

GLOBAL CONNECTION

INTERNATIONAL MEDIA

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TURKISH KNIGHTS OF THE ISLAND

The whole world adores the
designs of Hussein Chalayan, Bora
Aksu and Erdem Moraloğlu

AIMS TO BE THE FIFTH FASHION CENTRE OF THE WORLD

Next month's Istanbul Fashion
Week provides a showcase
for up-and-coming fashion
designers who are searching
for their own identity

"TURKEY WILL BE A COUNTRY OF FASHION AND BRAND"

Turkey is a rising star
of the fashion world,
with plans to expand its
business connections
with the UK. Inside, trade
association chairman,
Hikmet Tanriverdi looks
to the future

LOOK BEYOND THE LABEL

Insist on the label "Made in Turkey"
and benefit from a fashion industry
driven by quality, innovative design,
ethical production and short
delivery times





“TURKEY WILL BE A COUNTRY OF FASHION AND OF BRANDS”



Istanbul Textile and Apparel Exporters' Association (İHKİB) Chairman Hikmet Tanrıverdi

Turkey will be the new star of the fashion world. This is the perception in the UK says Hikmet Tanrıverdi, chairman of the Istanbul Ready-Made Garment and Apparel Exporters' Association (İHKİB), as he discusses his future plans for the organisation.

HANDAN AÇAN

In recent years it is possible to see the rewards gained from the Turkish investment in ready-to-wear garment and apparel industry to the fashion. Turkish designs are quite fashionable in the UK; Turkish goods are held in high regard by British consumers. Turkish fashion designers living in the UK are getting known all over the globe and business connections between the UK and Turkey can be seen as a testament to the rise of Turkish fashion. Hikmet Tanrıverdi, chairman of the Istanbul Ready-to-wear Garment and Apparel Exporters' Association (İHKİB), and who established talks about the ready-to-wear clothing trade between the two countries and reveals certain details for Global Connection.

Tell us about the importance of the UK market for Turkish ready-to-wear clothing exporters?

The UK market has been our second biggest market after Germany in terms of ready-to-wear clothing and apparel industry for many years. In 2014, our ready-to-wear clothing and apparel export to the UK has reached 2.5 billion dollars by increasing 15 percent. The UK's share in total ready-to-

wear and apparel export took was 13.3 percent. The UK was seen as the centre of textiles of from the industrial revolution, now it's one of the most important fashion markets in the world, especially for ready-to-wear clothes and apparel trade. As Turkish ready-to-wear clothing manufacturers, ours is the biggest share of the UK market which had ready-to-wear garment import worth of 27.5 billion dollars in 2013. It is estimated to increase to 29 billion dollars in 2014.

What are the expectations of British consumers from Turkish brands and what is the advantage they give to Turkey?

British consumers have a high disposable income and cherish good quality and design. Turkish export goods are high in quality and original designs attract the attention of more British consumers' day-by-day. Also, the average British consumer wants to buy high quality products at affordable prices as a result of the economic cri-

Turkey certainly stays the course of being a country of fashion now with the design contests we began years ago and the contribution of the Istanbul Fashion Academy to design and fashion an infrastructure.

sis in recent years. In this context, Turkish manufacturers can offer high quality original products at affordable prices and grow ever stronger in the UK market.

In recent years Istanbul has become a fashion metropolis by defining trends just like London, Paris, New York and Milan. Will Turkey soon become, key a country of fashion and labels?

We aim to transform from the ready-to-wear clothing industry to a high fashion industry by 2023 - the centenary year of Turkey Republic. Another goal of ours is to ensure we make Istanbul a fashion city. We started organizing design contests in a few years ago; also the contribution to the country's design and fashion infrastructure from schools like Istanbul Fashion Academy (İMA) and events like Istanbul Fashion Week or Istanbul Shopping Fest make Turkey a definite contender as a future "fashion-country". In recent years the number of individuals like Hüseyin Çağlayan and Rifat Özbek who are increasingly active in the international fashion-scene are also well-known names in the British market. Globally acknowledged designers like them will help Istanbul to become a brand in itself and make Turkey a trendsetting and fashion-forward country.

Besides export, in ready-to-wear clothing, what are the collaboration, investment and partnership opportunities that go ahead with the UK? Can you tell us more about the potential in this field?

Since 2005, a long-term collaboration is ongoing between İMA and the London College of Fashion. We are carrying on with joint projects in the fields of academic consultancy, graduate-level

education at İMA, special projects, student and teaching staff exchange. In addition, Turkish investors have started buying European brands. This process will continue in the foreseeable future. There are also new alternative fields in the ready-to-wear clothing industry where we can work together with The UK, which is one of the leading countries fashion and branding, although manufacture has weakened in recent years. Our exporters aim for consistency by using retail and branding methods in the UK where fashion and brand consciousness is high.

The Turkish textile and ready-to-wear clothing industries are known for complying with social responsibilities, ethical values, protecting employee rights and ensuring eco-friendly production. The label "Made in Turkey" evokes responsible manufacturing. Would you agree?

Turkish ready-to-wear clothing and apparel manufacturers and exporters pay attention to the awareness of buyers and consumers in the EU. Their attention to social responsibilities, ethical values, environmental and human health issues, working conditions and employee rights is a real advantage for the industry. In recent years, more and more manufacturers have been taking necessary steps to systematize and improve a increasingly ethical production. Changes are taking place in order to comply with the ISO 14000 environmental management standards and the SA 8000 international social accountability standards and it seems we have been very successful in doing so far. I can proudly say that all around the world the label "Made in Turkey" on clothing items evokes respectability and quality. Turkey is one step ahead of its rivals. ✱

ISTANBUL ON THE ROAD TO BECOME THE FIFTH FASHION CENTRE OF THE WORLD

While the giants of fashion continue to buy their textiles in Turkey, Turkish fashion designers are intent on conquering Europe and the United States. Istanbul's Fashion Week is now in its 10th year and continues to offer opportunities to young fashion designers who are searching for their own identity.

Turkey is a country where 41% of the population consists of young people and children. For this reason, it is a dynamic country. In recent years, Turkey has escaped the economic crises that have effected much of the rest of the world. Part of this was due to the fashion world looking to Turkey for the purchase of textiles and other manufacturing processes. However, it not just textiles that Turkey exports, there are its fashion designers too. The work of Turkish designers have achieved recognition in the 'holy' cities of fashion and their clothes can now be found at outlets in Vienna, New York, London, Paris and Tokyo. The schools in which these young designers studied are recently established in Turkey and have only just started to produce graduates. For maturation purposes, these young graduates need to spend some time in the fashion houses, alongside renowned designers.

ISTANBUL FASHION WEEK

For the development of Turkish fashion not only fashion schools are important; the contribution of the Fashion Week in Istanbul, in its 10th year, is also considerable. The contributions of the Mercedes-Benz Fashion Week Istanbul provides dozens of promising designers the opportunity to participate to this fashion week. It is also supported by the fashion houses and professionals in the apparel industry both locally and internationally, enabling collaborative projects between young fashion designers and major chains.

WILL IT BECOME THE CAPITAL?

Istanbul is undoubtedly the fashion capital of Turkey. But will it become the fifth fashion capital of the world after Paris, London, Milan



and New York? That's the goal and all the efforts are being made in this direction. The competitors are strong. However, in years to come if Istanbul manages to develop a good strategy, it will largely be ahead of its main competitors like Madrid and Lisbon! Another important point for a city that competes is to have a rich and inspiring cultural life. In this sense, Istanbul has the necessary historical cultural characteristics; moreover, with its dynamism, the city impresses Europeans and Americans. Ultimately the Fashion Week in Istanbul will very soon find its rightful place among other cities' fashion weeks of the world.

FROM TRADITIONAL TO MODERN

Young fashion designers are very perceptive regarding this era of globalization. Turkish designers who are just entering the industry are well aware that it is not by imitating the Europeans, but by modernizing and highlighting the specific characteristics of their region, that they can be noticed and discovered. Almost all are already dreaming of shows at the fashion weeks of Paris, London, and New York. They want to follow the path set by their role models, Hussein Chalayan, Erdem Moralioglu, Dice Kayek, Arzu Kaprol, and Atıl Kutoglu. In this sense one of the most promising names is Zeynep Tosun. Her pat-

terns, her knowledge of colours and designs, are very successful. Furthermore, Gray Sepin creates men's clothing that combines his innovative design work and a focus on mainstream fashion. It is clear that providing opportunities for these two young designers will soon lead them to become internationally renowned.

DESIGNERS WITH GLOBAL REPUTATION

The brands of Dice Kayek and Arzu Kaprol, who have managed to achieve international fame, are very well known in the fashion capitals around the world. Dice Kayek is known not only in France, but his creations are also popular in Japan. For years, Dice Kayek has a corner in the Galleries Lafayette and her creations arouse great interest. She has a sophisticated style that inspires fashion internationally. As for Arzu Kaprol, headquartered in Paris, she will soon be known in the most remote corners of the world. In Paris, the fashion capital, Kaprol has fans that appreciate her particularly innovative approach. Atıl Kutoglu, the most famous fashion designer in Austria, was able to get noticed outside of Turkey and Austria, thanks to shows in New York. Kutoglu, who modernizes and mixes Turkish designs and fabrics,

The work of Turkish designers has achieved recognition in the 'holy' cities of fashion and their clothes can now be found at outlets in Vienna, New York, London, Paris and Tokyo.

now dresses the global jetset and is widely respected. Hakan Yildirim, whose admirers include, Carine Roitfeld, the legendary editor of Vogue, is another internationally renowned Turkish designer. Having created his brand, Hakaan, he was first noticed in London, before heading to Paris. Currently, he is a favourite designer of Hollywood stars.

