearly 20 years, launched with the vision of ‘a better version of yourself and your home’? How would you assess the company’s current position?

The foundation of English Home’s success lies in our consistent pursuit of adding value to our customers’ living spaces and their lives. This vision is reflected not only in the quality of our products but also in the overall brand experience. Our status as one of the most beloved home and lifestyle brands in Türkiye is due to our innovative approach, strong collections, and consistent accessibility. We are no longer just a home tex-



tiles brand; we have evolved into a trend-setting, lifestyle-oriented, and inspirational brand.

As consumer behavior in Türkiye shifted, European-style home textiles began to gain popularity. How would you describe the new design vision and style English

Home introduced to the home and lifestyle industry in Türkiye? Since our inception, we have blended European aesthetics with the warmth of a cozy home. This has made the “soft living” lifestyle—elegant, pastel-toned, and serene—more widely embraced in Türkiye. We continually refresh

our design language, incorporating global trends and local tastes into our collections, thus establishing a distinctive and influential presence in the sector.

How has English Home’s vision evolved over the years? Were internal dynamics or external demands the main drivers of this change? Our original vision was to innovate in home textiles. Over time, customer needs, the impact of digitalization, and changing lifestyles led us to expand this vision. Today, we hold a significant position not only in home textiles but also in small home appliances, kitchenware, and accessories. Both internal ambition and customer demands have driven this evolution, along with our consistent aspiration for profitable growth. Internally, we foster growth and development,

while staying closely attuned to and responsive to consumer expectations.

In an increasingly competitive market, what steps do you prioritize to maintain brand loyalty while continuing to grow? For us, brand loyalty is not just about repeat purchases but about forming an emotional bond. To strengthen this bond, we focus on continually improving the customer experience, maintaining sustainable quality, offering a diverse product range, and ensuring affordability. We aim to surprise our customers with innovative collections and make them feel the “difference” at every touchpoint.

With a goal of reaching 306 stores in 2024, how is English Home’s store expansion strategy evolving toward 2025? Can you share your

local and global plans? We closed 2024 with a total of 306 stores in Türkiye and abroad. More important than the number is ensuring each store operates like a customer experience center. In 2025, we plan to open around 25 more stores. While increasing store count is beneficial, it’s even more crucial that we offer the right balance of product variety, quality, and price. The Middle East, Eastern Europe, and the Balkans remain our strongest regions. Now, we are adding Morocco in North Africa and Kazakhstan in the CIS region to our portfolio.

English Home now offers small home appliances. What potential do you see in this category, and how do you view the competitive landscape? Alongside cookware and dinnerware, small home appliances have gained significant momentum for

us in 2024. These products create strong synergy with English Home’s brand power. Our customers see us as a “solution partner” for every corner of their home. That’s why we entered this category with aesthetically pleasing, technologically advanced, functional, and affordable products. Although it’s a highly competitive segment, our brand credibility and design approach aligned with customer expectations have allowed us to grow rapidly.

How has English Home adapted to the digital transformation in retail? What is your e-commerce strategy? We view digitalization not just as a new channel but as a full-scale transformation. Our mobile app accounts for over 60% of our total online sales. We are constantly enhancing the customer experience through social media, AI-supported content creation, and omnichannel integrations. In 2024, we established an AI department, enabling transformation in many areas—from digital content and photography to data analytics and recommendation systems.

Looking back at 2024, how would you summarize the year for English Home? 2024 was a year of transformation and growth for English Home. We achieved significant growth thanks to new product categories and our entry into the wholesale channel. This year, we transitioned to a multi-dimensional and multi-channel structure, securing notable gains not only in revenue and store numbers but also in brand value and customer loyalty.

Türkiye's TECHNICAL TEXTILE Exports on the rise

Global technical textile exports increased by 1.3% in 2024, reaching a total value of \$119.2 billion. While leading exporters such as Germany, the USA, Italy, and the Netherlands lost market share during this period, Türkiye managed to boost its exports by 3.1%.



Global technical textile exports increased by 1.3% in 2024, reaching a total value of \$119.2 billion. While leading exporters such as Germany, the USA, Italy, and the Netherlands lost market share during this period, Türkiye managed to boost its exports by 3.1%. With exports valued at \$2.2 billion, Türkiye ranked 14th among the world's top technical textile exporters. The 2024 Evaluation of the Global Technical Textile Trade Report, prepared by ITHIB and shared with exporters, revealed that global technical textile exports reached \$119.2 billion, with a 1.3% year-on-year increase. The sector saw its strongest growth after the pandemic, with exports ris-

ing 6.9% in 2021 to \$121.9 billion, and 1.3% in 2022 to \$123.5 billion. However, the drop in 2023 means exports have not yet returned to peak levels.

Türkiye Ranked 14th in Global Technical Textile Exports

In the global ranking, while China—despite being under embargo pressures from the U.S.—increased its exports by nearly 5% and expanded its global share to 28.1%, Vietnam stood out with a 21.5% growth in exports. Mexico also achieved nearly 10% growth. On the other hand, Germany, the USA, Italy, Japan, and the Netherlands experienced export losses, while France and Poland managed to expand their exports. Türkiye's technical textile exports

increased by 3.1% year-over-year to \$2.37 billion, securing the 14th spot globally with a 2% share.

Türkiye's Technical Textile Exports to the U.S. Increased by 30%

The year 2024 was marked by notable developments in Türkiye's technical textile exports. With total exports rising by 3.1% to \$2.3 billion, the industry once again showcased its dynamic structure through market diversification and differing performances across sub-product groups. Germany, Türkiye's largest export market, saw imports from Türkiye grow by 12.1% to \$216 million. Although its 9.1% share still lags behind historical highs, the growth reversed a multi-year downward trend, signaling posi-

When examining Türkiye's technical textile exports by country, Germany ranks first with a share of 8.4%.



tive momentum for the sector. Exports to the United States surged by 30%, reaching \$211 million, making it Türkiye's second-largest market with an 8.9% share. This significant increase underscores Türkiye's successful exploitation of market opportunities in the U.S. Italy, Türkiye's third-largest market, recorded a 13% increase in imports from Türkiye, totaling \$166 million. Combined, exports to Germany, the U.S., and Italy accounted for nearly 25% of Türkiye's total technical textile exports in 2024. The UK and Spain were also prominent export destinations.

Exports to the UK rose by 6.6% to \$132 million, while exports to Spain recorded an impressive 21.4% growth, reaching \$106 million. Overall, Türkiye's top 10 export markets accounted for 52% of total exports, with shipments to these countries growing by 11.8% to \$1.2 billion. Germany and the U.S. alone comprised 18% of Türkiye's technical textile exports.

Export Distribution by Sub-Product Groups

In 2024, nonwoven fabrics remained the leading sub-product group with a 32.2% share. Exports in this category rose by 14.5%,

reaching \$762 million, reflecting the sector's growing focus on high value-added products. The second-largest group was sacks and bags for packaging made from technical textiles, accounting for a 13.7% share. Exports in this category increased by 8.5% to \$325 million, supported by rising global logistics and packaging needs. Wadding and felt, the third-largest sub-product group, experienced a slight decline of 0.9%, with exports totaling \$230 million. The 2024 results clearly demonstrate Türkiye's potential to become a more influential player

in the global technical textile market. In 2024, amid global economic uncertainties and shifting supply chain dynamics, the technical textile import landscape also changed. Worldwide, technical textile imports fell by 6.5% to \$112.7 billion, due to rising costs, protectionist trade policies, and slowing production demands. In Türkiye, technical textile imports declined by 5% to \$1.7 billion. This drop can be attributed to increasing domestic production capacity, strengthened local sourcing, currency pressures, and higher import costs.

Main Supplier Countries

China remained Türkiye's top supplier with a 26.8% share, although imports from China fell by 5.1% to \$468 million. This decline may reflect reduced price competitiveness or a shift toward alternative Asian suppliers. Germany, the second-largest supplier, saw its exports to Türkiye drop by 7.2% to \$170 million, maintaining a 9.8% share in Türkiye's imports. Similarly, imports from Italy—ranked third—fell by 2.9% to \$153 million, representing an 8.8% share. Together, China and Germany accounted for 36.6% of Türkiye's total technical textile imports,

indicating a strong dependency on a small number of suppliers.

Concentration of Imports

In 2024, 70.8% of Türkiye's technical textile imports came from just 10 countries, pointing to a highly concentrated supplier base. While this concentration may offer short-term logistical and cost advantages, it also increases long-term supply chain risks. To reduce foreign dependency, boosting domestic production, investing in high-tech manufacturing, and developing alternative suppliers will be among Türkiye's strategic priorities in the coming years.



The giants of Turkish Textile and Apparel, which have become brands abroad as well as domestically, are also setting an example to the world with the sustainability projects they have implemented.

Major brands that have been operating for many years in the Turkish textile and apparel sectors and have crowned their brand awareness with their activities abroad are signing significant projects in the field of sustainability, which is on the agenda of the entire world. With these projects, Turkish brands set an example both for companies at home and for their competitors abroad.

Ecological Collections from Colin's
Colin's adopted an environmentally friendly approach with its nature-respecting and sustainable "Ecologic Jean" collection. The collection, while offering different combinations suitable for every style, reduces water and chemical usage by approximately 80%. Buttons that disappear in nature within two years, jacrons with zero use of animal leather and harmful chemicals, and recycled kraft paper for labels are among the elements of this collection. The brand contributes to preserving ecological balance while also ensuring the products maintain their elegance. Colin's also brings recycled yarns into fashion with its knitwear collection. Starting the Smart Green Store Project in 2020, the brand can monitor the energy consumption of all its electrical devices in real time and uses low-energy consuming LED lighting in its stores. The brand chooses environmentally friendly processes that consume less



Colin's adopted an environmentally friendly approach with its ecologic jean collection that respects nature and is sustainable.



Orka Holding aims to produce 80 percent of its collections from sustainable fabrics by the end of 2025.

water, selects ecological raw materials, and continues to use fabrics produced by the "water-less" method. Colin's uses environmentally friendly chemicals in its products and monitors the chemicals used by its suppliers with lists of prohibited substances. Creating "green business

strategies" with its stakeholders, Colin's collects its recyclable waste separately.

Damat Makes a Suit from 50 PET Bottles

Orka Holding, the owner of D'S Damat and Damat Tween brands, which, in addition to



DeFacto prevented 6,657 kilograms of carbon emissions in logistics movements.

being a global brand, adopts the goal of leaving a better world to future generations, states that their sustainability goals are both a responsibility and a vision they want to lead. Continuing its efforts in its Giresun production factories with the mission of respecting nature, Orka Holding aims to produce 80% of its collections from sustainable fabrics

by the end of 2025. The brand can produce a suit from 50 PET bottles. It ensures less resource usage in production standards. New generation yarns, created by collecting and melting PET bottles discarded into nature, give life to suits, vests, jackets, and trousers. The quality of raw material use changes with fabrics woven from recyclable fibers,

regenerated cotton, wool, and polyester.

DeFacto Targets “Net Zero” by 2050

Setting out with the vision of being a global fashion brand and to be a good and responsible corporate citizen, DeFacto became one of the first two companies in the Turkish Apparel and fashion sector to sign the United Nations Global Compact. The brand aims to make 90% of its collections sustainable by 2030, to use 100% recycled polyester and sustainable cotton in its raw materials, to reduce greenhouse gas emissions by 55%, to save 25% water in its supply chain, and to obtain 100% of the electricity used in its operations from renewable sources. By 2050, DeFacto aims to reach net zero emissions and to become a climate-positive brand in the future. The brand has also prevented 6,657 kilograms of carbon emissions in its logistics activities.

Derimod Brought Nearly 25,000 Products Back Into the Economy

Derimod is bringing clothing items that could not be offered for sale in stores due to certain reasons back into the economy by renewing and extending their lifespan through its collaboration with the circular economy initiative Nivogo. Through this partnership, products that have been returned to the warehouse or couldn't be sold due to being display items are refurbished

Desa generates 50 percent more energy than it needs thanks to the solar energy system implemented in Düzce factory.

and saved from becoming waste. These renewed products contribute to a sustainable future by being put back on sale. In this project, where nearly 25,000 clothing items have been revived, the products meet users at Nivogo stores and on Nivogo's circular shopping platforms. Sedef Orman, Vice Chair of Derimod's Board of Directors, emphasized that leather and leather products are now produced with planet-friendly technologies and a sustainability approach, stating: “At a point where fast fashion and consumer frenzy increasingly contradict the concept of sustainability, our paths crossed with Nivogo. Considering that resources are not unlimited, highlighting conscious consumption for the future is very important for Derimod. Creating a conscious fashion movement with this business model, taking meaningful steps for our future, and reviving the product is highly valuable. Our goal is to show people that there is a different option.”

