



Meet the Turkish Designers



Türkiye



Echoes of Tomorrow - The Design Sense of Turkish Apparel

The space you are visiting is the rising voice of Turkish fashion design on the global stage. Each piece exhibited here is not merely a garment; it is a signature nourished by our culture, responding to the questions of the contemporary world, and contributing to the universal language of fashion.

The collections carry the legacy of the past, yet are shaped by a unique perspective. "Legacy Forward" exists not to preserve heritage, but to move it forward. Each design redefines the bond between origin and desire; becoming the narrative of a radical renewal.

This space goes beyond showcasing our designers' collections — it seeks to announce the pulse of a global movement. It makes visible the driving force of creative processes; offering an inspiring, progressive, and transformative experience.

It invites the visitor to move beyond being a mere observer of time, to live within it. Thus, fashion transforms into more than an aesthetic realm; it becomes a creative stage of hope, vision, and transformation.

"Echoes of Tomorrow" is the resonance of our designers' shared vision carried onto the global fashion scene: an interactive, innovative, and aesthetic encounter. This encounter is not only an expression of today, but also of the intention to build tomorrow.

BOOTH NO
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CIGDEM AKIN



Brand.

CIGDEM AKIN

Web.

www.cigdemakin.com.tr

ig.

[/cigdemakin_official](https://www.instagram.com/cigdemakin_official)

BIO

Timeless Elegance - Sculptural Silhouettes with Emotion - Harmony in Contrast - Modern
Femininity with Strength - Narrative-Led Collections - Beyond Fashion, a Lifestyle -
Handcrafted & Local Craftsmanship - Sustainability Through Longevity

EMRE ERDEMOĞLU



Brand.

EMRE ERDEMOĞLU

Web.

www.emreerdemoglu.com

ig.

[/emreerdemoglu](https://www.instagram.com/emreerdemoglu)

BIO

The Emre Erdemoğlu brand represents a timeless, story-driven approach to fashion, blending inspiration drawn from tradition with modern lines. Each collection embodies the spirit of a character and the emotions of an era; the designs are not merely worn — they are felt.

GOKHANYAVAS



Brand.

GOKHANYAVAS

Web.

www.gokhanyavas.com

ig.

[/gokhanyavas](https://www.instagram.com/gokhanyavas)

BIO

Launched in 2017 by designer Gökhan Yavaş, the GOKHANYAVAS brand reimagines streetwear through a deeply personal and poetic lens. From its first appearance at The Core Istanbul to a striking debut at Mercedes-Benz Fashion Week Istanbul, the label has steadily carved out a distinctive space in contemporary fashion—where nostalgia, nature, and innovation meet.

Rooted in the designer's childhood, cultural heritage, and the tranquil spirit of the Aegean, each collection becomes a chapter in a larger narrative—where every piece tells a story, every stitch captures a memory. GOKHANYAVAS is not just about clothing—it is about a way of seeing, feeling, and moving through the world. The motto is clear: style is a journey. GOKHANYAVAS is more than a brand. It's an evolving dialogue between past and present, between elegance and consciousness—a fashion house for those who dress with intention and dream with depth.

03

GUAJ LONDON



Brand.

GUAJ LONDON

Web.

www.guajlondon.com

ig.

[/guajstudio](https://www.instagram.com/guajstudio)

BIO

GUAJ London was founded three years ago in London, with roots grounded in the craftsmanship of Istanbul and inspiration drawn from the balance of nature. We set out with a design language that is timeless, genderless, and free from conventions. For us, fashion is not just a matter of style—it is a subtle way to express emotion. All our pieces are carefully and ethically produced in boutique ateliers across Istanbul. We make use of deadstock fabrics and choose materials that are kind to the planet. Rather than abandoning traditional patterns, we seek ways to transform them. Because we believe fashion is a form of expression—a quiet yet powerful narrative. At GUAJ London, everything begins with a feeling, a thought. And we truly believe that even the smallest steps can lead to meaningful change.

HATICE GOKCE



Brand.

HATICE GOKCE

Web.

www.haticegokce.com

ig.