DIFFERENCE BY FASHION DESIGNERS

The growing reputation of Turkish fashion designers in Europe has brought a lot to the Turkish industry. For the past 10 years the major apparel companies are becoming more aware of the value that fashion designers bring to a brand. For example, Turkish apparel chain İpekoy, created the Dice Kayek brands founded by sisters Ayşe - Ege Ece, and are widely known in France and Japan, including the Machka brand. This collaboration with designers brought a lot of prestige to the group. They were able to export the chain of Turkish stores to London and is now progressing firmly on the path to becoming a global brand. ✱

TURKISH SIGNATURE IN ORGANIC CLOTHING

With its origins in the food industry the ecological trend has now begun to influence the fashion world. Several designers in Turkey have become pioneers of organic clothing.

The growing need for people to be conscientious toward the environment has lead us to look for organic and ecological products not just in terms of food but also in clothing. Ecological fashion arrived with the environmentally friendly materials like organic cotton, bamboo fibre and soy. This approach is not only environment friendly, but also considerate of consumer health and the economic viability and working conditions of the people producing them. Only a short while ago environmentally friendly fashion meant basic designs that reflected the spirit of 70's. Today, however, it is possible to produce every fashion item with environmentally friendly materials. The increase in the number of environmentally conscious consumers supports the development of this particular sector. Not only companies producing casual clothing, but high-end brands are also focusing on designs supporting eco-friendly fashion. Those who adopt this "green fashion" approach produce clothing made from organic cotton and using dyes called madder, made from the roots of certain plants.

CREATOR OF THE BRAND "NEJ"



In order for the next generation to be able to inherit a habitable planet, I have also started to use organic clothing. First of all, fabrics that do not breathe and do not harmonise with my body harm my anatomy and just as it harms our planet. The preservation of the environment is of utmost importance. Organic clothing is a more ethical choice so we can leave a better planet to future generations.



ORGANIC CLOTHING FOR SUSTAINABLE LIFE

Designers in Turkey have been applying organic clothing designs for some time. Neja Güvenc, for example, describes the brand name she created as NEJ, an ecological adventure, and has been using organic materials for her designs. Known as the first ecological designer of Turkey, Güvenc's products are eco-friendly during production, usage and after disposal. Suzan Toplusoy, the design director of Roman, one of the top designer fashion chains in Turkey, states that they want to divert the attention to ecological clothing with their new collection Organic by Roman. Organic by Roman items, including the dyes, buttons and packaging, are all produced from organic raw materials. Turkey is the first producer of organic cotton.

Newer brands in Turkey are also concentrating on the subject by having separate sections in their stores for organic clothing. Turkish textile companies have been manufacturing organic clothing for some time now, especially shirts, t-shirts and trousers. There is also an aim towards ecological products in specific areas such as yoga outfits, baby clothing and sportswear. All in all, Turkey has become a leading light in the manufacture of organic fabrics and continues to play a vital role in the industry. ✱

Turkey is a dynamic market, with great potential for further economic development. The recent growth in production and exports can best be observed in the fashion, textile and ready-to-wear industries. Thus, the particular issue is produced in collaboration with the Istanbul Ready-Made Garment and Apparel Exporters' Association (İHKİB).



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TURKISH KNIGHTS OF THE ISLAND

At first it was the British and then the whole world who adored the designs of Hussein Chalayan, Bora Aksu and Erdem Moraloğlu. We take a look at the catwalks first, and then on the new names relocating to London.



Bora Aksu



Hussein Chalayan



Zeynep Kartal



Erdem Moraloğlu

PINAR ÇELİKEL

The book on street fashion is written in London, UK. When you spend time around schools like Central Saint Martins and London College of Fashion, you immediately get a sense of the creative spirit. You feel it too during an afternoon in Portobello or Covent Garden simply by people watching. Brand new ideas and creative youngsters are everywhere. This is a situation which feeds fashion designers on the one hand and increases competition on the other. If Paris is the centre of serious fashion houses, London is the house of new ideas, and yes, few youngsters are able to prove themselves by standing out amongst others in this city.

In recent years, I went to two fashion shows during London Fashion Week with more excitement than usual. That's because one of them was by Erdem Moraloğlu and the other one by Bora Aksu. There are different touches in the style of both of them. Their colour process and approach to patterns are both different however somehow you are able to discern that these fashion lovers feed from the same culture.

ERDEM'S FLOWERS

I adore the flower applications of Erdem who was born in Montreal as the son of a British mother and Turkish father, and who grew up in Birmingham. Not only me, all the world adored the world Erdem created with flowers. The traineeship he completed alongside Vivienne Westwood after university and then the days at the Royal College of Art were important steps in the development of his talent. Working with Diane Von Furstenberg in New York was an unforgettable adventure. Both Westwood and Furstenberg are two masters on pattern application. He used flowers, in particular, so fabulous, in every collection for ten years, and can count Keira Knightley, Kate Bosworth, Sarah Jessica Parker, Carey Mulligan and Anne Hathaway among his fans. He received the 2012 British Fashion Council's New Establishment Award and 2013 British Fashion Council's Red Carpet Award. Besides this, he was Womenswear Designer of the Year at the 2014 British Fashion Awards.

BORA'S PAINTING-LIKE LACES

Bora Aksu, the other prince of the London catwalk first received acclaim when he graduated from Central St Martins with an MA in 2002. Bora's collection also at-

tracted the eye of Domenico Dolce and Stefano Gabbana, who purchased pieces to use as inspiration. Bora made his first show in London in 2003. Though it was an off-schedule show, his debut was named 'one of the top five shows' and subsequently placed him on the official London Fashion Week schedule the very next season. His cocktail dresses are most preferred. His collaboration with Topshop, Nike, Converse, Anthropologie, Absolute, Koton, Armaggon, Bracher Endem, People Tree, and the seven windows at Selfridges carried his name from the UK all over the world. Bora has also created costumes for the singers, Clare Maguire, Tori Amos, Little Boots, and dance company The Cathy Marston Project and dressed Keira Knightley and Sienna Miller.

A MASTER: HUSSEIN CHALAYAN

And of course when you say London, the most important name coming to mind is Hussein Chalayan. He was born in Cyprus and his father moved to London in 1982, when Chalayan joined Central St. Martins College of Art and Design. Years before Erdem and Bora, Chalayan was voted British Fashion Designer of the year in 1999 and 2000, and awarded an MBE in the Queen's Birthday Honours List 2006. He is famous for his modern lines and for using different materials. Yet he designs not only costumes, but takes part in interdisciplinary artistic endeavours with his works. For instance, his film *Absent Presence*, in which Tilda Swinton featured, was screened at the International Venice Biennale in 2005. His designs, video clips and interdisciplinary works were collected in an exhibition entitled 'Hussein Chalayan: 1994-2000'. Although Chalayan is a British subject and lives in London, he shows his collections at Paris Fashion Week.

EPILOGUE...

Last year on the London catwalk we had the opportunity of watching the collection of Zeynep Kartal, who works in Manchester. For a while Kartal was dressing UK celebrities like Cheryl Cole, Amanda Holden, Jessica Taylor, and Gemma Merna, with night dresses, which have a special place on her catwalk. Hakan Yildirim, who performed the closing show of London Fashion Week last year with Hakaan Brand and DB Berdan, whose 'haute bohème' style collection made its debut with a presentation during the London Fashion Week in 2013, are just some of the Turkish designers who have taken the UK by storm in recent years, inspiring the young designers following them. *



Hussein Chalayan

Bora Aksu

Erdem Moraloğlu

LOOK BEYOND THE LABEL

We recommend you choose a Made in Turkey manufacturer.

Despite fierce global competition, Turkey still has one of the most developed apparel industries in the world. The driving forces of the industry are quality, design, production, speed and distance to target markets.

NİLGÜN YILMAZ

The clothing industry has gone far beyond the point of simply supplying a demand for many years now. Fashion, style and well-known brands have become a part of our lifestyle.

However, our personal and collective attire does not only reflect our personality, it shows our ethical stance, too. Now, more than ever, it is crucial to wear clothes produced by manufacturers that do not exploit child labour, who are ethical, respect human rights, and commit to providing a good working environment as well as making significant contributions to environment protection and sustainable energies. Considering that the world has become a harder place to live, paying attention to such issues is as important as having a good style.

What you wear on a cold winter's day might be produced in another country. Let's look beyond the label. Remember not so long ago some of the products carried notes such as "Save us" or "Beware of what you're wearing" from the exploited labour that cannot get their voices heard. Most of these messages came from the Far East. Nevertheless, not all the countries use production conditions that are exploitative.

MADE IN TURKEY IS OK

For a long time, Turkey has been one of the biggest suppliers of apparel for European markets. A considerable amount of clothing used in Europe is produced in Turkey. This is expected to increase due to the reasons mentioned above, including Turkey's historical background of having an abundance of ready-made clothing. The industry started relatively early and developed quickly. Not only are the materials used by Turkish clothing manufacturers better, its industrial organizations, labour capacity, and working conditions are also more effective in comparison to her competitors. Working conditions in Turkey are defined by rules and regulations which are more-or-less in compliance with the EU. The minimum wages are also in line with the economic conditions, child labour is strictly forbidden, and harmful chemicals are exempt from the production processes.