Desa Increases Its Renewable Energy Investments

Thanks to the solar energy system implemented at its Düzce factory, Desa produces 50% more energy than it needs. With a new energy investment launched in 2023, 90% of the energy required by the production facility will be met. The brand, which achieves 40% energy savings through LED lighting in its stores and



At Derimod, products that cannot be sold due to reasons such as being returned to the warehouse or used as display items are renewed and thus saved from becoming waste.

factories, is subject to inspections by the Leather Working Group. In this protocol, Desa holds the Gold Rating — the highest level attained by 33 companies in Türkiye — across 17 categories. Aiming to reduce harmful emissions, the brand planted a memorial forest with 30,000 saplings in Gaziantep. Desa also procures raw materials with a respectful

approach to animal rights. Using a traceability system throughout all processes from farm to shelf, Desa is also conducting work on waste management and recycling.

Koton's Collection Saves 28 Million Liters of Water

Koton, which embarked on its sustainability journey with the



Koton, the first Turkish brand to become a Better Cotton member, supports the implementation of sustainable agricultural principles in cotton production.



Kiğılı presents its ecological and sustainable collections under the motto 'Today for Tomorrow'.

"Respect for Life" manifesto, sees contributing to the conservation of natural resources, especially water, as a responsibility. As the first Turkish brand to become a member of Better Cotton, Koton supports the implementation of sustainable farming practices in cotton production and aims to make 60% of its cotton-containing products compliant with Better Cotton standards by 2025. This will result in water savings equivalent to the average annual water consumption of 25,000 households (8 million cubic me-

ters of water), 5 tons less pesticide use, 750 tons less chemical fertilizer needed, and 1,100 tons more cotton harvested. In other words, the increase in efficiency alone will provide enough cotton for about 4 million t-shirts. Koton, in collaboration with Şahika Ercümen, the World Free Diving Record Holder, national athlete, and UNDP Türkiye's Advocate for Marine Life, launched the "Respect for Water" collection. This collection has contributed to the recycling of 90,000 PET bottles and saved 28 million

liters of water. The collection, made entirely with eco-friendly materials and production techniques, has also reduced carbon emissions by 45 tons. Materials such as apple peel leather, organic cotton, BCI-certified cotton, and Lenzing Ecovero Viscose fabrics certified for 50% less water consumption were used, and the sewing threads and other accessories of the products were also selected from natural and eco-friendly items. Koton has also launched the "EI Labor" collection to include women who are excluded from the workforce in the economic system, aiming to integrate them into the production and income chain and ensure their more active participation in social life.

Sustainable Collections Made from Natural Fibers at Kiğılı

Kiğılı, with the motto "From today for tomorrow," presents its ecological and sustainable collections created under the concepts of "Ecoline," "Tecnoline," and "Metaline." The Ecoline collection is made from more sustainable fabrics such as Tencel, Modal, recycled cotton, and organic cotton, and is dyed with natural dyes extracted from plants. The print patterns on the products are created using materials extracted from parts of plants, such as their shells and leaves, which would otherwise be discarded. The QR code on the labels of these products shows the inputs of the dyeing process and reveals which plants the colors are derived from. The pants and shirts in this collection are made from

LC Waikiki (LCW), which believes that a good future is everyone's right, offers its products labeled "Green".

hemp fibers, which consume 20 times less water than cotton.

LC Waikiki Opens Eco-Friendly Stores

LC Waikiki, which leads the apparel sector in Türkiye with its mission of "Everyone has the right to dress well," has also become a prominent actor abroad in recent years. The brand is taking steps in many areas, from product design to logistics processes and packaging to waste management, to minimize its environmental impact and is building a more sustainable ecosystem. It saves energy and water by producing clothing with environmentally friendly materials and production techniques.

Through its LCW Recycle collection, the brand offers clothing made from recycled raw materials and invites consumers to a conscious consumption model. With its LCW Green product line, it produces environmentally friendly collections from raw materials with a lower environmental impact and under environmentally friendly production conditions. LC Waikiki also contributes to the circular economy with the "Textile Waste Collection" project. With the project started in 2022, it aims to give a second life to textile waste that consumers bring to LC Waikiki stores. Additionally, with its "Eco Stores" initiative, the brand is transforming its stores into environmentally friendly structures. The first Eco Store was opened in the Vialand AVM (Shopping Mall). It saves energy by using



LED lighting and heat recovery ventilation systems.

LTB Aims to Minimize Its Environmental Impact

One of Türkiye's leading brands, LTB, set an example for the industry by investing in a wastewater treatment plant when establishing its factory in Adapazarı. The brand strives to comply with environmental laws related to the sector and aims to use energy in the most efficient way possible. LTB works to minimize the pollution it generates during its operations and aims to reduce the use of natural resources as much as possible, ensuring that its waste is disposed of in an environmentally friendly manner. The brand also focuses on areas such as recycling, environmentally conscious practices in line with technological advance-



LTB ensures that its waste is disposed of in an environmentally safe manner.

ments, workers' rights, and human health and safety.

Mavi Launches 100% Vegan Denim Production

Mavi, the first and only Turkish apparel brand to be listed on the Global "A" list of the CDP (Carbon Disclosure Project) Climate Change Program, is also a member of Better Cotton. The brand, which created the "Mavi Pro Sport Repeve" collection made from recycled plastic jeans, collaborated with luxury streetwear brand Les Benjamins to design the sustainable "Les Benjamins x Mavi" collection using organic, recycled, and eco-friendly materials. By partnering with TENCEL globally, Mavi has promoted the use of sustainable fibers, and in its Mediterranean collection, it used certified cotton. Mavi was the first brand in Türkiye



Mavi became the first brand in Türkiye to transparently disclose its carbon footprint in apparel, drawing attention with its sustainable "All Blue" collection in 2020.



Penti is constantly seeking new solutions that are beneficial to nature.

to transparently disclose its carbon footprint in the apparel sector in 2020, and it also stands out with its sustainable "All Blue" collection. In this collection, the use of leather on the back labels of jeans was completely removed, and 100% vegan denim was created. The use of paper on all product labels was halved, and recycled materials were used. Mavi enriched the collection with 100% organic cotton t-shirts and created a special t-shirt collection with Coca-Cola, made from organic cotton and recycled materials. The brand transitioned to renewable energy in its stores and published a Code of Ethical Conduct for its suppliers. In collaboration with Lenzing, Mavi increased the use of TEN-CEL-branded lyocell and modal fibers in its products. The Mavi Social Compliance Commit-

ment was added to contracts and signed by suppliers.

Penti Increases the Use of Cotton and Recycled Polyester

Penti is constantly seeking new solutions that are beneficial for nature. Emphasizing that its goal as a manufacturer is to offer sustainably designed and produced collections, the brand aims to increase the use of sustainable cotton and recycled polyester to 45% by 2025 and to 95% by 2030. Penti also plans to eliminate single-use plastic from its packaging and hangers by using 100% recycled and reusable materials. In line with this goal, the brand now produces all bags and gift packaging from 100% recycled and sustainable materials under its new brand identity. Penti focuses on designing long-lasting fabrics and products to contribute to sustainability.

Vakko Has Been Investing in Sustainability for Years

Conservation of nature and sustainability have been key focus areas for Vakko for many years. The brand, which supports sustainable fashion beyond seasons, prioritizes recycling, upcycling, and sustainability in its collections. Many of the brand's products are manufactured based on these production principles. Vakkorama, with its seasonal campaigns, raises awareness about sustainable fashion. Paying attention to environmental and ecological sustainability, Vakko ensures sustainability in both its stores and production facilities. Vakko has been operating a biological wastewater treatment facility since 1992, with a daily capacity of approximately 350 cubic meters, safeguarding nature from hazardous waste.

GLOBAL CENTER OF THE CARPET SECTOR



For More Information

www.icfexpo.com

[in](#) [@](#) [f](#) [X](#) [v](#) [@icfexpo](#)

CFE carpet & flooring expo

January 6-9, 2026

**ISTANBUL EXPO CENTER
TÜRKİYE**

SUSTAINABILITY DRIVE AMONG LEADING TURKISH TEXTILE BRANDS

The Turkish textile industry has become the first sector to develop a comprehensive action plan under the leadership of the Turkish Exporters Assembly (TIM), aiming to spread its sustainability vision across the entire sector.



As one of the world's most vital suppliers of textiles and raw materials, Türkiye's textile industry is now leading a major transformation toward sustainability. From water conservation and clean energy to waste reduction and circular economy models, Turkish manufacturers are setting ambitious goals and delivering measurable results. Below is an in-depth look at some of the key players driving this green shift.

Aksa Akrilik: Measuring Impact, Delivering Change

Since its establishment in 1968, Aksa Akrilik has grown to become the world's largest producer of acrylic fiber, with an annual capacity of 330,000 tons. In response to global challenges such as climate change and resource scarcity, the company has implemented rigorous environmental monitoring and reporting across all its operations. Aksa aims to reduce greenhouse gas emissions by 40% and cut freshwater use by 30% by 2025. It also targets using 10,000 MWh of waste heat annually by 2030. In 2022, it had

already reduced water usage by 18%. The company's future goals include developing bio-based product lines and integrating circular economy strategies into its R&D processes. Aksa has invested over \$4.6 million in sustainability projects, including water and energy efficiency improvements. In 2022, it recycled 1.1 million tons of water and recovered 37,016 MWh of waste heat energy, while saving 47,249 MWh through energy efficiency initiatives.

Bossa: Pioneering Water-Saving and Clean Energy in Textile

Founded in 1951, Bossa is one of Türkiye's most established integrated textile manufacturers, well-known for its environmentally conscious operations. The company manages its own water treatment processes and implements a wide range of eco-efficient practices such as using natural gas for emissions control and segregating all solid waste for recycling. Its landmark Re-Set Collection, launched in 2006, has evolved into a benchmark for sustainable fashion. Through the Saveblue concept, Bossa has



Leading manufacturers that supply global brands are drawing attention with their sustainability-driven initiatives and ambitious goals.

achieved 92% water savings and 99% wastewater recovery in dyeing processes. The company's cogeneration plant and solar energy systems currently meet 50% of its total energy needs, with plans underway to reach 100% self-sufficiency in renewable energy.

SASA: Lifecycle Thinking and Emission Reduction in Action
Operating since 1966, SASA is a global leader in polyester fibers, polymers, and specialty products. With a deep commitment to environmental compliance, SASA integrates life cycle thinking into all manufacturing processes. The company's energy strategy

includes using biogas to generate steam (with a target of 118,000 tons/year by 2025), eliminating coal-fired boilers, and transitioning 50% of its electricity use to renewable sources by 2030. SASA also targets a 69% reduction in carbon intensity. Its facility monitors emissions in real-time and operates advanced treatment plants for wastewater reuse. The company holds a Zero Waste Certificate and recycles nearly 100% of its hazardous and non-hazardous waste streams through licensed partners.

Sun Tekstil: Merging Digital Innovation with Sustainability
Sun Tekstil, founded in 1987,

is one of Türkiye's pioneers in sustainable textile practices. The company's sustainability strategy focuses on ethical sourcing, workforce development, and digital transformation. By 2040, Sun Tekstil aims to produce 100% of its products using sustainable raw materials. In 2022, 64% of its output already met this goal. Through 3D design technology and capsule collections made from unsold inventory, Sun is reducing waste and embracing circular design. The company also uses recycled packaging materials, ensures water-conscious processes across its supply chain, and enforces chemical safety through ZDHC compliance. With

67% female representation on its board and 62% of leadership roles held by women, Sun Tekstil also champions gender equality.

Yünsa: Wool Excellence Aligned with Global Goals
Yünsa, established in 1973, is one of the world's top five producers of premium wool fabrics and a major supplier to global fashion houses. The company aligns its sustainability goals with the UN SDGs and utilizes the Higg Index to evaluate environmental performance. By 2030, Yünsa plans to reduce electricity consumption per meter by 15%, cut gas use by 16%, and decrease overall water use by 7.5%. It is

also committed to becoming carbon neutral and sourcing 100% of its energy from renewables. Yünsa's collections now feature merino wool, cashmere, alpaca, and recycled polyester. In 2022 alone, it prevented 94,406 kg of CO₂ emissions through its use of REPREVE® fiber and saved over 1.1 million kWh of energy and 310,893 liters of water. All electricity used was certified green energy.