[/haticegokceofficial](https://www.instagram.com/haticegokceofficial)

BIO

Hatice Gökçe is a designer brand in Türkiye that, for over 25 years, has continued to create without repeating itself—remaining true to its own language. With bold forms, experimental cuts, and a theatrical approach, it offers new interpretations of the conventional male silhouette. Seamlessly blending craft and technology, the brand values handwork while forging innovative relationships with technological materials, turning clothing into a medium of storytelling. It does not shy away from reflecting on male identity, embraces the emotional connection between garment and wearer, and transforms local culture into narrative through aestheticization. Hatice Gökçe is a design practice deeply nourished by intellectual depth.

LES BENJAMINS



Brand.

LES BENJAMINS

Web.

www.lesbenjamins.com

ig.

[/lesbenjamins](https://www.instagram.com/lesbenjamins)

BIO

Unifying street culture of the West with the little-documented underground of the East, Les Benjamins serves as a catalyst for cultural storytelling through the prism of design. Founded by Bunyamin Aydin in 2011, in Istanbul, the brand has built an influential roster of collaborators and supporters varying from Kim Kardashian and Travis Scott to Daniel Arsham, Nike and Apple.

Centred on amplifying and platforming the voices of Eastern youth culture, the Les Benjamins' community continues to serve as a potent driving force for the brand, which is now stocked in over 60 leading global retailers across 20 countries.

MEHTAP ELAIDI



Brand.

MEHTAP ELAIDI

Web.

www.mehtapelaidi.com

ig.

[/mehtapelaidiofficial](https://www.instagram.com/mehtapelaidiofficial)

BIO

Launched in 2000, MEHTAP ELAIDI is a contemporary apparel brand offering timeless pieces to unapologetic ME women. Led by our namesake Founder and Creative Director Mehtap Elaidi, ME team caters to women in search of functional clothes with unique twists and quality fabrics. Well-known for our experimental cuts, expert tailoring, and unexpected design details, we favor quality and authenticity above all else.

MELTEM ÖZBEK



Brand.

MELTEM ÖZBEK

Web.

www.meltemozbek.com

ig.

[/meltemozbek](https://www.instagram.com/meltemozbek)

BIO

Meltem Özbek is a sophisticated and refined fashion brand with over a decade of heritage. The brand prioritizes simplicity in its designs while achieving elegance through thoughtful detailing. It is committed to creating timeless, modern, and empowering silhouettes that reflect contemporary femininity.

ÖZLEM ERKAN



Brand.

ÖZLEM ERKAN

Web.

www.ozlemerkan.com

ig.

[/ozlemerkanofficial](https://www.instagram.com/ozlemerkanofficial)

BIO

Özlem Erkan was born in 1980. After graduating from the Fashion Design Department at Dokuz Eylül University's Faculty of Fine Arts, she began her professional career at Hugo Boss. She later worked in design teams that developed collections for international fashion brands.

In 2008, she launched her own brand under the name "Özlem Erkan" and has been regularly showcasing her collections at Istanbul Fashion Week since 2013. Known for her distinctive design language, Erkan also mentors emerging talents in the fashion industry and provides consultancy services to export-oriented companies.

Continuing her work at her showroom in Nişantaşı, Istanbul, Özlem Erkan is recognized as one of the leading figures in contemporary Turkish fashion, celebrated for her modern lines and designs that highlight strong feminine silhouettes.

TUBA ERGIN



Brand.

TUBA ERGIN

Web.

www.tubaergin.com

ig.

[/tubaerginofficial](https://www.instagram.com/tubaerginofficial)

BIO

Founded in Istanbul in 2014, TUBA ERGIN is a leading European fashion house known for its timeless designs that blend elegance with functionality for modern, confident women. The brand offers sophisticated collections that provide freedom of movement and suit every occasion, reflecting elegance, sensuality, quality, and a commitment to sustainability. Tuba Ergin's creations are available in select department stores and retailers across more than 20 countries, as well as in two mono-brand shops in Istanbul.

Türkiye



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www.ihkib.org.tr