Bora Aksu

TURKISH FASHION EMBRACES ALL EXPECTATIONS

The biggest UK retailers prefer Turkey as a business partner. One of them is I2i Events Group; delivering industry-best exhibitions and large scale events such as World Retail Congress, Spring Fair, BETT and Pure. Louise Young, Divisional Director of Retail at I2i Events Group states: "We work with most of the leading retailers in the UK - both major chains and independents. We know from these relationships and from our annual report into the market that UK customers are always on the lookout for directional styling, bold colour combinations and innovation in terms of both prints and fabrics. We feel Turkish fashion embraces all of these elements; therefore we see a great opportunity within the UK market. It is a very competitive environment where consumers have a significant amount of choice from the very best global brands, but Turkish labels are increasing in prominence. Turkey has had a long standing tradition of high quality manufacture of garments and if the emerging brands can take this quality and combine it with the best design and styling, then they will have a good chance in attracting UK consumers."

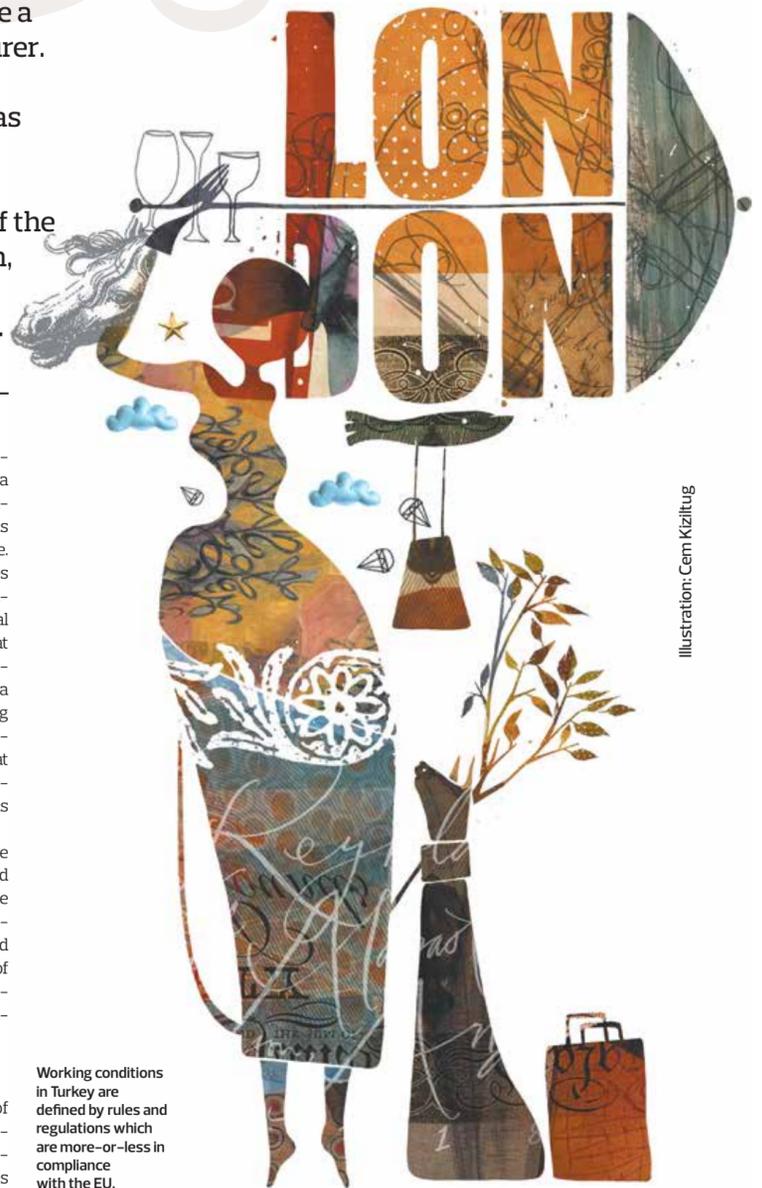


Illustration: Cem Kiziltug

Working conditions in Turkey are defined by rules and regulations which are more-or-less in compliance with the EU.

THE NAME OF STYLE

Many young designers, like Hussein Chalayan, Atıl Kutoglu, Bora Aksu, Hakan Yildirim, Ümit Benan, are becoming more visible in the international arena. Turkish ready-made producers are creating their own designs, and opening new outlets all over the world. Istanbul is one of the most popular metropolises for fashion designers. Turkish designers contribute to the world of fashion using their multicultural touch by combining the eastern with western concepts of style.

Moreover, the producers are proactive about environmental issues. Many companies have adopted sustainable approaches to environmental issues and their numbers are increasing every year.

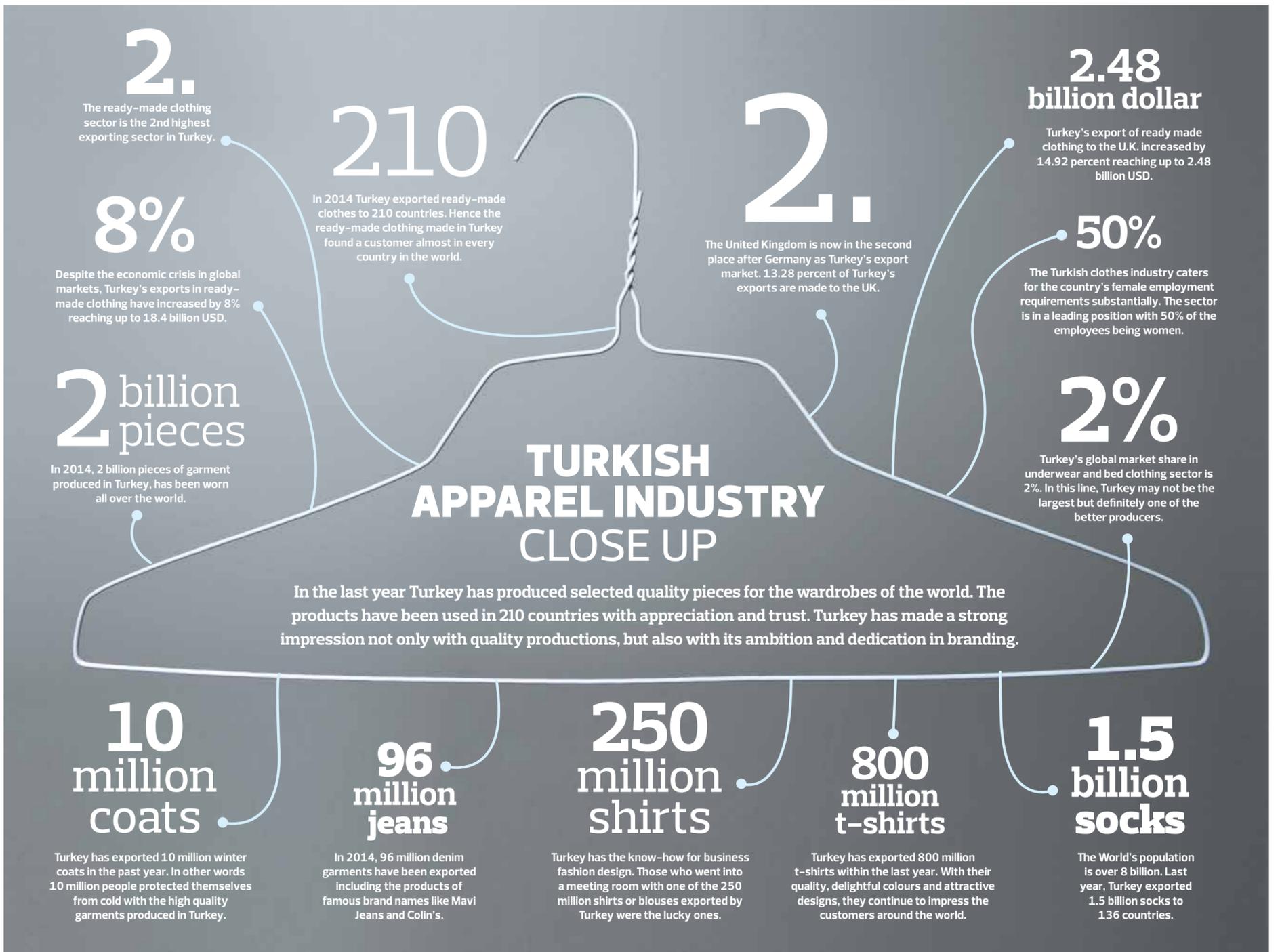
RELIABLE, ELEGANT AND FAST

Another aspect of the Turkish clothing industry is its ability to keep up with the high pace of demand in such a fluid environment. Orders from European markets can be supplied within the shortest timeframe. This is not just due to the shorter physical distances, but because of well-established partnerships between Turkish suppliers and their clients, which makes it possible for the latter to respond to any problem satisfactorily and on time. Given its prominence and competitiveness, in 2014 Turkey increased its exports in the ready-made clothing sector by 8%, reaching up to 18.7 billion. With a global market share of 3.5%, Turkey is the 7th largest clothing exporter in the world and the 3rd largest supplier within the EU. Traditionally, the United Kingdom (UK) is one of the largest ready-to-wear clothing clients of Turkey, now however, almost every year Turkish exports to UK come second after Germany. The total import value of the UK in 2013 was about 657.2 billion. 27.3% of which is ready-made clothing. Turkey's export to the UK in the same year was around 2.16 billion. In 2014, this amount reached up to 2.48 billion, with a 14.92% increase. As it is, Turkey has a share of 8% of the UK market.