Zorluteks: Circular Innovation for a Smarter Future
Zorluteks and its sister company Korteks have emerged as sustainability leaders in home textiles and polyester yarn

production. With a \$10 million investment, the group launched Türkiye and Europe's first facility to produce 100% recycled polyester yarn from PET bottles. This innovation prevents the environmental impact of over 110,000 plastic bottles per ton of yarn. Zorluteks aims to cut carbon emissions by 50% and integrates traceability through QR-coded certified products. The company also uses EPD, I-REC, and the Higg Index to validate its green credentials. With emissions already reduced by 83–85% at its facilities, Zorluteks continues to invest in Industry 4.0 technologies to drive efficiency, sustainability, and innovation.

A
global brand
with roots in



istanbul
MANGO

Mango, founded by Turkish-Spanish businessman Isak Andic, began its journey with handcrafted garments made from traditional Turkish Şile cloth and has grown into a global fashion powerhouse over the past 40+ years.

■ Zeynep Tütüncü Güngör



Isak Andic's Mango has managed to become one of the most important brands in the industry over the years. This success has also made Andic one of the wealthiest individuals in Catalonia.

As one of the most significant names in the international fashion industry, Spanish giant Mango has remained a key player for more than four decades. The brand's remarkable transformation from a local initiative to a global brand traces back to Istanbul. Mango's founder and Chairman of the Board, Isak Andic, is a Sephardic Jew born in Istanbul on October 1, 1953.

His father, Manuel Andic, was an Istanbul-based importer of electrical equipment. Isak attended elementary school at Tarhan College in Beyoğlu and later enrolled in Robert College. In 1968, when Isak was 14, the economic downturn in Türkiye led to hard

times for the family business in Karaköy. Facing financial difficulties, the Andic family relocated to Barcelona, Spain, where they spoke Ladino. However, they quickly realized the language was no longer in use, prompting them to learn modern Spanish from scratch.

The Journey Began with Şile Cloth

Andic, by his own admission, was not an exceptional student. At the age of 17, he dropped out of higher education and began his first venture—selling hand-made Şile cloth blouses imported from Istanbul's Grand Bazaar with his older brother, Nahman. Alongside blouses, the brothers also sold traditional wooden

clogs. Reflecting on those days, Isak later said, "I didn't know what I wanted to be. Basically, I was just doing this to make a living."

Inspired by the Mango Fruit

As the business grew, the Andic brothers established a company to formalize their operations. They opened their first stores in Barcelona and Madrid in 1979. Initially, they sold only their own brand, Isak Jeans, but soon expanded to include other labels. In 1984, entrepreneur Enric Cusi joined the company as a shareholder and co-manager. That same year, they decided to rebrand all stores under one name—Mango. The name was



inspired by the mango fruit Andic tasted during a trip to the Philippines. He chose it because the word “mango” is pronounced the same in almost every language, making it ideal for a global brand.

Becoming a Global Powerhouse

Mango opened its first retail location on Paseo de Gracia in Barcelona. Its international expansion began in 1992 with stores in Portugal, marking its first steps outside Spain. In 1995, the brand entered the competitive Asian market with stores in Singapore and Taiwan. By 1997,

Mango’s international sales had surpassed its domestic revenue for the first time. A pioneer in e-commerce, Mango launched its own online shopping platform in 2000. By 2002, the brand expanded to Australia and launched its sustainability department. In 2008, Mango entered the men’s fashion segment with Mango Man and introduced its Mango Kids line in 2013. In 2017, flagship stores opened in Lisbon and New York, establishing a presence in new markets. Mango set a new record in 2023, surpassing 3 billion euro in annual revenue.

Known for its affordable, feminine, and high-quality clothing, Mango’s core collections offer versatile wardrobe solutions for both everyday wear and special occasions. Inspired by the latest trends through a Mediterranean lens, Mango’s collections reflect a unique and contemporary vision of fashion. The brand collaborates with top models and respected figures in the industry, while also expanding through its Mango Teen and Mango Home lines.

Today, Mango operates in over 120 markets, with a robust ecosystem of international partners, a network of approximately 2,700 physical stores, and a strong digital platform. The brand sources from 2,994 manufacturers worldwide and plans to open more than 20 new stores in 2025, averaging two new stores per month. Catering to a modern, urban, and youthful audience, Mango challenged the long-standing dominance of Italian and French brands in global fashion. While these two countries previously controlled the industry, Mango paved the way for Spanish labels to rise on the international stage.

A Tragic End that Echoed Through the Fashion World

Under Isak Andic’s leadership, Mango became one of the most influential brands in the fashion industry, and Andic himself emerged as one of Catalonia’s wealthiest individuals. As Mango’s largest shareholder,

He started selling hand-embroidered blouses made of Şile cloth, which he imported from Istanbul’s Grand Bazaar together with his brother Nahman.

he amassed a fortune of euro 2.7 billion by November 2023. He also served as a director and major shareholder (7%) of Spanish financial services company Banco de Sabadell, having joined its board in 2006.

On December 14, 2024, Isak Andic passed away tragically at the age of 71 after a fatal fall during a visit to the Salnitre Cave in Collbató, Spain, while accompanied by his family. His death sent shockwaves through the fashion community. Mango CEO Toni Ruiz stated, “Isak Andic’s vision will live on in Mango’s spirit. It is our greatest responsibility to carry on his dream.”

“I Feel Turkish”

Isak Andic was widely recognized not only for his entrepreneurial spirit but also for his deep connection to his roots. He regularly spent summers in Bodrum, maintained close ties with Turkish professionals within his brand’s management, and admired Atatürk, crediting him for easing his integration in Europe. “Thanks to Atatürk, I never felt like a stranger in Europe. I feel indebted to him,” he once said. In an interview with Turkish journalist Ayşe Arman, Andic shared:

“I was born in Türkiye, my roots are there—of course, I feel Turkish. Every time I land at Atatürk Airport, I think, ‘Ah, I’m home.’ I miss Istanbul. That’s why every year I bring Spanish politicians or media owners with me to visit. I take them to Çırağan, rent a yacht, and show them



Its collections explore the latest trends from a Mediterranean perspective to reflect a unique interpretation of contemporary fashion.

the Bosphorus. They are deeply impressed. Their perspective on Türkiye changes completely. And of course, that’s my background—the smells, the colors, the food. I adore it. Especially the food...”

Advice to Turkish Fashion Brands from Isak Andic

During a past visit to Türkiye for an event hosted by the United Brands Association (BMD), Isak Andic noted that Türkiye was Mango’s top-performing market, followed by China. He advised Turkish fashion brands to expand internationally without

fear: “Don’t be afraid. Go ahead and open stores in other countries. I know the Turkish people very well—you’ll succeed 100%. You already have the preparation and experience. Start with nearby markets—neighboring countries—rather than jumping into faraway markets like the U.S. or China, where control is harder. Keep your organizational structure strong. Turkish brands are extremely competitive. If you choose the right people, you’ll succeed. And always value local partners and culture in the markets you enter.”

TURKISH FASHION RETAIL IS ON THE RADAR OF GLOBAL PLAYERS



Lefties, Forever 21, Lululemon, Alo Yoga, Gymshark, Primark, Rimowa, Sweaty Betty... The number of fashion brands entering or preparing to enter the Turkish market has been increasing recently. This indicates that the Turkish fashion industry is on the radar of global players.

Türkiye has become one of the strong players in the global arena with its production and design power in the fashion industry. Having long been one of the most important suppliers in the textile and apparel sectors, especially for Europe, Türkiye is also solidifying its position among the fashion hub countries. Türkiye continues to attract the attention of global fashion giants in the retail sector as well. The Middle East transforming into a market with rising demand, especially in recent years, is drawing strong players in fashion retail. The region, which

has become a center of attraction, leads to changes in fashion retail targets and the development of new strategies specific to the region. Standing out among these countries, Türkiye is also on the radar of fashion lovers as an attractive destination for holiday and shopping. Welcoming tourists from all over the world, especially from the Arabian Peninsula, Türkiye is attracting dynamic brands. Brands operating in Türkiye gain significant prestige both economically and internationally. Many brands from various sectors have entered the Turkish

market recently, with fashion giants among the most prominent. Forever 21, Alo Yoga, Lululemon, and Sweaty Betty are some of the recent entrants. These brands are also igniting a new wave of competition in the market.

Advantage of a young population and production power

One of the most important reasons foreign brands choose the Turkish market is its young population. Türkiye's young and dynamic demographics attract brands. Located in a strategic position with access to European, Middle Eastern, and Asian

markets, Türkiye stands out in this regard as well. Türkiye's strong infrastructure in textile and apparel makes it easier for brands to take advantage of local production capacities and benefit from cost advantages.

Alo Yoga: Türkiye is a strategic opportunity

Founded in Los Angeles in 2007 by Danny Harris and Marco DeGeorge, Alo Yoga takes its name from the initials of air, land, and ocean. Entering the Turkish market in November 2024, the brand, known for its high-quality, functional, and stylish designs, stands out with products

that offer both elegance and performance. Combining style and comfort in yoga, pilates, and activewear, Alo Yoga also aims to convey its philosophy of mindful movement and luxurious lifestyle to customers. The brand sees its entry into the Turkish market as a strategic opportunity.

Lululemon to bring new energy to Türkiye's sportswear market

The Canada-based sportswear brand Lululemon is also among those entering the Turkish market. In partnership with Fiba Retail, products including activewear collections and



The Canada-based sportswear brand Lululemon is also among the players entering the Türkiye market.



accessories will be available for sale in the first half of 2025. The first store to open in Istanbul will offer yoga, running, and training products for both men and women. The brand aims for its stores to be more than just retail spaces, but community hubs focusing on personal development and movement with events. Lululemon aims to engage with Turkish consumers through its innovative products and build strong ties with fitness and wellness communities as well as brand ambassadors. Known for its innovative fabric technologies and stylish designs, the brand is expected to bring a fresh breath to the Turkish sportswear market.

Forever 21 makes a fast entrance into the market

One of the brands meeting Turkish consumers under the umbrella of Fiba Retail is Forev-

er 21. Making a swift entrance into Türkiye, the brand aims to open more than 30 stores. It drew attention by collaborating with Ajda Pekkan in its first ad campaign and embraces the mission of inspiring consumers to be themselves. Forever 21 offers a product range that covers the latest trends in women's and men's fashion, footwear, bags, and accessories.

Inditex grows in Türkiye with Lefties

Lefties, one of the brands of Spanish fashion giant Inditex, is strengthening its position in the Turkish market after entering in 2023. Increasing its number of stores to seven in Türkiye, the brand is aligning with a digital store concept equipped with advanced technology to provide a practical and simple shopping experience. These tech features include smart fit-

ting rooms, easy pay counters, and special return stations. Lefties' accessible fashion concept offers timeless, basic clothing that is functional, durable, and of high quality, going beyond temporary trends for every moment of daily life. Inditex Türkiye announced it will continue to develop and strengthen its commercial presence in the country. In 2023, the brand revealed it had 186 suppliers and 847 factories producing for it in Türkiye, expressing pride in being part of Türkiye.

Who came and who left

The London-based global brand for women's activewear, Sweaty Betty, entered the Turkish market under the SPX umbrella. Producing products inspired by the power of women, the brand brings a dynamic edge to activewear and adds elegance with its feminine lines and

patterns. Soho Group, which brought Alo Yoga to Turkish retail, also brought another American luxury clothing brand, AMIRI, to Türkiye. Founded by Mike Amiri in 2014, the luxury menswear and womenswear brand AMIRI is also present in locations such as Beverly Hills, New York, Las Vegas, Miami, Chicago, Houston, Atlanta, Shanghai, Tokyo, Nanjing, and Dubai. German luxury luggage brand Rimowa is also among those that opened stores in Türkiye. Globally renowned 100% vegan outerwear and lifestyle brand Save The Duck also entered the Turkish market. Certified by B Corp, one of the most important global sustainability standards, the brand, which began its ethical fashion journey in Italy 12 years ago, has a large fanbase thanks to its commitment to social responsibility.

Alongside the brands that recently entered the Turkish market and energized the fashion scene, there are also brands that couldn't maintain their presence and exited. For instance, American clothing retail brand Banana Republic withdrew from Türkiye in 2022. C&A, which entered Türkiye in 2007, left the market in 2016, handing its stores over to De-Facto. UK's Debenhams, which entered in 2006, exited in 2017. British luxury fashion retailer Harvey Nichols, which entered in 2009, left in 2021. Top Shop ceased operations in Türkiye in 2016. Canadian lingerie brand La Senza, which entered in 2005, closed its stores in 2015.