MEETING THE EXPECTATIONS

British consumers like and trust Turkish products. This is because Turkish producers are scrupulous in identifying the requirements of British customers and are able to produce the suitable collections in a short period of time.

According to recent surveys, the value of the shoe and clothing market in the UK is €59 billion. Individuals spend about €900 a year, which is well above the European average of €700. Demanding quality, elegant products, is an invariable characteristic of the UK clothing market. However, the demand for high quality and high performance products is also increasing. Waterproof, easy to iron, higher moisture-holding products are becoming more popular, especially in terms of sportswear, in UK markets, of which Turkey is also a major supplier of. Not only that, Turkey is streets ahead of other clothes producing countries in terms of the awareness of sustainable ethics and of health and environmentally friendly production. *



RELIABLE ATTRACTION

Turkish lingerie manufacturers unite outstanding design with quality production in their diverse collections. British consumers have also taken notice of the difference Turkish products make.

Let's be honest, our underwear is just as important as our daily outfit. Good quality, well-chosen underwear changes our body language, makes our clothes fit better and give us confidence. For instance, an evening dress can be transformed with the help of the right bra. Also, underwear directly touches the skin. Uncomfortable, irritating lingerie of poor quality can ruin your day and may possibly damage your health permanently. For this reason one should not choose undergarments only according to their colour, design and appeal, but one should also consider their labels. Everyone wears underwear but surely it has a special meaning for women. British women in particular have a generous, bold and refined taste in lingerie. They also value comfort and quality just as much as they value design.

Britain is one of the top five lingerie importers in the world and Turkey has a significant place amongst the countries Britain imports from. The reason for this is the attention Turkish manufacturers give to not only to design and quality, but also to health and technology. In addition, production is being carried out according to the International Labour Organization (ILO) standards and guidelines, considerate of and respecting the workforce. Environmental considerations must be also taken into account. Manufacturers from Turkey have an outstanding understanding of design; their collections present options suitable to any need, age and taste. Turkey is creating its own global brands with manufacturers also are receiving interest with innovative products as bras warding off radiation or insect repelling pyjamas.



Turkey has a significant place amongst the countries Britain imports from.

2000 B.C.

First evidence of big one-piece underwear being used.

END OF THE 19TH CENTURY

The bra is invented and starts replacing the constricting and health damaging corset.

1915

As skirts shortened during the First World War in order to prevent stockings sliding down, the suspender belt is invented by Gustave Eiffel, the architect of the famous Eiffel Tower.

1920s

The Jazz Age: Showgirls start wearing the G-string.

1960s

Miniskirts appear and with them synthetic tights become widely popular.

A VIBRANT MARKET

Right after Germany, the UK is the second biggest market for ready-to-wear items as well as lingerie in the world. For Turkish clothing manufacturers it is one of the three biggest export-markets and constitutes approximately 17% of the country's export. The British lingerie market is always vibrant and maintains a steady state of growth. The British people are not only careful about their appearance but they also take care in choosing good underwear and lingerie. Turkey is the 8th biggest manufacturer of underwear in the world and can meet British expectations of quality and good design. *



Soft and shiny: ANGORA WOOL

In 18th century, it was noted that the most common type of Angora wool came from the Angora Sheep, later however Angora rabbit became more popular due to its light and warm fur.

Historically, the Angora rabbit is one of the oldest types of domestic rabbit and was used as a pet by emperors. Later in France and in England they were farmed for their fur. According to some sources, in 1723 the Angora rabbit was given to the Queen of France as a present from Anatolia and from there its popularity spread worldwide.

In Turkey, the Angora rabbit is referred to as "Ankara Rabbit". Because of the value of its fur, these animals are farmed for industrial purposes. In the 18th century Angora rabbits were popular as pets within the French aristocracy. At the beginning of the 20th Century it gained popularity in the United States. By then, a wide variety of Angora rabbit were bred, such as French, German, British, giant, satin, Swedish or Finnish Angoras. The wool produced known as "Angora Wool" or "Angora rabbit wool" is thin, long, shiny, and suitable for spinning. As the wool is light in weight and good at heat insulation, it is used on its own, or by mixing with other fibres, like a thinner variety of sheep's wool to make hats, jumpers, blankets and other garments. The characteristics of the rabbits change from type to type. The pointed protective fur of French Angoras gives them a fluffy and attractive appearance. This characteristic is also a sign of good quality in fur. In Turkey, the most common Angora type is the French Angora. However, the German type yields more wool with a lot less labour compared to French Angoras.

ANGORA WOOL: DID YOU KNOW?

- > Due to its heat capacity, softness, lightweight and anti-allergic properties, it is in high demand and produced all over the world.
- > In one year, the amount of wool produced from one Angora rabbit is 8 times as much as that of one sheep.
- > Due to its sound-conducting characteristics, it's also in demand in aviation.
- > Angora rabbit is the only rabbit whose wool can be turned into yarn.
- > The Angora Wool production in the world is 2500-3000 tons per year.

ADVANTAGES OF ANGORA WOOL

There are some characteristics of Angora wool that make it more popular. For example, the clothing does not lead to any allergic skin reactions and despite the fact that it keeps you very warm it also avoids making the wearer perspire. With its delicate qualities, warm and healthy texture, Angora wool is used especially in children's wear. Moreover, Angora wool can be mixed with cotton, silk, mohair, merino wool, alpaca and cashmere, hence it has a number of applications in the industry. Out of all the world markets, China has the biggest share of angora wool and uses it mainly in the textile industry. *

RELIABLE AND ASSERTIVE

It is very likely you will encounter clothes made in Turkey in many retail stores across the globe. You can trust the Made in Turkey label in stores like Victoria's Secret, Marks & Spencer, and H&M. Furthermore, Turkish brands like Suwan, G.Point, Dagı, Penti, Yeni İnci are constantly growing. We also recommend you take a look at niche brands like 25th Hour and LA Dolce Passione online.



Glamorous fashion designers

With its new members the dream team of Turkish fashion has already started to have an impact in the world with İstanbul Fashion Incube.

Some have worked with Raf Simons, others had Setafano Gabbana as their mentor. Among them there are the winners of Vogue Talents Young Vision Award, or fashion designers from one of the outstanding labels of Turkey. There are also those who, while working as assistants to the well known Turkish designer, Bora Aksu, in the UK, have created their own label and managed to get their designs exhibited in La Fayette, along with other world renowned designers. These are only a few of designers who have a place in the success story at the centre of fashion entrepreneurship, İstanbul Fashion Incube. To be able to survive in this environment it is necessary to produce a good business plan and a healthy brand strategy. Of course marketing is also of utmost importance. In this context, there are steps taken to have an impact on the future of the fashion sector in Turkey. One of these is the project İstanbul Fashion Incube, which started with the idea of helping talented young fashion designers to be successful in the global markets given the strong competition in this sector. The İstanbul Fashion Incube centre was created in 2013 and has achieved a lot since. Designers supported by the centre have already been recognised internationally. This year the centre will support 10 fashion designers.

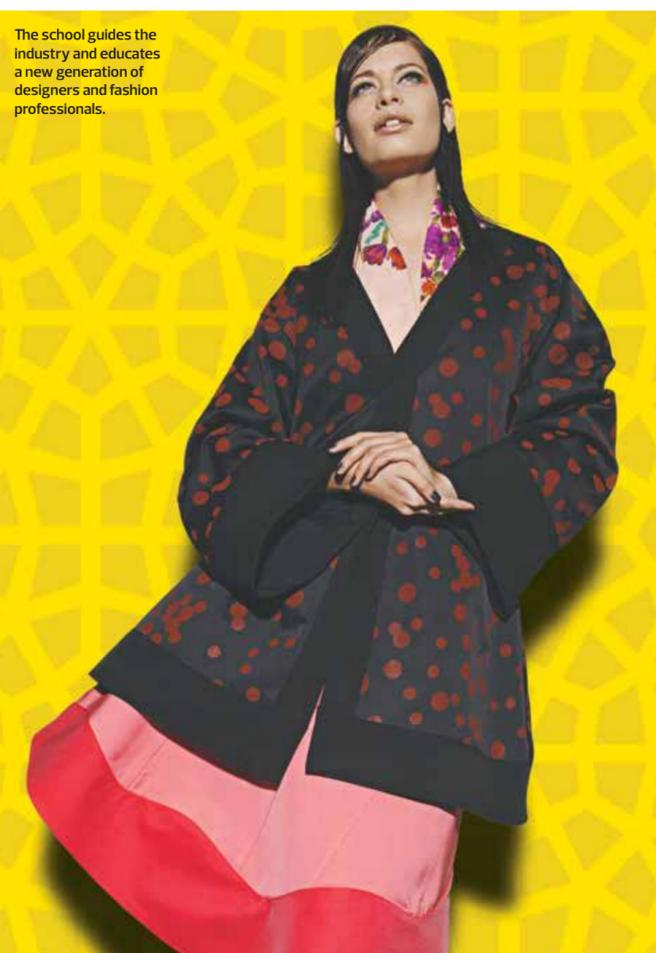
İstanbul Fashion Incube, founded and supported by İstanbul Ready Made Garment and Apparel Exporters' Association (IHKIB) is the

first and the only centre of fashion entrepreneurship. İstanbul Fashion Incube supports young designers with their own brand names in the areas of developing brand strategies, planning collections, international fairs, order preparation processes, business model developing as well as business processes. The centre also provides young designers with platforms such as Mercedes-Benz Fashion Week, İstanbul Fashion Week, and The Core İstanbul, where they can meet foreign and Turkish press. The İstanbul Fashion Incube initiative allows designers to showcase their designs on platforms like Tranoi Paris, Who's Next, and Pitti Uomo. One of the success stories of the centre is, Hande Çokrak, who has been exhibiting her collections at Who's Next Paris, Capsule New York, Scoop London and Tranoi Paris for the last 3 seasons, increasing her labels sales to 45 destinations around the world. Another member, Ece Gözen, became renowned among designers with her design of 300 to 400 items for a large company in Turkey. *



WHICH DESIGNERS CAN YOU SEE IN FEBRUARY AND IN MARCH?