Brands Continue to Show Interest in Türkiye

Global running shoe brand HOKA, operating under the California-based Deckers Outdoor

Corporation, has announced its entry into the Turkish market. Aiming to offer comfort, lightness, and stability for runners, HOKA stands out with its patented technologies such as Cushioned Midsole, Active Foot Frame, and MetaRocker. Merrell, a brand known for innovative textile products and outdoor gear, has opened its first store in Türkiye in collaboration with Olgar and SPX at Istanbul Marina Shopping Mall. World-renowned 100% vegan outerwear and lifestyle brand Save The Duck has also entered the Turkish market. Certified by B Corp—one of the world's most significant sustainability certifications—the brand underlines its commitment to ethical fashion. Save The Duck has established its presence in Türkiye with stores located in Akasya, Aqua Florya, Mall of Istanbul, and Ankara Kentpark.

“THE BRAND’S TÜRKİYE STRATEGY: MORE THAN MARKET EXPANSION”



Güneş Postlu
Forever 21 Brand Director

“We see Forever 21’s entry into the Turkish market not just as a brand expansion, but as a development that highlights the dynamism of the Turkish fashion industry and its importance on the global stage.”

The dynamics of Türkiye’s fashion and retail sector are a top priority in shaping the positioning strategies of the brands under Fiba Retail. The convergence of changing lifestyle trends and emerging consumer needs with brands’ global stances is a key element for us. At Fiba Retail, expanding our playing field and acquiring new brands that appeal to different audiences is equally valuable to us. Forever 21’s global motto is “Fashion for Everyone,” which in Turkish means “Herkes için Moda.” Therefore, it’s important to emphasize that the brand embraces an inclusive approach to fashion and has adopted the mission of enabling consumers to express themselves freely through style. With its fun and

surprising designs catering to diverse styles, the brand targets young, trend-conscious fashion consumers between the ages of 15 and 30. Forever 21’s accessible and stylish fashion approach aims to appeal to a wide customer base and to gain a significant position in the Turkish retail sector.

The brand’s entry into Türkiye actually reveals Turkish consumers’ high interest in global trends and fashion awareness. With its youth that quickly adapts to trends, Türkiye is an attractive market for foreign brands. As the Forever 21 Türkiye team, we have also recently started local production. One of our main goals is to expand our range of locally made products. The collections born from collaborations between the brand and various global industry players attract great interest. We have already begun working on surprise collaborations with local brands. We see Forever 21’s entry into the Turkish market not just as a brand expansion but also as a development that highlights the dynamism and global importance of the Turkish fashion industry. This synergy will support the transformation of the Turkish fashion sector into a structure that not only welcomes imported brands but also brings its cultural values and design power to the world stage.



“IT IS IMPORTANT FOR THE BRAND TO MEET DEMAND”



Zeynep Evliyazade
SPX Brand Director

“A brand’s ability to meet both need and demand, along with having global recognition and popularity, are among the key factors.”

At SPX, when positioning a new brand in the Turkish market, we primarily pay attention to how well the brand’s product range aligns with local trends and demands, and whether the product quality matches the standards of all brands under SPX. The brand’s ability to meet both need and demand, along with having global recognition and popularity, are also key factors. Another crucial issue is the brand’s global mission and vision. These should align with both our target audience and the dynamics of our country.

Sweaty Betty was founded in London in 1998. It is a brand founded by a female entrepreneur, designed and managed by women for women, and it became the number one activewear brand for women after first growing in the UK and then globally. With its products, the brand aims to offer women comfortable, high-quality, and

high-performance items for every active aspect of life—from sports to daily routines. This is also our target in Türkiye. Our goal is to reach women of all ages, body types, and lifestyles who want to feel stronger, more comfortable, and valued. The Sweaty Betty collection, initially available in SPX stores, will be offered through other sales channels starting with the SS25 season.

We plan to reach female consumers through chain stores, boutiques, and online platforms where activewear and lifestyle products take the spotlight. Furthermore, we will work in collaboration with various institutions and organizations under the brand’s core mission to support and empower women in all areas of life. From sports to social responsibility projects, we will strive to help Turkish women feel strong, comfortable, and valued with Sweaty Betty.

Sweaty Betty began selling in Türkiye through SPX stores in March 2024. Thus, it holds the distinction of being the first global brand to enter the Turkish market as a women’s activewear brand only. Combining designs and fabrics that make women feel better and stronger, Sweaty Betty occupies a significant space by blending fashion and functionality in response to the increasing interest in activewear both in workouts and daily life.





TURKISH HOME TEXTILES TAKE THE GLOBAL STAGE AT HOMETEX 2025

► Hilal Yıldırım

As one of the world's leading home textiles exhibitions, HOMETEX brought together industry giants in Istanbul. With impressive attendance and a dynamic showcase of innovation, sustainability, and export goals, the fair made a powerful statement in the global market.



Held from May 20–23, 2025, HOMETEX once again proved to be a cornerstone event for the home textiles industry. Organized by KFA Fairs under the leadership of the Turkish Home Textile Industrialists and Businessmen Association (TETSİAD), this year's exhibition spanned across 11 halls and a massive 200,000 square meters of exhibition space. For four days, HOMETEX transformed Istanbul into the heart of the home textiles world, drawing huge interest from both domestic and international visitors. More than 700 companies showcased their latest products — from curtains and upholstery fabrics to towels, bath collections, rugs, flooring, bedroom, kitchen and dining textiles, and wall coverings. The fair not only spotlighted Turkish

home textile brands on the global stage, but also hosted a series of engaging events, seminars, and product launches that shaped industry trends.

Ranked 4th globally in home textiles

Türkiye currently ranks 4th in the global home textiles market and 3rd among the EU's key suppliers. In 2024, Turkish home textiles exports reached \$2.9 billion, nearing the \$3 billion threshold. In just the first four months of 2025, exports increased by 2.1%, hitting \$950 million. Industry experts are confident that the \$3 billion mark will be surpassed once again this year. Mustafa Gültepe, President of the Turkish Exporters Assembly (TİM), described trade fairs as celebrations for the industry:



Türkiye's home textiles sector exports to over 190 countries, ranking it as the 4th largest global player in the market.



“These events are where businesses connect, showcase their innovations, and drive forward our trade and export goals. Fairs like HOMETEX are essential for growth.”

He added that Türkiye’s home textiles sector has become a global brand in its own right: “With its strong vision, innovation, and regional influence — especially in Denizli, Bursa, and Istanbul — our sector is making strides in branding, digitalization, and dual transformation.”

“Turkish home textiles now enjoy a respected global reputation”

TETSİAD President Hasan Hüseyin Bayram emphasized the fair’s wide-reaching impact: “With over 700 exhibitors, HOMETEX reflects how our industry has blended its deep-rooted heritage with modern production capabilities to earn a strong global reputation. Today, the ‘Made in Türkiye’ label is a trusted symbol of quality from Europe to the Middle East, from the Americas to Asia.”

He continued: “HOMETEX not only boosts the visibility and commercial value of our sector — it also carries a cultural mission, enhancing Türkiye’s global image.”

Highlighting their digital innovation, Bayram shared TETSİAD’s latest project: “With our new platform, Hometex.org, we’re removing borders. This tool allows buyers around the world to access Turkish manufacturers and products directly making global connection easier and more efficient.”

Istanbul Hosts International Procurement Delegations

As part of HOMETEX 2025, a major procurement delegation program was organized in cooperation with İTHİB (Istanbul Textile and Raw Materials Exporters’ Association), DENİB (Denizli Exporters’ Association), and UTİB (Uludağ Textile Exporters’ Association). On May 20–21, 44 foreign buyers from countries including Poland, Romania, UAE, and the UK participated in more than 1,000 B2B meetings with Turkish companies — paving the way for new export opportunities and lasting partnerships.



THE GLOBAL CARPET INDUSTRY GATHERED IN ISTANBUL FOR CFE



The second edition of the Carpet and Flooring Expo (CFE), the first of its kind in the Turkish carpet industry and highly acclaimed after its debut last year, opened its doors on January 7–10. Hosting a total of 600 companies — 450 domestic and 150 international — the fair brought together all players of the industry at the Istanbul Expo Center.

The second edition of the Carpet and Flooring Expo (CFE), organized for the first time last year by the Turkish carpet industry and receiving great interest, was held on January 7–10, 2025. Hosting a total of 600 companies — 450 domestic and 150 international — the fair brought together all players of the industry in Istanbul. Organized in collaboration with the Istanbul Carpet Exporters' Association (İHİB), the Southeastern Anatolia Carpet Exporters' Association (GAHİB), and TÜYAP Fairs and Exhibitions Organization Inc., Carpet and Flooring Expo 2025 (CFE 2025) was held at the Istanbul Expo Center (IFM) in Yeşilköy from January 7–10. Despite a 30% increase in floor space compared to the previous

year, the fair drew even more interest. Expanded to 120,000 square meters, the event became one of the largest gatherings in the carpet and flooring sector, with participation from 600 companies across 18 countries. Ahmet Hayri Diler, Chairman of İHİB, expressed his happiness to once again bring together leading representatives of the Turkish and global carpet industries in Istanbul. He stated that the fair, where the latest innovations and products in the industry were showcased, had become one of the world's largest events of its kind.

“We Surpassed Last Year's Success”

Diler noted that everyone witnessed the success of last year's

The fair, which hosted one of the largest gatherings in the carpet and flooring industry, welcomed 600 companies from 18 countries in total.

inaugural edition of CFE, and said: “This year, we built on that success and managed to grow the fair even further. The number of participants and visitors increased, the fair gained broader international recognition, and our Turkish carpets' window to the world widened even more. The most important factor behind this success is unity and solidarity. This fair, realized through the partnership of İHİB, GAHİB, and TÜYAP, once again showed the power of cooperation and collaboration. With this spirit of solidarity, we've taken major steps to not only advance our industry but also elevate our country's global presence.”

Diler emphasized that the fair not only showcased Türkiye's rich carpet and weaving culture but also contributed to the development of trade and the future vision of the sector. “We're pleased to see that the spirit of cooperation and exchange among industry representatives has grown even stronger this year. Turkish carpets are not merely products; they are the embodiment of a culture, a history, and a unique craftsmanship. Therefore, platforms like this are essential for promoting our culture globally and strengthening our exports. Together, we are advancing toward the goal of seeing Turkish carpets reach even greater heights. I'm confident we'll carry this year's success even further in the years to come.”



The exhibition area expanded by 30% compared to last year, reaching 120,000 square meters.

The Future of the Industry Discussed at Carpet Talks

Within the scope of the CFE Fair, Carpet Talks sessions hosted experts in the field who shed light on key industry topics.

On the first day, Miray Holoğlu presented “Digital Knots in Traditional Carpet Art”, while Derya Yavuz led a seminar on “Creating a New Collection: Strategy and Selections.”

The second day featured İlke Beyaz with “Figure: Building Bridges Through Design in the Footsteps of a Craft”, Müge Özsöyler on “25/26 Color Trend Forecasts”, Hakan Vardal on “Carpets: Sustainability and the Circular Economy”, and Kristiina Lassus on “Timelessness in Carpet Design Despite Globalization.”

On the third day, Prof. Dr. Alpay Er discussed “Thoughts and Initiatives to Enhance the Development and Recognition of Turkish Design.” Other seminars included Hakan Yılmaz on “How Does Tradition Survive?”, Eda Uyar on “The Dialogue Between Carpet and Space”, and Tayfun Cevher with M. Esad Yıldız on “The Role of Product Development and Design in the Carpet Sector.”

Special exhibitions such as the Elmadağ Kilim Exhibition, Islamic Silk Carpet Exhibition, Devrim Erbil Carpet Exhibition, Gaziantep University's In the Footsteps of Anatolian Motifs Exhibition, and the İHİB and GAHİB Carpet Design Competition Exhibitions attracted great interest from visitors throughout the fair.

Opinions

Elif Kabak
CREA Hali

“WE HOSTED VISITORS FROM MANY COUNTRIES”

The fair was very successful for us. We had meetings with both local and international customers. Compared to last year, we doubled the size of our booth and showcased our products in a 200-square-meter space. Thanks to the fair, we formed much more efficient partnerships in exports compared to last year. The fair also significantly contributed to establishing new dealerships within Türkiye. We welcomed visitors especially from the Middle East and European countries. We connected with customers that matched our target audience. We plan to attend in the upcoming seasons as well.