Hande Çokrak is the guest for the annual fashion show with spring summer collection "Don't my J (Don't Kill my Joy)" with the label Maid in Love. This colourful exhibition of 20 pieces will take place at Galeris LaFayette Laureats Place with other world renowned labels. You can also see the collections FW15-16 of the designers of İstanbul Fashion Incube on 6-9 March, at Tranoi Femme, in Paris Carrousel du Louvre.



The school guides the industry and educates a new generation of designers and fashion professionals.

THIS SCHOOL COACHES FASHION PROFESSIONALS

İMA (İstanbul Moda Academy) pursues the goal of training the future pioneers of the Turkish fashion industries and supports them on their journey from school and to international catwalks.

Today, even people who are only moderately interested in fashion know the names of major fashion schools. Many graduates from these schools go on to become famous designers as these institutions equip their pupils with skills that enable them to express themselves in the best and most creative way. These schools are a driving force behind most of fashion's success stories. In Turkey too, there is a school that guides the industry and educates a new generation of designers and fashion professionals: İstanbul Moda Academy (İMA). İMA was founded by the EU, Turkish Ministry of Finance and İTKİB (İstanbul Textile and Apparel Exporters' Associations) as a fashion school and has an international approach to education.

İMA provides a stable foundation for and has a leading role in the growth of the ready-to-wear business, by developing new programmes covering all aspects of fashion as art and as an industry. The school aims to instil a strong sense of art and fashion as well as a visual and intellectual basis.

INTERNATIONAL COLLABORATIONS

İMA offers its students the opportunity to present their graduation-project collections as part as the Mercedes-Benz Fashion

THE CORE İSTANBUL

İMA is at the helm of organising important events like İstanbul Fashion Week, İstanbul Fashion Incube and The Core İstanbul. The Core İstanbul facilitates local and international buyers and designers meeting twice a year and helps young designers to achieve some commercial success.

Week İstanbul. This way, young designers get the chance to gain exposure to local and international buyers, press, industries at the new generation events. The experienced international teaching force adds to the appeal of İMA. The school collaborates with the University of The Arts London/London College of Fashion (LCF) (UK), Polimoda (Italy), Institut Français de la Mode (IFM) (France), Nottingham Trent University (UK), Strzemiński Academy of Fine Arts Lodz (Poland), and Artez Institute of The Arts (Netherlands) and follows a simultaneous training programme with these fashion schools; it provides students with access to international fashion institutes, brands and designers. İMA adapts internationally proven education systems and programmes to its curriculum and is a member of the International Foundation of Fashion Technology Institutes (IFFTI). *

THE DESIGNERS SUPPORTED BY THE CENTRE FOR 2014-2015



BURÇE BEKREK

Educated at Istituto Marangoni, Bekrek worked with labels like Dsquared2 and Dolce&Gabbana. Having exhibited six collections, Bekrek participated in the shows like Berlin Fashion Week, Premier Berlin and ZipZone Paris.



ECE GÖZEN

Ece Gozen, 26 years old, was educated at Mimar Sinan University. She has worked with names like Hakan Yıldırım since 2009. In 2012, she grabbed first place in MUJSE x VOGUE Talents Young Vision Award as the most visionary designer.



GIRAY SEPİN

Giray Sepin worked with the renowned Turkish designer, Umüt Unal. In 2012, Sepin designed costumes for the dancers at the Eurovision. After spending 7 years working with the Mudo Collection, he started his own label with his name in 2014.



GÜLÇİN ÇENGEL

Gülçin Çengel graduated from one of the most prestigious schools of fashion, Chicago School of the Art Institute. After university, she worked as an assistant to Bora Aksu in London. For over a year now, she has been working on her own brand name.



HANDE ÇOKRAK

After completing her education in London College of Fashion, Hande Çokrak started her label "Maid In Love" back in İstanbul. Her 2014 Summer Collection has been presented in Who's Next Paris, Scoop London and New York Capsule.



NIYAZI ERDOĞAN

Erdoğan founded the label NEDESIGN Factory. He has been preparing men's collections for the last ten seasons. Erdoğan presented his 2014 Summer Collection in Pitti Uomo fair, where Turkey was the guest participant of a show.



SELİM BAKLACI

Baklaci came first in the Turkish leg of Heidi Klum's show "Project Runway". Then he went to Holland and presented "Bridges to Fashion". He presented his collection in Berlin in a combined show at the Berlinische Gallery in 2011.



TUBA ERGİN

Having studied fashion and design at Art Institute of Chicago, Tuba Ergin prepared collections for the leading retail giants of Europe, H&M and Inditex Group. In 2012, Ergin formed her own brand "G.O.D.D.". She continues her designs under the new label.



TOLGA TURAN

Turan carried on with his work as a designer during his studies at Central St. Martins. In 2013, he shed the seeds of the label Chivit and has now formed a brand around the reinterpretation of old hand crafts - destined to be forgotten - with indigo dyes.



ZEYNEP DEVOOGHT

Devooght became a student of the head designer of Christian Dior, Raf Simons, after Vienna School of Fine Arts. She had her first parade show in Vienna during fashion week. Having returned to Turkey she created the label "Z".



THE SPIRIT OF İSTANBUL AND FASHION MEET

Turkish fashion is quickly finding its way into the wardrobe of metropolitan woman all over the world. Fall/Winter 2016 collections will be presented at Mercedes-Benz Fashion week where the fashion industry and stylish spirit of İstanbul will meet. Put this date in your agenda: 16-21 March 2015. İstanbul Fashion Week is held twice a year and is the biggest fashion event of the country. It is an international platform for Turkish designers and labels to present their work and since 2009 has increasingly become more popular. Names representing Turkey internationally like Bora Aksu and Atıl Kutoğlu also participate in İstanbul Fashion Week and ensure foreign press pay attention. It also inspires younger generations of Turkish fashion designers. İstanbul Fashion Week has come a long way and has now entered a partnership with global business giant IMG Fashion. *

IHKIB REPRESENTATION ON IAF BOARD

İstanbul Apparel Exporters' Association (IHKIB) is one of the most important institutions in Turkey regarding apparel business. Members of İHKİB realise three-quarters of Turkey's total apparel export that reached \$ 18.7 billion in 2014. İHKİB has a pioneering position in conducting miscellaneous activities in order to promote Turkey's apparel exports. Designer contests, education and training, İstanbul Fashion Academy and İstanbul Fashion Week are the most well-known of these activities. Besides these activities, İHKİB represents the industry in international platforms, through being a member to international organisations. The European Apparel and Textile Confederation (EURATEX) is one of these international organisations. In addition, as of February 2015, İHKİB became a member of the International Apparel Federation (IAF) Board of Directors and began to represent the Turkish apparel industry in IAF. The IAF is the umbrella institution of the world appa-



rel and fashion industry. IAF's mission, activities and organisations like its World Fashion Conventions, are admirable since they have definite positive effects on the industry for years. İHKİB's membership in IAF's Board of Directors will be a kind of consolidation of power and therefore it will be mutually beneficial for both sides and the global apparel industry. *



HEART BEATS FOR HATS



Merve Bayindir, whose passion for hats – the most spectacular of accessories – sets her heart beating, continues to steal people's hearts with her designs.

AYNUR ERDEM

I googled "Hat Revolution" to see how many countries had had a hat revolution in their history. I don't see any country other than Turkey. It shouldn't be odd to see a hat designer from a country that gives a special emphasis to hats. Merve Bayindir, who has been the centre of attention of national and international guests with her spectacular fashion shows at Istanbul fashion week for the past few years, is also happy to see her name mentioned with the word "revolution" beside it. All of her designs represent an opposition, a criticism of the system and of those in power. For

example, she has participated in the first Istanbul fashion week with her collection "Resist Hat", dedicated to the "Gezi Resistance". She also participated in last autumn's Mercedes-Benz Fashion Week Istanbul with her "Ottoman in 2015" collection. She satirised the government's perception of the Ottoman Empire with her Spring/summer 2015 collection. She has come a long way in a very short time and this has won the respect of national and international designers. The perfection of her designs is the talk of fashion circles and the concept of her next show is an object of avid curiosity.