Okan Yücel
EVA Life Hali

“WE CAN CONNECT WITH MANY INTERNATIONAL CUSTOMERS”

The fair was quite intense for us. We had the opportunity to meet with our customers, especially buyers from Russia and Ukraine. We also participated in the first edition last year, and the contacts we made there translated into business. We find this fair highly efficient and valuable. Hosting such a fair in Istanbul holds great importance. It allows us to engage with many international customers and meet with domestic ones as well. We plan to attend in future seasons too.

Yemen İler
APEX Hali

“EXTREMELY IMPORTANT FOR THE TURKISH CARPET SECTOR”

The fair went very well for us. We had visitors from nearly every country, especially Kazakhstan, Uzbekistan, Iran, and other Middle Eastern countries. For us, the outcome is key, and last year we achieved fruitful results from the CFE Fair. Also, having such a fair in Istanbul is an important and positive move for the Turkish carpet industry. Carpets are one of Türkiye's signature products, and we are strong producers in this field. We plan to participate again in the next seasons.

Uğur Uysal
Norm Hali

“IT IS VERY IMPORTANT THAT CFE IS HELD IN ISTANBUL”

The fair was very busy. Since it was held for the second time, we observed that its recognition has increased, attracting more visitors from more countries. I believe it was a beneficial fair for all subgroups of our sector. We hosted many visitors from the USA and European countries. Compared to the first edition, the visitor profile was more diverse, but I think the number of international participants still needs to grow. The more diverse producers we have, the more buyers we can attract. Hosting such a fair in Istanbul is very important for the sector—this is something we've been wanting to do for years. Istanbul is one of the world's most important trade centers. This fair contributed to the decline of the Domotex Fair in Germany. I believe that with increased state support for participation, even greater success can be achieved.

GET READY FOR A UNIQUE STUDY EXPERIENCE

TRAINING FROM MASTERS, ONE-TO-ONE CONTACT WITH THE SECTOR.

Istanbul Moda Academy (İMA) is a world-renowned and leading fashion school, as well as a fashion education platform for young fashion designers and fashion industry professionals in Turkey, offering innovative and contemporary education in fashion and its related fields.

Bag Design

Basic Pattern Cutting, Fitting and Sewing Techniques

Digital CLO 3D Fashion Design Program

Fashion Design Diploma Program 1 Year

Fashion Design Diploma Program 2 Year

Fashion Journalism

Fashion Management

Fashion Photography

Fashion Styling

Footwear Design Techniques

I AM A MODEL: Modeling Training

Master Class: Fashion Management

Photoshop and Illustrator in Fashion Design

Style Consultancy and Image Making

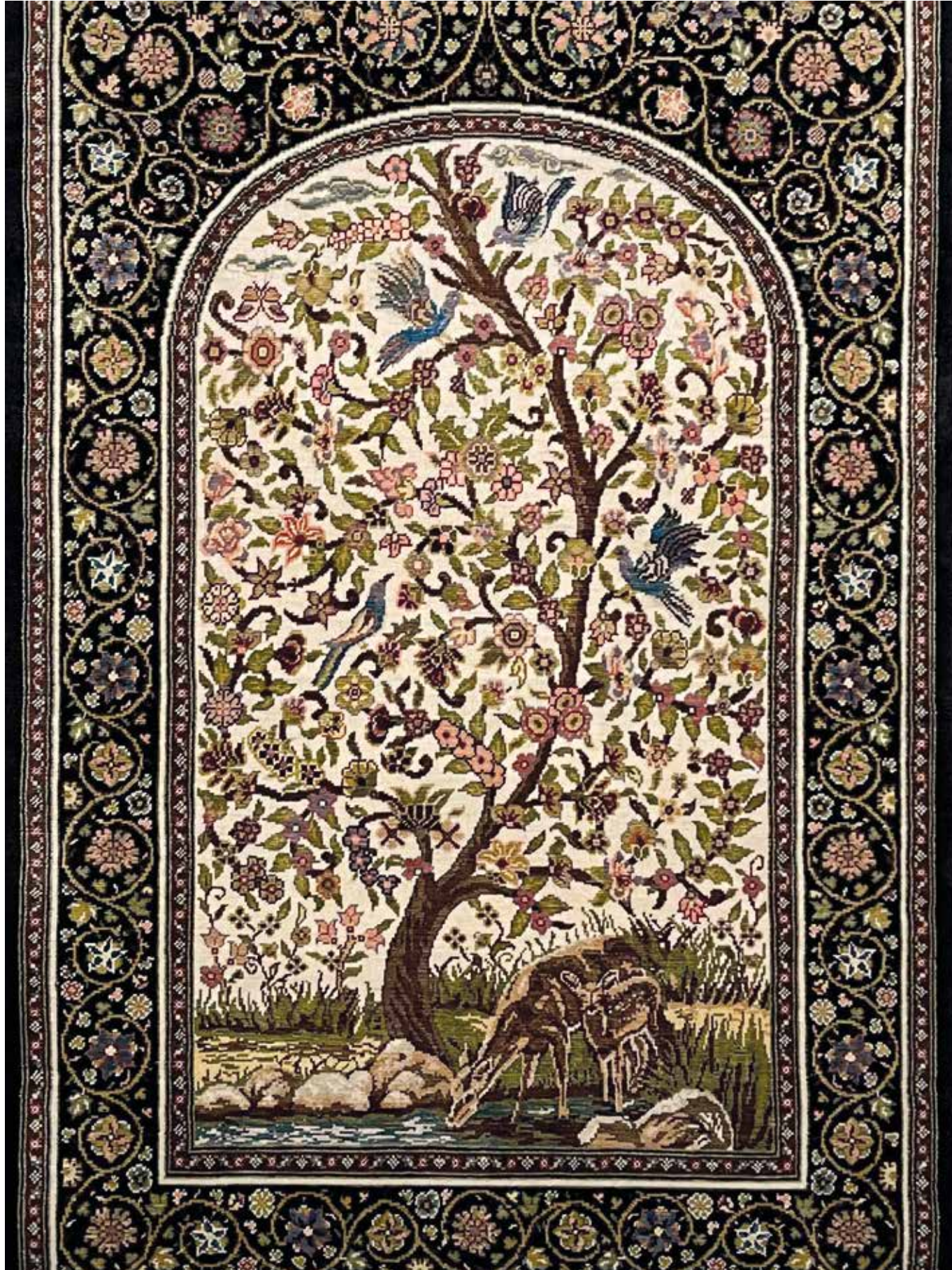
Textile and Apparel Customer Representative

For more information about training programmes:

+90 (212) 219 41 41

info@istanbulmodaakademisi.com

www.istanbulmodaakademisi.com



Erhan Ör

Han Carpet CEO



“HEREKE CARPETS ARE WORKS OF ART”

As the fourth-generation leader of Han Carpet, a company that has upheld tradition since the days of the Hereke Imperial Factory, CEO Erhan Ör reflects on the rich heritage of Hereke carpets—a 2,500-year-old Anatolian craft that has adorned countless palaces both in Türkiye and abroad.

► Zeynep Tütüncü Güngör

Han Carpet’s journey spans four generations, beginning with your great-grandfather Veyis Ağa. Could you share the story of your company’s foundation and its century-long legacy?

Hereke was one of the most prestigious hubs of early Ottoman industry. In the 19th century, it offered conditions superior even to those in Europe’s most developed cities. The Hereke factory was not merely an industrial site; it also served as a model for education, healthcare, and social life. With a fully equipped hospital, a high school with the best teachers of the era, and a social club where people could listen to music and dance to the gramophone, Hereke embodied modern living.

My great-great-grandfather Veyis Ağa was one of the factory’s directors—his title “Ağa” reflects his managerial role. Elders in our family would often tell sto-

ries of his brilliance, especially his revolutionary methods for assembling and operating new looms brought to the factory. When surnames became mandatory in Türkiye, some adopted nicknames while others, like him, chose their profession. That’s how “Ör” (meaning “to weave”) became our family name. Veyis Ör not only launched a legacy but also gave it a name.

The next generation, my grandfather Şefik Ör, worked at the Hereke factory while also running a small grocery store. I believe we inherited our craftsmanship from Veyis Ağa and our business sense from Şefik. The current headquarters of our company in downtown Hereke was built by my grandfather in 1950. My father, Refik Ör, also continued in the carpet-weaving tradition. My mother and grandmother were both master silk carpet weavers. I was born in the upper floor of our current office



The roots of Hereke carpet weaving date back to the 19th century.



Founded in 1843 to weave carpets for the palaces, the Hereke Imperial Factory soon became a prestigious Ottoman brand, renowned for its exceptional quality.



building, which served as our home at the time. My earliest memories include the sound of the weaving comb and the sight of finished carpets on looms. You could say I was “born into the rug.” Throughout my childhood and education, I never drifted away from this craft. Every field I studied was aimed at further developing my profession.

wed a window to the world. Their origins date back to 1843, when Sultan Abdülmecid founded the Hereke Imperial Factory to supply carpets for palaces, starting with Dolmabahçe Palace. The factory quickly gained renown

for its exceptional quality and became a prestigious Ottoman brand. Eventually, Hereke carpets were featured not only in Ottoman and European palaces but also in places as distant as the White House. These carpets are distinguished by their weaving method—using the Gördes knot, a high knot density of over 100 knots per square centimeter, vertical loom setups, and meticulous trimming and edge-finishing techniques that give them exceptional detail and durability. They are made from the finest raw materials: pure silk, genuine wool, and natural cotton. Especially the silk Hereke

carpets are considered the finest in the world. Their motifs often include Seljuk and Ottoman patterns, flowers, medallions, tulips, roses, and the Tree of Life, as well as symbols and stories that carry deep meanings. Each design is a narrative. And since every carpet is entirely handwoven without any machinery, each one is unique. They are not just household items—they are works of art, highly sought after by collectors and connoisseurs. Producing them, however, is labor-intensive. The scarcity of young artisans and the rising cost and rarity of quality silk make pro-

duction increasingly challenging. Some carpets take months or even years to complete, demanding immense patience and dedication.

Han Carpet has adorned many prominent landmarks such as Buckingham Palace. Could you name other important sites and individuals who have chosen your carpets?

From the beginning, Han Carpet has pursued a mission to add value to palaces and prestigious venues where Hereke carpets are displayed. We’ve had the honor of crafting carpets for kings, queens, presidents, prime minis-

ters, and many art lovers. Some of the notable recipients include Pope Benedict, Queen Elizabeth II, U.S. Presidents Bill Clinton and George W. Bush, German Chancellor Angela Merkel, and Australian Prime Minister Tony Abbott. Our carpets, now found in iconic locations across five continents, continue to represent Turkish art and culture through their unmatched craftsmanship. We often receive feedback from our clients expressing how deeply moved they are by the beauty of these carpets, calling their ownership a unique and indescribable joy. Despite the long

and grueling production processes, such appreciation fuels our motivation and has carried us to where we are today.

Han Carpet is said to have over 25,000 unique designs. Tell us more about your design philosophy and production infrastructure.

As the final bearer of a legacy stretching over a century, Han Carpet takes pride in offering a rich portfolio of designs and colors developed over time. We’ve always embraced innovation. We study traditional Turkish motifs, historic Hereke patterns, and Ottoman and European decora-



Today, our carpets grace prominent institutions and locations across five continents, continuing to represent Turkish art and culture through timeless masterpieces.



tive arts to create new designs. We also adapt classic patterns into contemporary color palettes suited for modern interiors. In collaboration with leaders in the tourism industry, we developed sizes, colors, and compositions that meet market demands. As a result, we've built an archive of over 25,000 designs and color variations. Although our workforce has shrunk from 3,000–4,000 weavers in the 1990s and early 2000s to only a few hundred today, we continue designing new patterns. Even if some cannot be woven due to a shortage of

artisans, we never abandon our creative spirit.

Can you tell us about your export operations?

During the 1990s, when production peaked and economic policies favored exports, we proudly introduced ourselves as exporters. We prioritized the European market while also reaching the U.S. and Japan. With an average of 2–3 shipments per month, we achieved remarkable success for the industry. However, due to various challenges, our export potential declined, and today we manage only a few shipments a

year. So much so that we hesitate to call ourselves exporters now. Going forward, I doubt our current production capacity will support a meaningful export volume. Still, through the tourism industry, our carpets continue to reach international art lovers indirectly.

Carpet weaving is one of the oldest crafts in Anatolia. Yet weaving activities in Türkiye are steadily declining. What are your thoughts on this trend and the global position of the Turkish carpet industry?

As a 2,500-year-old Turkish craft,

We explore traditional Turkish motifs, historical Hereke carpets, and Ottoman and European ornamental arts to design new, original patterns.



average 36 knots, and silk Hereke carpets reach up to 225. In the 1990s, a 576-knot carpet drew global acclaim. In 2004, we broke a Guinness World Record with a 1,440-knot silk carpet. In 2009, aiming to surpass these achievements, we embarked on a new challenge—using the finest Turkish silk, we created a stunning Hereke carpet with 2,500 knots per square centimeter. A feat no one else had dared to dream, this masterpiece marked the ultimate frontier in global carpet weaving.

As a new-generation heir to your family's legacy, how do you draw strength from past traditions?

In nearly 50 years of working in this field, I've always believed in learning from the past while keeping my eyes open to the future. Progress is like laying bricks—one atop another. I've studied what my ancestors did and what other producers have achieved. I stay attentive to current market demands because without innovation, production stagnates and eventually dies. The 2000s brought tremendous advantages through technology and the internet. A national craft like carpet weaving can only survive by closely following and adapting to sociological and technological developments.

carpet weaving is of immense cultural importance. But the future of handwoven carpets seems bleak. Unless weavers and producers receive the compensation and respect they deserve, the end is near. Symbolic support from municipalities, provincial administrations, or universities may help preserve the craft and pass knowledge to future generations. However, economically speaking, handwoven carpet production isn't sustainable. Vintage carpets will continue to be sold and repaired, keeping the tradition alive in a different form. Machine-made carpets

have a better outlook. I believe the machine carpet industry, especially in Gaziantep, which has become a global leader, will continue successfully by leveraging the global image of traditional Turkish carpets.

Han Carpet made history in 2009 with a record-breaking masterpiece. Could you share that story?

One of the best indicators of a carpet's quality and craftsmanship is its knot density. While most handwoven carpets range from 9 to 16 knots per square centimeter, Hereke wool carpets

TÜRKİYE STRIVES TO REGAIN LEADERSHIP IN HANDWOVEN CARPET EXPORTS

Türkiye’s centuries-old craft of handwoven carpets experienced a 16.3% increase in exports in 2024. Industry players are now seeking sustainable solutions to reclaim global leadership.



Türkiye’s overall carpet exports rose by 4.21% in 2024 compared to the previous year, reaching 2.867 billion USD. This growth outpaced the country’s total export increase, marking a significant development. Despite global demand contraction and economic challenges, the increase in carpet exports drew attention. Among the subcategories of the carpet industry, machine-made carpet exports grew by 2.7%, while tufted carpet exports increased by 9.8% during the January–December 2024 period.

Handwoven Carpet Exports Are Growing

The highest increase in carpet exports was recorded in the handwoven carpet subcategory. In 2024, handwoven carpet exports rose by 16.3%, increasing from 54.923 million USD in 2023 to 63.899 million USD in 2024. Handwoven carpets accounted for 2.2% of total carpet exports.

The United States Is the Top Destination for Handwoven Carpets

The top 10 destinations for Türkiye’s overall carpet exports were the USA, Saudi Arabia, Iraq, the UK, Germany, the UAE, Libya, Kazakhstan, Kuwait, and Iran. However, in the handwoven carpet segment, notable changes occurred. Türkiye exported the most handwoven carpets to the USA, totaling 20.8 million USD, although this represented a 16.7% decline compared to the previous year. In contrast, exports to Japan surged by

170.7%, reaching 19.4 million USD. The Czech Republic ranked third with a 58.1% increase to 4.4 million USD, while exports to Belarus rose by 112.4% to 1.8 million USD. Exports to Italy dropped by 38% to 1.4 million USD, while exports to France grew by 3.9% to 892 thousand USD. Exports to the UK fell by 20.3% to 891 thousand USD, while exports to Ireland increased by 123.4% to 883 thousand USD. Exports to Poland rose by 102% to 787 thousand USD, and exports to Switzerland declined by 9.1% to 752 thousand USD. In total, 19% of handwoven carpet exports were made to EU countries, with a 6.9% increase recorded in 2024.

Growth Trend Continued in January

The upward trend in handwoven carpet exports continued in January 2025. While total carpet exports shrank by 3.8% during this month, handwoven carpet exports increased by 14.6%, rising from 4.027 million USD in January 2024 to 4.616 million USD in January 2025. The top 10 destinations during this period were Japan, the USA, Belarus, the Czech Republic, Ireland, France, Germany, Kazakhstan, the UK, and Poland. Exports to Japan increased by 200%, to Belarus by 203%, to the Czech Republic by 61.5%, to Germany by 96%, and to Kazakhstan by 29.5%. In February, handwoven carpet exports decreased by 4.5% compared to the same period of the previous year, reaching 8.084



In 2025, the reduction of political tensions and increasing stability in the Middle East are among the developments expected to positively influence the carpet industry.

Türkiye, one of the top countries associated with carpets, exports handwoven carpets to 123 countries.

million USD. The top export markets for February were Japan, the USA, Belarus, the Czech Republic, Ireland, Italy, France, the UK, Poland, and Germany.

CFE Fair Contributes to Success
While many sectors experienced contraction, the strong performance of the carpet industry and its positive distinction can be attributed in part to the CFE Carpet & Flooring Expo organized in Istanbul by IHIB and its partners. The fair offers export-

ers opportunities to engage with international markets and promotes innovative solutions and designs. Through events such as this, Turkish companies form new business connections and expand their export volume. These activities also enhance the perception of high quality associated with Turkish carpets on a global scale.

Turkish Carpets Are a Global Brand
Türkiye is one of the first coun-

tries that come to mind when thinking of carpets and currently exports handwoven carpets to 123 countries. This wide market presence reflects Türkiye's global strength and market diversity. The high-quality perception and unique design capabilities of Turkish carpets provide a competitive advantage. The industry also stands out due to its adaptability, focus on value-added exports, and innovation. Collections reflecting global trends and digital marketing strategies

further support export growth. The sector offers a wide product range in both traditional handwoven and modern machine-made carpets, enabling it to maintain a strong competitive edge. The brand value of Turkish carpets also empowers exporters in pricing and marketing.

The Sector Looks to 2025 with Optimism
In 2025, potential developments such as reduced political ten-

sions and increased stability in the Middle East are expected to positively impact the carpet industry. The anticipated end of the Israel-Palestine conflict and ongoing efforts for stability in Syria are likely to stimulate economic activity in the region. Changes in U.S. political leadership and its impact on economic policy, as well as possible energy and supply chain issues in the EU, are also among key topics for the sector. To boost exports in 2025, the car-

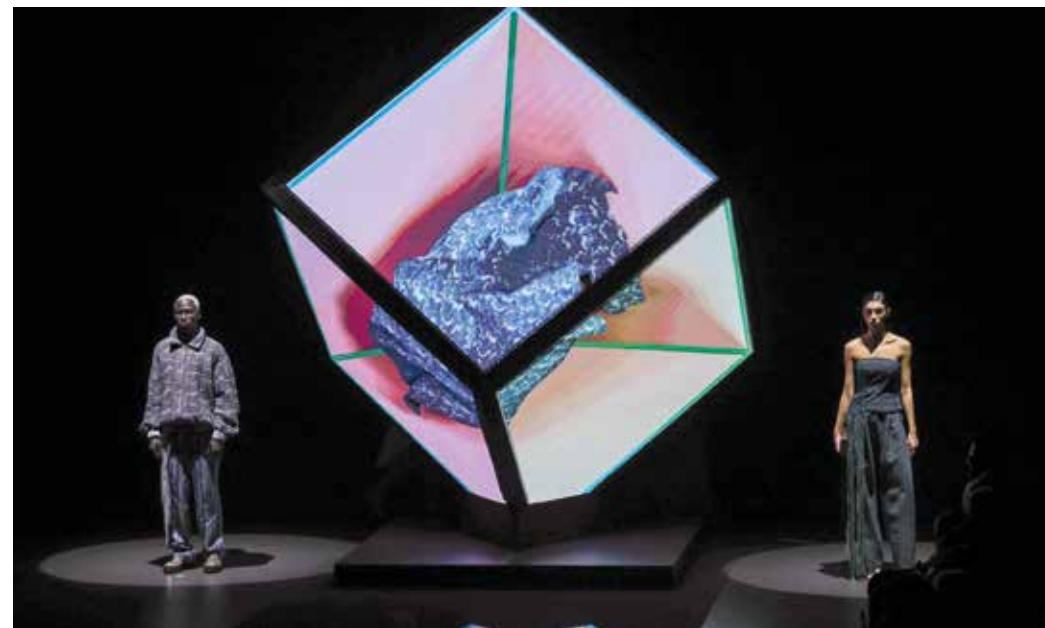
pet industry plans to strengthen trade ties with distant markets. Trade delegations are being planned to target markets such as the USA and Japan, while expansion into new markets is also a priority. To enhance resilience against global crises, the sector must adopt flexible and innovative strategies. These include using local raw materials more efficiently and managing currency risk—critical steps in building long-term export sustainability.

DESIGN COMPETITIONS ILLUMINATE THE PATH OF TURKISH FASHION

From Koza to Futuretex, from DETAY and Footwear Design Competition to the Carpet Design Competition... The Turkish fashion and textile industry, which channels its design power to the international arena through competitions, is shaping the future of the sector by offering opportunities to young talents.

The Turkish fashion sector continues to diversify its initiatives to strengthen its design power.

Hilal Yıldırım



The Turkish textile and fashion industry is making a name for itself globally not only with its production strength but also with its investments in design. Today, global growth is increasingly shaped around branding, innovation, and design-oriented products. Aware of this reality, the Turkish fashion sector continues to diversify its initiatives to strengthen its design power. One of the biggest contributors to this transformation is design competitions. Prestigious sectoral events such

as Koza, Futuretex, DETAY, the Footwear Design Competition, and the Carpet Design Competition not only bring young talents into the spotlight but also directly contribute to Türkiye's goal of high value-added production. Organized under the leadership of exporters' associations with a long-term vision, these competitions offer young designers the opportunity to showcase their creative potential on international platforms. With this design-centric approach, the industry's capacity for innova-

tion is increasing while the path from production to branding is shortening. Each competition fills a critical gap in its own field and plays a key role in shaping the future of the industry. This design-oriented structure supports Türkiye's sustainable growth model, particularly in traditional export categories such as textiles, apparel, leather, and carpets.

Koza brings new names to the fashion industry

A major milestone in the de-

sign-oriented transformation of Türkiye's apparel and fashion industry, the Koza Young Fashion Designers Competition has been organized by the Istanbul Apparel and Apparel Exporters' Association (İHKİB) since 1992. Seen as the most important platform for young talents aspiring to pursue a career in fashion design, Koza also plays a pioneering role in bringing new designers into the fashion industry. With over 30 years of history, the competition has created one of Türkiye's most impressive fashion archives and

reflects the evolution and history of the country's fashion industry. All Koza finalists have gone on to become some of Türkiye's most recognized fashion designers, establishing their own brands or joining leading fashion labels as part of their design teams. The competition has introduced many successful designers to the industry, including Bahar Korçan, Özgür Masur, and Zeynep Tosun, illuminating both the past and future of Turkish fashion. More than just a competition, Koza is a transformative space

where young talents connect with industry professionals and gain knowledge and experience. Finalists, selected through a three-stage evaluation process, present their collections at a gala night and fashion show attended by Turkish and international press and industry representatives. Winners receive not only monetary prizes but also opportunities such as international fair visits, foreign language education, and training at the Istanbul Fashion Academy (İMA).



Futuretex reflects the power of design on fabric in Istanbul

The Turkish textile industry is known not only for its production capacity but also for its investments in innovation, design, and technology. One of the most visible and powerful steps in this transformation is the Fabric Design Competition organized by the Istanbul Textile and Raw Materials Exporters' Association (İTHİB). Since 2022, this prestigious event has been rebranded as Futuretex Istanbul and holds the distinction of being Türkiye's first and only international fabric design competition. With its expanding scope, growing influence, and increasing international visibility, Futuretex aims to showcase Türkiye's potential in technical textiles and design. In 2022, the competition was held in two categories: FutureBase International and FutureTech. The FutureTech category focuses on increasing Türkiye's innovation capacity in the technical textiles sector. FutureBase International, aimed at those pursuing careers in fashion design, is open not only to Turkish

designers but also to participants from abroad. Held for nearly 20 years to elevate the perception of design in Türkiye's textile sector, the competition provides young designers with a platform to display their talents. The finalists' work is showcased in a professional fashion show during the final night. The jury panel, consisting of local and international designers, academics, industry veterans, and İTHİB board members, comes together to select the future professionals of fashion. The top three winners receive cash prizes, along with opportunities to visit leading international textile fairs, foreign



language education, and international training programs.