Even though Bayindir wanted to be a designer, the 25-year-old has not spent her youth dreaming about being a designer. After graduating from York University, Canada, in Psychology and Humanities, she chose to work in her field for 4 years. But presumably, when one's mother is an industrial engineer and father an architect, it is hard to stay away from design. Bayindir's design story started with the creation of a website, with her mother, for selling designer clothes and her wish to adorn it with a fashion show. Bayindir, who designed hats for the clothes in this show, also gets support from her grandmother, who is a tailor. According to Bayindir, these designs are not hats but "hat-like" things. She points out that with her current materials and knowledge those previous designs were pretty clumsy. Five years ago she coincidentally entered into this field and now she is considered among the promising designers of Turkey. Her designs, which are described as "exciting" by seasoned designers, have a bright future. Bayindir entered into collaboration with a world renowned Turkish fashion designer, whose name she keeps top secret, and her hats will soon make an appearance at London fashion week.

Hat design and manufacturing is rather hard in terms of materials and technique. Bayindir is now at a point that is very different from the point she was at during her first steps. Now she is the first name to be invited to fashion schools when it comes to hat design. The fact that everything is handcrafted also makes these designs very special. At this point, her mother and other members of her family come to her help. *



Merve Bayindir is now the first name to be invited to fashion schools when it comes to hat design.

HER REPUTATION GOES BEYOND THE BORDERS

Bayindir is not inspired by just one thing. Sometimes it's a geometrical shape, sometimes an architectural stroke that inspires her designs. Periodic events are the things that most inspire her and she communicates that feeling quite splendidly in her designs. Her hats, which represent an elegant, sexy, and powerful woman, might seem

hard to wear at first, but according to the designer they are the most graceful complementary accessories. Bayindir says that she would be delighted to see her designs on Kate Middleton and Lady Gaga: "I have achieved almost all of my goals in Turkey. We are currently in talks with various retailers".



A clog is the result of a process that involves a carving, botanic compositions and ivory plates. The inner and outer parts of the heels are ornamented with green pen over plaster. The degree of workmanship and the materials used suggest that this rare example was made for people with connections to an Ottoman Palace.

SHOES: A FEMININE OBJECT OF DESIRE

Vehbi Koç Foundation's, Sadberk Hanım Museum, Istanbul, is hosting a unique exhibition featuring the museum's private shoe collection, an event sure to rouse the passions of women everywhere. Titled Shoes from the Sadberk Hanım Museum Collection, this magnificent collection dates from the latter stages of the Ottoman Empire to the present day. If you are in Istanbul, it is an opportunity not to be missed.

Since the 17th century, shoe design has increasingly come to be seen as a feminine aesthetic. Simply put, shoes are irresistible to women.

Research carried out in a number of countries with over a thousand female participants reveal that women spend more than \$25,000 on shoes in their lifetime. This adds up to at least seven pairs of shoes per year, or, on average, 469 pairs of shoes over the period of a lifetime (in some cases the number exceeds a thousand pairs of shoes).

The shoes from the collection of Sadberk Hanım Museum will be hosted at Sadberk Hanım Museum, Istanbul. It will focus on the history of shoes from the beginning of the 19th century to the early 20th century, and will run until 31 May 2015.

Though the majority of the shoes and slippers are representative of trends in the late stages of the Ottoman Empire, there are also

items from Central Asia, Iran, Northern Africa, India, and Europe. This rich collection of footwear also contains 127 pairs of shoes manufactured during the early years of the Turkish Republic, established in 1923. Along with the traditional styles, the exhibition brings together boots, shoes, slippers and clogs from western traditions. Made from leather or other materials, and finished with beads and gold or silver brocades, the shoes reflect interesting stories. One example is the shoes of Princess Atiye (part of the family of the Khedive of Egypt) and those belonging to the children of Ottoman Pashas. Wooden clogs adorned with mother of pearl, ivory or silver are just some of the exhibition's outstanding items, and museum labels attached to each pair of shoes provide some indication as to the kinds of shoemakers at work during the latter stages of the Ottoman Empire. *

SADBERK HANIM MUSEUM

At the time of its foundation, Sadberk Hanım Museum had approximately 3,000 items, today, however, this number exceeds 18,000. Archaeological remains from the many civilisations that occupied in Anatolia – dating from around 6000 BC to the end of Byzantium era – can be viewed in the Sevgi Gönül Building. Ottoman-based Islamic arts and other artefacts produced for the Ottomans by Near and Far East civilisations will also feature, as well as Ottoman textiles which can be found in the Azeryan waterside mansion.



KNOW WHAT YOU WEAR

Silk, cotton, leather, synthetic fibre. Each of these materials is widely used in the garment industry for its inherent qualities. The important thing is not the material, but the reliability of its origin and how it is used.



The healthiest: Cotton

Cotton is obtained by treating the absorbent feathers consisting of epidermal cells that grow outward on the plant; a fibre is thus obtained. Archaeological findings indicate that the cotton crop had started independently in India and South America, 6000–7000 years ago. The word "cotton" comes from the Arabic word "Kutun". In Turkey, cotton cultivation dates back to 330 BC, especially in the region of Çukurova, cotton is widely grown and produced at a fairly high level of quality. Cotton is an indispensable material, especially regarding clothes that are in direct contact with the skin such as underwear or baby clothes.



Warm and colourful: Wool

What is the warmest and equally natural fabric to feel like in your mother's arms? Wool is a natural fibre that is obtained by weaving fleeces of animals like sheep, goats, camels, llamas, and wild rabbits. As it keeps in heat, it is one of the preferred materials in the manufacture of blankets, winter clothes and coats. Before becoming sedentary, Turks were one of the people who mastered best the use of this material. This tradition continued after the settlement of Turks in Anatolia, and today Turkey is still among the best manufacturers of wool and woollen garments in the world.



Queen of the fibres: Silk

Silk is a soft, bright fibre produced by silkworms. People make yarn from it and weave fabrics. Silk is a strong natural fibre, very pretty once coloured. The practice of weaving silk began in China 4600 years ago. However, in Anatolia, particularly in Bursa, sericulture was also well developed. For many years silk, which had an important role in the economic life of people, was transported to Europe along the Silk Road that passes through China, India, Tashkent, Baghdad, Damascus and Istanbul. And nowadays, the Turkish cities of Bursa, Amasya, Diyarbakır and Hatay continue to make the best silk in the world.



Ostentatious and rebellious: Leather

Leatherwork is one of the oldest crafts of mankind. Clothes, shoes, slippers, tents and sails are made from this material. Turkish people used to manufacture boxes and leather saddles for animals. Furthermore, they embroidered on the leather to make ornaments. Turkish, Arab, Spanish and Venetian masters made the best embroideries on leather. France learned the technology of leather treatment from the Ottomans. Today, Turkey is one of the most advanced countries in terms of quality, technology, processing and leather industry, and Turkey exports rawhide and ready-to-wear leather around the world.



A need of our time: Synthetic fibres

The world population has exceeded 7 billion and it is not possible to meet the growing demand for materials only with natural fibres. Thus synthetic fibres are increasingly used, not to mention preferred. Acrylic, nylon and polyester are among the most widely used synthetic fibre types. It is wrong to say that synthetic fibres are bad for one's health. A synthetic fibre manufactured to quality standards is not harmful to health, besides it may also allow us to get much more varied fabrics at affordable prices. Turkey uses synthetic fibres, which are in accordance with international standards and pose no danger to human health in their production.



Delicate and light: Viscose

Viscose is a natural fibre obtained from beech trees. With cotton, it is composed of cellulose. It has a higher absorption capacity than cotton. It is also very suitable for dyeing and printing. Besides this, its dry strength is lower than cotton. Viscose is elegant, comfortable, not to mention smooth and pleasant on the skin. It is widely used for shiny fabrics, for crepe fabrics and knitwear. You can see the viscose in the linings on labels of shirts, blouses, dresses, lingerie and decorative fabrics. The ready-to-wear sector in Turkey makes the best use of viscose.



TURKISH DESIGN IN MENSWEAR FASHION

Although there is no dedicated section for men's fashion at Istanbul Fashion Week, menswear fashion designers Niyazi Erdogan, Hatice Gokce, Erdem Erdemoğlu and Giray Sepin are putting on shows.

It is not a surprise that Men's Fashion Week in Paris, where collections are exhibited twice every year, is observed by at least as many women as men. In fact this time I have enjoyed observing the masculine influences on the women watching the street fashion. Similar things happen in Istanbul too. Though there is no "Istanbul Man Fashion Week", names like Niyazi Erdogan, Hatice Gokce, Erdem Erdemoğlu, and Giray Sepin are putting their collections on parade in Istanbul Fashion Week. Only a few years ago, we only used to see Hatice Gokce on the podium. Umit Benan, who exhibits shows in Paris, is also popular. All in all, it is clear that those involved in men's fashion will have the necessary requirements to organise a dedicated fashion week soon.

THE STORIES OF UMIT BENAN

Umit Benan is a proponent of the idea that the "story is more important than the attire" and it shows it in every collection. Originally, Benan wanted to be a film director and now he fits cinematic scenarios in his 15 minutes shows. While attending marketing and public relations programme in Boston, and with the help of a friend, he found himself the assistant of Marc Jacobs. What followed came in rapid succession. The things we like about him are the way he believes in the stories he tells. For example, in his description of the "fisherman", it is as if we are living through the sunrise in Galata Tower, Istanbul. It is worth noting that some garments of his, are also worn by women too.