DETAY and the Footwear Design Competition prepare future designers for the leather industry

One of the strongest links in the design-focused transformation is found in the leather industry. With deep-rooted production traditions, Türkiye's leather and leather products sector has recently stood out not only for high-quality production but also for its new vision shaped by original designs. A key event in this transformation is the DETAY Leather Products Design Competition, launched by the Istanbul

The collaboration between the two brands created a tremendous impact at Paris Fashion Week, with Dior skillfully incorporating Kutnu fabric into its designs.



Leather and Leather Products Exporters' Association (İDMİB). Aiming to increase the global visibility and competitiveness of the Turkish leather sector, the competition has been successfully held for six years. Additionally, the Footwear Design Competition, also organized by İDMİB, will be held for the fifth time this year, continuing its mission to introduce new designers to the Turkish footwear industry. These competitions aim to connect young designers with the sector, bringing together critical themes such as sustainability, high value-added design, and export-oriented innovation under



one roof. They also offer mentoring processes, workshops, and educational programs to support young talents throughout the competition. Finalists develop their projects under the guidance of industry professionals and present their collections to expert jury members. The first-place winner receives a cash prize and an opportunity for international education with official approval from the Ministry, paving the way for a global design career.

National Carpet Design Competition brings cultural heritage to the present

The art of carpet weaving, which

holds a profound place in Türkiye's cultural heritage, carries not only the traces of the past but also the vision of future design. To reinterpret this heritage with contemporary touches and make it more competitive globally, the National Carpet Design Competition is organized by the Istanbul Carpet Exporters' Association (İHİB). Now in its 18th year, the competition blends Türkiye's traditional values with the design language of the future. Participants have the opportunity to bring their designs to life using various techniques such as cicim, kilim, carpet, and hand-tufted methods, gaining both theoretical and practical experience. One of the most striking aspects of the competition is the integration of finalists' works into the production process, providing direct contact with the industry. With over 100 finalists to date, the competition injects fresh vision into the sector and contributes not only to individual career development but also to Türkiye's strategy of increasing value-added carpet exports.

TÜRKİYE STRENGTHENS ITS POSITION IN THE U.S. APPAREL MARKET



With annual imports nearing \$100 billion, the United States stands as the world’s largest importer of apparel and textiles. Recent changes in U.S. trade policies, including additional tariff packages, have created a favorable environment for Türkiye, which aims to further solidify its role as a key supplier in the region.

A comprehensive U.S. Market Report prepared by the R&D Department of the Istanbul Apparel Exporters’ Association (İHKİB) covering the years 2020–2024 has been published. The report provides an in-depth analysis of Türkiye’s apparel export landscape. In 2024, Türkiye’s apparel exports totaled \$17.9 billion, marking a 6.9% decline from the previous year. The top ten export markets included

Germany, the Netherlands, Spain, the UK, France, the U.S., Poland, Italy, Iraq, and Kazakhstan. The U.S., accounting for 4.8% of total exports, ranked sixth. Turkish apparel exports to the U.S. in 2024 decreased by 4% to approximately \$900 million.

A Dominant Force in Global Apparel Imports

In 2024, the U.S. increased total imports by 6.1% to \$3.3

Türkiye’s products, by contrast, will be subject to a comparatively lower tariff of 10%.

Knitwear Leads U.S. Apparel Imports

Analyzing U.S. imports by product category, machinery, electrical devices, and land vehicles top the list. Knitwear ranked 13th in 2024, with imports rising 4.5% to \$45.4 billion. Knitwear imports had previously reached \$57.8 billion in 2022 and \$43.5 billion in 2023. Woven garments dropped slightly by 0.4% to \$34.9 billion, while home textiles grew 7.9% to \$17 billion.

Türkiye: The 17th Largest Supplier to the U.S.

China, Vietnam, and India remained the top suppliers to the U.S. in 2024. The U.S. imported \$26 billion worth of apparel from China (up 4.7%), \$15.2 billion from Vietnam (up 6.4%), and \$7.7 billion from India (up 5.6%). Türkiye ranked 17th among suppliers, accounting for 1.2% of U.S. apparel imports. In 2022, Türkiye exported \$1.4 billion worth of apparel to the U.S.; by 2024, this figure declined by 5.3% to \$1.2 billion. Exports remained steady in the first four months of 2025, with industry stakeholders optimistic about the remainder of the year. This optimism stems from the additional tariffs the U.S. plans to impose under a new trade framework introduced during the Trump administration. Key suppliers face tariffs as follows: China (34%), Vietnam (46%), India (26%), Bangladesh (37%), Indonesia (32%), and Cambodia (49%). Türkiye’s products,

by contrast, will be subject to a comparatively lower tariff of 10%.

Top Imported Turkish Products: Cotton Towels Lead

Among apparel and textile products imported by the U.S. from Türkiye, cotton towels (toilet and kitchen linen) ranked first, with a 12.9% increase to \$148.4 million in 2024, representing 12.8% of all Turkish apparel exports to the U.S. This was followed by cotton woven trousers and shorts for women and girls (\$140.9 million), and cotton knit sweaters and pull-overs (\$80.7 million). Other significant exports included:

- Other knit garments of synthetic/artificial fibers: \$49.4 million
- Lightweight synthetic knit sweaters: \$46.7 million
- Cotton woven pants and shorts for men and boys: \$45 million
- Cotton T-shirts and tank tops: \$33.2 million
- Cotton woven shirts for men and boys: \$30.6 million
- Synthetic fiber socks: \$28.9 million
- Cotton knit shirts for men and boys: \$26.8 million

Out of the top 10 apparel items imported from Türkiye, seven saw an increase by the end of 2024. Cotton T-shirts and tank tops had the highest growth at 36.9%, while knit shirts for men and boys experienced the largest decline at 43.9%.



TÜRKİYE AIMS TO BOOST TEXTILE EXPORTS TO SOUTH KOREA

As Asia's fourth-largest and the world's 11th-largest economy, South Korea is a prominent regional power in East Asia. Türkiye's exports of textiles and raw materials to South Korea have reached \$18 million.

Türkiye and South Korea have maintained close ties throughout history. Diplomatic relations were officially established in 1957 and were elevated to a Strategic Partnership level in 2012. The two countries also collaborate actively in international organizations such

as the UN and G20. The "Framework Agreement Establishing a Free Trade Area" and the "Trade in Goods Agreement" came into effect on May 1, 2013, followed by the "Investment Agreement" and the "Trade in Services Agreement" on August 1, 2018. Türkiye has attracted substantial invest-

ment from South Korea, receiving \$1.24 billion in foreign direct investment between 2002 and August 2021.

Imports from Türkiye Increase by 3.5%

In 2023, South Korea recorded \$632.2 billion in exports and

South Korea imported \$5.4 billion and exported \$8.3 billion worth of textiles in 2023. Textile exports to Türkiye dropped by 17.2% to \$368.4 million.

\$642.5 billion in imports. Exports to Türkiye rose by 16.4% to \$8.9 billion, while imports from Türkiye increased by 3.5% to reach \$1.4 billion. Türkiye ranks as South Korea's 44th largest import source, accounting for 0.2% of its total imports. South Korea imported \$5.4 billion and exported \$8.3 billion worth of textiles in 2023. Textile exports to Türkiye dropped by 17.2% to \$368.4 million. Nevertheless, Türkiye became the fifth-largest destination for South Korean textiles, accounting for 4.4% of total textile exports.

Türkiye's Textile Exports to South Korea: \$17.6 Million

Türkiye ranked 19th with imports falling 33.2% to \$17.6 million in 2023, representing a 0.3% market share.

In 2023, İTHİB (Istanbul Textile and Raw Materials Exporters' Association) organized a trade mission to Seoul focused on enhancing textile trade between the two countries. The event centered around garment fabrics and textile accessories and included on-site visits and B2B meetings.

Türkiye's Technical Textile Exports to South Korea Increased by 6.1%

South Korea's imports of technical textiles declined by 7% to \$3.2 billion. China (\$1.5B), Vietnam (\$645M), and Japan (\$183M) were the top suppliers. Türkiye ranked 28th with \$4 million in exports

to South Korea, marking a 6.1% increase. Yarn imports fell by 16.8% to \$1.5 billion, led by China (\$666M), Vietnam (\$395M), and India (\$121M). Türkiye ranked 17th with \$1 million in yarn exports, down 43.2%. Woven fabric imports dropped by 9.2% to \$873 million. China (\$471M), Italy (\$121M), and India (\$83M) were the main suppliers. Türkiye was ninth with \$7.6 million in exports, a decline of 8.8%. Home textile imports fell by 4.8% to \$726 million. The largest

suppliers were China (\$488M), Vietnam (\$108M), and Germany (\$16M). Türkiye ranked 11th with \$3.6 million in exports, down 19.7%. Fiber imports dropped 31.6% to \$466 million. Top sources were the U.S. (\$142M), China (\$93M), and Australia (\$62M). Türkiye ranked 19th with \$2 million in exports, a 66.6% drop. Knitted fabric imports fell 37.3% to \$113 million, with China (\$60M), Vietnam (\$13M), and Japan as key suppliers. Türkiye ranked 11th with \$1 million in exports, down 51.1%.

With \$4 million in technical textile exports, Türkiye ranks 28th; exports to South Korea rose by 6.1%.





TIMELESS CRAFTSMANSHIP: THE ENDURING VALUE OF ARTISAN TRADES

In the days when we had not yet been swept up by the pace of consumption, tailors and leather craftsmen—once considered among the most important artisans of Anatolia—gradually succumbed to technology and fast fashion. These professions, which were on the verge of being forgotten, have recently been experiencing a revival.

➡ Zeynep Tütüncü Güngör

Before the tide of mass consumption swept us away, traditional trades like tailoring and shoemaking—once pillars of Anatolian craftsmanship—were fading into obscurity. Now, they're experiencing a modest but meaningful reviv-

al. Behind this resurgence lie concerns over sustainability and a shift in consumer spending habits. Tailoring, long considered an ancient and noble profession, is not just a trade but a form of art rich with detail and disci-

pline. Records trace tailoring in Türkiye back to the 15th-century Ottoman era. Likewise, shoemaking—known as “köşkerlik”—was one of the most vital trades of the time. But the rise of industrialization and apparel fashion led to a steady decline

Tailors who traveled to various European countries to receive vocational training were regarded as the first clothing manufacturers on the path to modernization, and they maintained their presence in the market for many years.

in demand for these handcrafted services.

Fashion Fueled a Flourishing Craft

Both tailoring and shoemaking are trades deeply rooted in apprenticeship, where mastery is passed down through stages of learning: apprentice, journeyman, and master. During the Ottoman period, tailors held great prestige. While once predominantly practiced by non-Muslims, tailoring became increasingly widespread in the 19th century, boosted by Westernization and the emerging concept of fashion. European style and fashion magazines played a key role in shaping new tastes, and tailoring was soon viewed as both a craft and an art. Clothing moved beyond basic necessity and became an expression of luxury. Turkish tailors, some of whom received training abroad, were at the forefront of this change.

Before the rise of mass production, bespoke tailoring served the upper classes. Custom-made garments and shoes were the norm for those who could afford them.

A Gradual Decline

By the 1870s, vocational schools began offering training in tailoring and shoemaking. These fields gained prestige, especially before the 1980s. In fact, many of today's renowned fashion brands—especially in Europe—trace their origins to bespoke tailoring or haute couture. However, with the rise of factories and

mass production, the importance of traditional tailors and shoemakers dwindled. Post-Republic industrial growth, especially in the 1930s and the expansion of retail in the 1980s, accelerated this shift.

A Renewed Interest

These crafts, once seen as “golden trades,” now face the risk of extinction, overshadowed by fast fashion and automation. Most tailors and shoemakers today focus not on creating new items, but on repairs and alterations—a clear sign of the profession's transformation. Yet, there's a noticeable comeback. As consumers become more conscious of environmental impacts and personal budgets, they are rediscovering the value of repair over replacement.

The culture of custom-made clothing is regaining momentum, albeit slowly. Rising prices of garments and shoes have pushed consumers to repair rather than replace. Especially after the pandemic, awareness of fast fashion's environmental toll has prompted a shift in behavior. Small fixes are giving old pieces new life—and that's translating into renewed business for tailors and shoemakers.