DETAILS OF HATICE GOKCE

A graduate of Mimar Sinan Fine Arts University, this endlessly creative woman never gives up the experimental touch in her works.

Although Gokce is preparing a women's collection she is more popular with men's designs. She especially likes tones of grey and black. She never stops telling stories! In each one of her collections, such as Black Crow, Young Turks, Gilman, Trans and the latest, The Traveler, there is always a figure at the forefront.

THE THEATRICAL WORLD OF ERDOGAN

Niyazi Erdogan attracted my attention for the first time with his collection Sünnet. Many liked the personal touches he brought to garments associated to this traditional event. Following on from this was the Dolmuş Collection: the story was presented successfully, from the drivers with leather caps to music played in these Turkish street cars. With

a predilection for traditional symbols and architectural items, Erdogan has managed to be remembered. The RunNiyo show that he prepared for this summer invites men to start jogging and aspects of running sports are evident in the overall collection.

YOUNG DRAWINGS OF GIRAY SEPİN

Having worked as men's design director in Mudo since 2007, Sepin started his own label in January 2014. Immediately after that he presented his own collection, Debut, in Istanbul Fashion Week. He describes his inspirations as, "men who are interested in arts and music, who like travelling, and who can adapt themselves to the culture of the locals in their travels". We like his designs of white-on-white and the way he uses every tone of blue.

COLOURS OF EMRE ERDEMOĞLU

In Istanbul Fashion Week, with colours of blue, navy, turquoise and white, it was almost as if Erdemoğlu created a world under water. He started with his own label in 2012 after three years experience with Damat Tween. His 2014 winter collection, Clark Gable, made an impact outside Turkey. This collection attracted the attention of Italian Vogue with the magazine dedicating eight pages to his collection. *



NEO-NOSTALGIA

The birthplace of 24-year-old shoe designer Dora Teymur's label is London, which he refers to as the centre of the world. It was here that he started off with his austere, sculptural shoe designs.

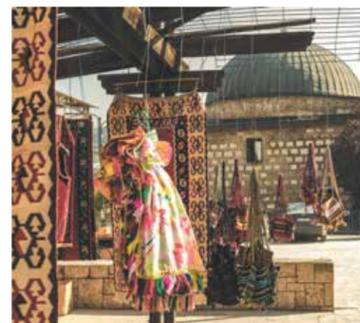
SEDA YILMAZ

It is a fact that the number of shoe designers per square-metre in the fashion world is huge. In this environment where the numbers increase fast only genuinely exciting designers are of interest, and young designer, Dora Teymur, is one of them. This Turkish designer claims that the only Turkish element in his designs are him and sometimes his Turkish accent. Teymur's designs are inspired by dualities such as feminine-masculine or nostalgic-modern. Teymur has been to Cordwainers College (now London College of Fashion) as did other successful designers like Jimmy Choo, Nicholas Kirkwood and Camilla Skoovgard. During his education he created the Dorateymur label. When we asked about how his interest in shoes started, he answers, "Unfortunately I have no impressive stories to tell. Only my interest in shoes emerged and shaped in time, as an outcome of my deep interest in fashion." Without a doubt, living in London, the capi-

tal that encapsulates the youthful spirit of fashion, deepened this interest. He feels closer to everything in London. According to him, Hampstead Heath and its charity shops are the real aphrodisiacs of the city. Teymur tells us that his mind is full of the images of Nineties. Earlier collections were a tribute to Michelle Pfeiffer and Winona Ryder. For the spring and summer season of 2015 he is inspired by Carolyn Bessette's casual designs. One of his idols, as a designer, is Pierre Cardin. On the list of inspirations in his mind he has interesting names: "I like having a chat and spending time with Madame Gaspard at her boutique in Faubourg Saint-Honor, and am enchanted with Architect Rene Herbst. I feel at home with Semiha Berksoy, and then a bit hopeless about my future with Claude's Narcissus and Echo in the National Gallery; but feel rich with the French interior designer, Andrée Putman." Imagining good shoes and happy customers for his label's future, Teymur's designs are sold in Brown's in London and at Opening Ceremony in New York and Los Angeles. *

AUTHENTIC SHOPPING IN ANATOLIA

Having travelled from east to west, from cities to towns, from the markets of Rize, to the felt production workshops of Konya, we discovered some magnificent textiles.



Bursa, the old Ottoman capital situated 220km south of Istanbul, is the centre for silk processing and weaving. The history of silk in the city goes back to Byzantine times. Bursa first became acquainted with silk when silkworm cocoons were secretly brought back from China in the 6th century. Fortunately the town had a suitable environment for the silkworms and silk weaving developed quickly. Bursa's popularity as a stopovers along the lucrative Silk Road in the 16th century was noted by a well-known Ottoman historian, Cevded Pasha, and "Bursa became the silk bank of the Ottomans. Alongside the Ottoman Palace, merchants from Genoa, Florence and Venice were among the main customers of the silk products of Bursa."

HISTORICAL SILK EXCHANGE

If you would like to buy a scarf, silk material, or a dress, we would strongly recommend a visit to the old Ottoman bazaar, Koza Han, next to Ulu Cami. Koza Han has been at the heart of silk trade in Bursa for the last 500 years. Here you can find regional silk materials such as velour, atlas, velvet and taffeta. The "Covered Bazaar" of Bursa stretches to the west of Emirhan, another treasure of the silk world. Along with the leather dealers, shoe shops, linen drapers, another of the trademarks of the bazaar is the towel merchants. As a complement to the public bath culture of the town, towel production is one of the strongest arms of the textile industry.

THE COLOURS OF THE WAIST CLOTH

Rize, with its traditional handcraft and woven materials, is one of the most well-known cities of the eastern Black Sea region. Woven in colours of black, purple, green, pink and blue, regional "waist-cloths" are especially suitable for skirt making. Hand-knitted socks from the region are also remarkable, the ones knitted using the five-needle method are

the most popular. In the towns of İnkizdere and Çamlıhemşin the motifs embroidered on knitted socks reflect the local culture with names like, "Love lost its way", "Hook of the hearth", "Tearful eyes", and "Chicks of bride".

FELT, VEST, KULAH

Felt-making is one of the outstanding artistic endeavours in city of Konya, the centre of culture and industry in Central Anatolia. Felt is still produced in many small workplaces and exported to various countries. It can either be used as carpets, rugs or it can be made into thick winter coats called kepenek, or vests and conical hats as well as coifs called kulah.

The making of felt requires a lot of effort and muscle power. After cleaning the wool it is spread over a large, flat base. If any colours or motifs are required in the end product they are added by using extra dyed wool pieces placed on the top of the base wool layer. This platform is then soaked and pressed to reach its final shape and design. If you would like to be kept warm on cold winter days vests, scarves, hats and kulahs made from felt are just the items you need, and the many workshops in Bostan Çelebi Street in central Konya is where you will find them. *

OTTOMAN FASHION

During its reign and for centuries, the Ottoman Empire demonstrated its glory in its fashion. Would you like a short tour of the history of Ottoman fashion?

One of the oldest arts in human history is undoubtedly the art of weaving. We can easily say that Turkish fabric has a very special place in world textile thanks to its weaving, with the materials and rich patterns produced. Ottoman sultans cared much about their outfits. They used to wear kaftans (robes) made out of luxury fabric. Their search for quality was an important driving force in the development of textile. Since wearing glittered, and embroidered dresses was considered disgraceful in Ottoman tradition, young girls used to wear simple dresses. Traditional women's clothes in Ottoman times were shalwar, cardigan, shirt, entari

(dress-gown), and kaftan (robe). Entaris worn together with shalwar are the oldest examples of Turkish women apparel. The costumes of the Ottoman sultans, kaftans, had a special place in the Empire. Under Ottoman rule, ceremonies were very important. Servants of the palace also used to dress elaborately. Clothes of the servants were also prepared according to the trends. Every profession had their special clothes. Of course, in a period during which every nation tried to dress in a manner that would differentiate itself from its neighbours, such as a Turkish woman from Pera, and a Janissary Sergeant, head of the Eunuchs, the Agha of the Muslim. *



SERVANT OF THE GRAND VIZIER

The Grand Vizier employed many servants and employees (called müteferrika). The above portrait depicts one of these employees in full dress: he is in his ceremonial costume, with his yellow boots and his yataghan. Yellow boots are seen as a privilege; the public were not allowed to wear it. The yataghan was generally richly decorated, and sometimes accompanied with a pair of pishtovs.



WOMAN OF THE HAREM

Harem means a forbidden, secret, protected place, and it was the place where women received training and education, where they lived their daily lives without meeting any other men. A woman of the harem used to achieve a higher rank once the sultan chose her and she used to gain more privileges than the other women of the harem. This privilege was reflected in her clothes.



SILAHTAR AGHA (WEAPON MASTER)

During the accession ceremony, where the sultan ascended to the throne, Silahtar Agha had one of the most important tasks. Silahtar Agha wore a magnificent gold-laced garment, and it is about the only piece of tight-fitting Turkish clothing. This agha used to carry the sword of the sovereign on his shoulder. He was also the commander of the Silahtar cavalry troops.



AGHA OF THE MUSLIM

This agha had the most flamboyant location during most of the ceremonies and processions attended by the Sultan. During these ceremonies two turbans were placed on a block and carried in the right hands of Royal employees called Aghas of the Muslim.



Photos: Baris Hasan Bedir

Comfortable, cool and airy: **ŞİLE CLOTH**

Cotton embroidered by authentic means and artfully woven in the small, seaside town of Şile near the Black Sea has produced a wide variety of garments and textiles since the latter stages of the Ottoman Empire.

MELİH USLU

The statue of a young girl embroidering Şile cloth greets visitors at the entrance of the seaside town situated on a green peninsula and shaped by wild waters of the Black Sea.

Woven in surrounding villages and embroidered by young girls for centuries, Şile cloth is one of the region's outstanding cultural traditions. You see it at festivals, dowries and in the recollection of past events.

On both sides of Şile High Street, shops are full of shirts, dresses, tablecloths and curtains made from the cloth that adds a colourful scene to the lively street. Şile cloth has been woven by grandmothers, mothers and daughters over the years and has been a valuable source of income for families.

Keeping people cool during hot summer days with its fine, perforated texture, the garments are made even more precious with authentic Turkish embroidery. While Şile cloth is mostly woven in white and cream colours, the embroidery is an old tradition and us-



ŞİLE CLOTH FESTIVAL

This year the 29th Şile Cloth Annual Festival will be in July. During the day, activities will focus on the sea, sand and sun, before turning into folk dancing and concerts in the evening.

es almost all the colours of nature. Images of leaves, trees, birds and flowers turn the simple cotton cloth into a decorative textile, a practice responsible for its continuing tradition. Each garment has its own story where the handwoven embroidery is completed using wooden hoops and silk threads. Each method has its own name—snowball, clover star, ladie's cheek, jasmine and Samatya are just some of them.

CLOTH EVOCATIVE OF THE SEA

According to legend, cotton thread dipped into seawater and left to dry without hand-wringing retains the protective and conditioning aspects of the sea. Nowadays, outside the village of Kabakoz, Şile, there are not many places left where weaving cloth in the traditional way continues. On the 10 kilometre stretch of seaside road that stretches from Şile to Ağva, in Kabakoz, it is still possible to come across ladies and young girls embroidering on the balconies or in the gardens of old wooden houses. According to the villagers, the workmanship required for Şile cloth requires patience and a concentrated effort. For example, making the curtains of a new bride's home takes about two years. Originally handwoven using cotton thread, Şile Cloth is in demand in many other countries. Besides being comfortable and light, its attractive price increased the demand to such a degree that machine production became inevitable.

FROM DRESSES TO CURTAINS

As machine production became more common, the looms (known locally as "duzen") in the basements of the old wooden houses started to disappear one by one. The weaving methods in Ottoman times used linen yarn. After the formation of the Turkish Republic in 1923, a combination of cotton and silk yarns was used. Old masters from Kabakoz village gave us details of the yarn they used for the traditional cloth. There is no limit to the creativity and imagination for the motifs embroi-



Each garment has its own story where the handwoven embroidery is completed using wooden hoops and silk threads.

dered or printed on the cloth. It offers a wide variety of usage in daily life as table-cloths, dresses, blouses, shirts, curtains, lavender bags, and many more. The fact that it is machine washable at 30 C makes it even more compatible with daily life.

Given its unique qualities Şile cloth has become synonymous with excellence and has provided a degree of economic sustenance for the inhabitants of Şile through its production and showcasing at festivals. ✨

HOW TO GO

Exiting the outer ring road of Fatih Sultan Mehmet Bridge at Umraniye, you will reach the Black Sea town of Şile within half hour after a comfortable drive. Alternatively you can take a bus from Uskudar Iskele Mosque. The journey lasts 1.5 hours.

COLOURS OF TURKEY: SPRING FESTIVALS

For centuries, bonfires, prayers and folk dancing celebrating the revival of nature have inspired the fashion and textile world. This joy at the arrival of spring is illustrated with dazzling colours and Turkish designs.



Photo: Ermer Serayli

The joy of spring in Turkey is celebrated mainly during the festival, Hidirellez. Originating in Thrace, a geographical area located on the south-westerly point of continental Europe, and bordering Bulgaria, Greece and Turkey, Hidirellez begins each year on 5 May, and continues the next day until midnight. The festival has as its origins (according to an Anatolian interpretation of Islam) the meeting of Prophets Hzır (Al-Khidr) and İlyas (Elijah), and their discovery of a spring that provided the "water of eternal life". Having drunk from the spring, both became immortal and ever since Prophet İlyas appears to help people in need at sea while Prophet Hzır helps those on land. As a result, every year during Hidirellez people make wishes, clean their houses and keep windows open for the prophet's arrival. Preparations include dressing in finery and shopping for a feast. Other events include bonfires being lit and jumped over, while wishes written on colourful pieces of paper and tied on the branches of trees. In Turkey, Hidirellez is associated with fashion and passion.

BY THE RIVER: KAKAVA

Another of Turkey's most celebrated spring festivals is Kakava, which is held in the old Ottoman Capital of Edirne. Starting with a bonfire, Kakava's proceedings include feasts and traditional dancing. Celebrations continue all day in Sarayıci, the green area where traditional Kırkpınar wrestling competitions have been held for the past six centuries. On the second day of the Kakava Festival, Romanies visit the Tunca River, a tributary of the Maritsa River originating in Rila Mountains, Bulgaria, and reaching the waters of Aegean Sea after passing through Edirne, as it is of sacred significance for its people. After a refreshing hand and face wash in the river, the Romanies carry on singing and dancing. The guests participating in Kakava Festival drop coins in the river and make wishes. Romanies say that Kakava festival is a celebration of the spring while wishing that the New Year brings prosperity. ✨

UNESCO HERITAGE: NEVRUZ

Did you know that the Nevruz celebrations have been taking place for the last 3000 years and are also included in the world cultural heritage list? Celebrated from Turkey to India, and from Macedonia to Turkmenistan, the celebrations that accompany Nevruz, which symbolise the revival of nature, cover most of northern hemisphere countries. Since the 8th century BC, Nevruz is celebrated every year on the 21 March in Turkic Republics of Central Asia as well as in Turkey. Nevruz is the name given to the day upon which the spring equinox falls in the northern hemisphere, whereby sunlight hits the equator at a right angle, resulting in equal hours of day and night. During Ottoman times Nevruz was celebrated with festivals where Nevruzıye, a special poem or song, is still performed.

GYPSY FASHION

From İzmir to Muğla, from Milas to Manisa, the most important cities in the Aegean region, Hidirellez celebrations inspire the textile world. Hidirellez influenced a London fashion show by designer, Deniz Berdan. 'Ederlezi', a song from Emir Kusturica's film, 'Time of Gypsies', was used as the opening music to Berdan's show. Equally fashion styles originating from Romani traditions and aesthetics has found its way into the wardrobes worldwide.

Places you absolutely have to drop by when in Istanbul

For your next visit to Istanbul, add these to your list of places to go to.



COFFEE, TEA, BREAKFAST

Ops Cafe

This café has big tables seating up to 10 people making it the best choice for going out with a large group of friends or organising a business breakfast. It has a warm ambience with a high ceiling decorated in a home style. Besides, breakfast service continues all day; for those start the day late, there's no need to be sad about missing breakfast! Don't leave Ops Cafe without trying its French toast.

Mumhane Street, 45/B, Karaköy



LUNCH

Backyard Istanbul

A restaurant in Bebek, one of the most fashionable neighbourhoods along the Bosphorus, right next to the Fatih Sultan Mehmet Bridge and Rumelian Fortress. Backyard is one of the essential restaurants with its distinguished location and fresh-ingredient menu. We advise you to go for lunch and enjoy the view. All the ingredients are delivered from organic farms daily.

Otlukbeli Street, Bebeköy Alley, 4, Etiler



DINNER

P.F. Chang's

P.F. Chang's hosts corporate meetings, business dinners, private parties and celebrations with its plain and elegant decoration, quiet ambience, friendly service and tempting tastes. P.F. Chang's brings together Asian tastes with Turkish palatal delight. We recommend its Dynamite Shrimp, Mongolian Beef and Chang's Spicy Chicken. Its sushi menu is also very interesting.

Etiler District, Nispetiye Street, No. 94, Etiler



SHOPPING

Tabe Kıyamet

The name of the shop means "till doomsday" in Ottoman Turkish. It is possible to find vintage dresses, sun glasses, shoes, toys and design dresses in this shop in Karaköy. You can find many gifts both for yourself and your loved ones. The shop describes itself as "a place with which you fall in love at first sight and where you can find objects you wish to be together with till doomsday".

Firuzaga District, Bostanbaşı Street, No. 17 Beyoğlu



SLEEP

10 Karaköy

The newest hotel of the Morgan's Group, one of the most important boutique hotel chains of the world, opened last year. There are 25 standard rooms, 17 superior rooms, 24 deluxe rooms, three loft suites, one loft terrace suite and one penthouse in the boutique hotel located in a historic building, Karaköy Büyüyük Balıklı Han. We advise you to book a room with a view. Three minutes walking distance to Karaköy Port.

Kemeraltı Street, No. 10, Karaköy