Could Tailoring Make a Full Comeback?

Turan Aydoğdu, president of the Istanbul Association of Male and Female Tailors, notes an increase in demand since the pandemic, as more people turn to tailors to extend the life of their wardrobes. “Thanks to the unique ability to design and sew

Traditional tailors and shoemakers gradually began to lose their significance with the establishment of factories and the advent of mass production.





personalized garments, tailoring is well-positioned to return to its former glory," he says. Sefa Şen, president of the Turkish Federation of Tailors, Garment Makers and Designers, echoes this sentiment. While repairs are rising, their goal is to promote the production of new, made-to-order clothing. "Tailoring must become a respected and desirable career for young people," he explains. "As our

population grows and needs diversify, tailoring can flourish again. We just have to make it appealing." The same is true for shoemaking. Mehmet Karaman, president of the Istanbul Shoemakers' Guild, confirms that repair jobs have surged. "Thanks to consumers who are budget-conscious or environmentally aware, we're seeing a return to the good old days," he says.

The Search for New Apprentices

The modern job market offers new opportunities, while low earnings in traditional trades have made tailoring and shoemaking less appealing to the younger generation. As a result, few new masters are being trained. Tailors and shoemakers alike face a shortage of skilled labor and declining incomes.

To revitalize these trades, experts recommend opening vocational courses, assigning experienced artisans as mentors, strengthening apprenticeship programs, expanding related departments in vocational schools, and increasing government support.

Ali Iris, a shoemaker in Istanbul's Fatih district for nearly 25 years, laments the lack of new apprentices. "Those who start from the bottom understand every aspect of the trade," he says. "But I doubt today's youth have the patience. Shoemaking doesn't hold much allure anymore. Still, I don't think this craft will vanish completely—Europe, after all, still values it highly. Repair work strengthens the economy."

Tailors Nurettin Çiçek, Yasin Yılmaz, and Kemal Şahanlı, who've been working in Osmanbey since 1989, share the same concern: "We can't find apprentices anymore. Sadly, no new masters are emerging. For this profession to grow, apprenticeship is essential."

Sustainability Talks 6TH SUSTAINABILITY TALKS İSTANBUL

9 December 2025 Hilton Bosphorus

SHARED RESPONSIBILITY, SHARED FUTURE!

Sustainability Talks Istanbul, Europe's most comprehensive sustainability summit, invites the textile industry and all its stakeholders to come together under the theme *"Shared Responsibility, Shared Future"* this year.



Save the date for STI 2025 and
Join us on **9 December 2025** at **Hilton İstanbul Bosphorus!**

For more information:



In Cooperation with

ORBIT CONSULTING
CC

KIPAS TEXTILES

Strategic Partner

İTKİB İSTANBUL TEXTILE
AND RAW MATERIALS
EXPORTERS ASSOCIATION

A MYSTERIOUS MASTERMIND, AN ENGINEER AHEAD OF HIS TIME

Some names don't just shape the times they live in — they leave an everlasting mark on centuries to come. One of those legendary names is Mimar Sinan, the architectural genius who reached his peak during the golden age of the Ottoman Empire, becoming a true shaper of its spirit. From the dome of Selimiye to the soaring minarets of Süleymaniye, Sinan's mastery still puzzles modern engineers. His story? A living testament to pushing the boundaries of design and imagination.

Gizem Iris

المعمار سنان MIMAR SINAN



Even with today's advanced technology, many of Sinan's techniques remain unmatched. Born during the Ottoman Empire's most luminous period, his architectural philosophy not only defined his era but also influenced generations to follow. Sinan wasn't just an architect—he was the magical hand behind the Ottoman aesthetic.

Over the course of his life, Mimar Sinan designed nearly 400 structures across a vast empire that stretched 9 million square kilometers. Each project — a harmonious blend of beauty, science, and soul — showcased the might and vision of the empire.

He served under three powerful sultans: Suleiman the Magnificent, Selim II, and Murad III. As Chief Architect, Sinan wasn't just building structures; he was building an identity, one stone at a time.

An Architectural Journey Rising with an Empire

The details of Sinan's birth are a bit hazy, but it's generally accepted he was born in 1490 in the village of Ağırnas, near Kayseri. During Sultan Selim I's reign, Sinan was brought into the palace as part of the devshirme system. At 22, he joined the Janissary corps, where he began

working on construction projects under the empire's top architects. His big break came when, during the Moldavian campaign, he built a bridge over the Prut River in just 13 days — impressing Sultan Suleiman so much that he was appointed as Chief Architect. He rose through the military ranks after joining campaigns to Belgrade, Rhodes, and Mohaç. By 1529, he was participating in expeditions to Vienna, Germany, Iraq, Baghdad, and Tabriz — even building three ships to cross Lake Van, which earned him the prestigious title of Haseki. With each new journey, Sinan absorbed techniques and styles



Süleymaniye mosque



Mağlova Aqueduct



Aerial view an old Ottoman mosque

like a sponge, perfecting his own unique vision.

He once said:

“Like a compass, one foot fixed in place, I turned in circles and traveled far — all to expand my knowledge and bring beauty back home.”

Brilliance in Every Detail

Earthquake-proof designs, a mysterious mortar formula, slender minarets that defied gravity, domes that soared unsupported by columns, and sound systems that softened echoes... Sinan recorded every detail of his constructions — sometimes filling 164 volumes for a single project — yet never fully revealed his secrets. The result? A legacy of mind-blowing engineering feats. It wasn't just the number of projects that made him extraordinary — it was how he built them. From the Drina Bridge in Bosnia

to the Dome of the Rock in Jerusalem, from Hüsreviye Mosque in Aleppo to Istanbul's Süleymaniye Mosque, Sinan redefined what was architecturally possible. What's more amazing? Most of his masterpieces were created after the age of 50. Sinan left his mark on nearly 400 structures:

92 mosques, 52 smaller prayer halls (mescits), 55 schools (medreses), 7 Qur'an schools, 20 mausoleums, 17 soup kitchens, 3 hospitals, 6 aqueducts, 10 bridges, 20 caravanserais, 36 palaces, 8 cellars, and 48 bathhouses.

A Legacy That Defies Time

His first known project — the Hüsreviye Mosque — was built in Aleppo. His final masterpiece, the Valide Atik Mosque in Üsküdar, was completed when he was 95. From start to finish, each of his works was admired — and none

have ever been surpassed. The Şehzade Mosque in Istanbul, built between 1543–48, marked a turning point in his career. Commissioned by Sultan Suleiman in memory of his son, it was Sinan's “apprentice work” — yet it introduced a fresh approach to the central dome system in Ottoman mosque design. Its courtyard, surrounded by 16 small domes on 12 columns, and the twin minarets with dual balconies show off his early but unmistakable genius. Other standout works include: Mihrimah Sultan Mosques (Edirnekapı & Üsküdar), Haseki Hamam, Haseki Mosque, Sinan Pasha Mosque (Beşiktaş), Rüstem Pasha Mosque, Sokollu Mehmet Pasha Mosque, and the Büyükçekmece Caravanserai.

City Planner, Visionary, Architect of the Future

Sinan's “masterpiece” — Selimiye

Mosque in Edirne — opened in 1575. With its flawless design and grandeur, it stands not only as a jewel in Ottoman-Turkish architecture but also as a treasure of global heritage. Listed by UNESCO, Selimiye is visible from every corner of the city, showcasing Sinan's genius in urban planning as well.

Constructed from cut stone, the mosque covers 2,475 m² and rises 43.28 meters high. Its 31.3-meter-wide dome sits atop a brilliant eight-pier support system, showcasing engineering that was centuries ahead of its time. And beyond structure, its artistry in stone, marble, wood, and tilework reflects the peak of 16th-century craftsmanship.

Süleymaniye: Where Grandeur Meets Grace

Sinan called the Süleymaniye Mosque his “journeyman work.”

Here, he combined engineering and art so seamlessly that he earned the honorific Koca Sinan — “Sinan the Great.” Built on Istanbul's third hill, this vast complex includes not just a mosque but 15 other structures, from schools to hospitals. The main dome, at 53 meters high and 27.5 meters wide, spans the equivalent of two tennis courts. But what truly sets Süleymaniye apart is its resilience — surviving 89 earthquakes (15 of which were over 5.5 magnitude) with no structural damage. That's the brilliance of Sinan's foundations: smart soil choice, smart structure. Until the construction of the Great Çamlıca Mosque, Süleymaniye was the largest mosque in Türkiye — and with its peerless acoustics and lighting, it remains a masterpiece of timeless architecture.

Mimar Sinan's Signature Style

So what made Sinan a visionary? His architecture stood at the intersection of function, form, and feeling. Some key hallmarks of his design:

Balance and symmetry:

Meticulous calculations created visually and structurally perfect buildings.

Acoustics and lighting: He mastered the science of sound and the art of natural light.

Central domes: Merging Byzantine and Ottoman traditions, he pioneered a revolutionary dome system.

Materials: Stone, wood, and mortar were selected with care — enabling his works to withstand the test of centuries.

İTKİB CONTINUES ITS ACTIVITIES TO ENHANCE EXPORTS



İTKİB continues its activities to develop trade by collecting and disseminating all kinds of trade-related information to its members.



As of 2009, 61 Exporters associations are operating in 27 different sectors/sub-sectors in Türkiye.

Exporters Associations are organizations that have been providing services in various sectors in various cities of Türkiye since 1937, aiming to increase, support, and coordinate exports to contribute to economic development. The İstanbul Textile and Apparel Exporters' Associations General Secretariat (İTKİB), which represents the Apparel, Textile, Leather, and Carpet sectors, supports its members in increasing value-added exports and also

assists foreign companies in finding the right manufacturers and products in Türkiye. İTKİB continues its activities to develop trade by collecting and disseminating all kinds of trade-related information to its members. It informs its members about collaboration opportunities with foreign companies and import demands. It organizes national participation in international fairs related to the Apparel, Textile, Leather, and Carpet sectors. It supports the

participation of its members in international fairs and organizes over 31 international exhibition participations, 24 trade delegation and 10 procurement delegation annually. İTKİB organizes trade delegations to foreign countries and buying missions in Türkiye to develop relationships between domestic and foreign companies. It prepares market research reports, sector analyses, and country profiles to provide its members with valuable information.

CONTACT INFORMATION TO REACH TURKISH EXPORTERS

THE MINISTRY OF TRADE OF THE REPUBLIC OF TÜRKİYE

Address: Dumlupınar Bulvarı No: 151 Eskişehir Yolu 9. Km 06800
Çankaya / Ankara

Ministry Switchboard: + 90 312 449 10 00

Ministry General Correspondence Fax: +90 312 449 18 18



İSTANBUL TEXTILE AND APPAREL EXPORTERS' ASSOCIATIONS (İTKİB)

Address: Dış Ticaret Kompleksi B-Blok Çobançeşme Mevkii Sanayi Cad.
Yenibosna / İstanbul

Phone: 0 212 454 02 00

Fax: 0 212 454 02 01

e-mail: info@itkib.org.tr



EXPORTERS ASSOCIATIONS

İstanbul Apparel Exporters' Association



İstanbul Textile and Raw Materials Exporters' Association



İstanbul Leather and Leather Products Exporters' Association



İstanbul Carpet Exporters' Association



FOREIGN REPRESENTATIONS OF THE MINISTRY OF TRADE OF THE REPUBLIC OF TÜRKİYE



DESIGN YOUR DREAM FABRIC WITH FUTURETEX

AWARDS

1. 4.500 EUR

2. 3.400 EUR

3. 2.200 EUR

CONTEST COACH

Özlem KAYA

DEADLINE

JUNE 30, 2025



Visit Our Website For Other Awards And Details!

www.futuretexistanbul.com



ISTANBUL
FASHION
CONNECTION



APPAREL & FASHION EXHIBITION

20-22 AUGUST
2025

ISTANBUL EXPO CENTER

INSTAGRAM / FACEBOOK / LINKEDIN / YOUTUBE [istanbulfashionconnection](https://www.istanbulfashionconnection.com)

www.ifco.com.tr



REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE

TİM TÜRKİYE
EXPORTERS
ASSEMBLY



İHKİB
İSTANBUL APPAREL
EXPORTERS ASSOCIATION

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE
UNION OF CHAMBERS AND COMMODITY EXCHANGES OF
TÜRKİYE) IN ACCORDANCE WITH THE LAW NO. 5174.

This exhibition is organized by İTKİB Fairs Inc.