

ISTANBUL LINGERIE CLUSTER

TRAINING COMPONENTS

Training Needs Analysis

- Prepared by independent experts by a participatory planning process (focus group meetings, one-to-one interviews with cluster companies)
- Strengthening Cluster in EU market via increasing the EU-oriented design capability and value-added marketing capacity

EU Market Oriented Trend Seminars (3 days in total)

by means of customer expectations, design and collection styles, customer sensibility in social and environmental issues

- Fall/Winter 2017 Seminar by Tiphaine Beurpère (Nelly Rodi)
- Spring/Summer 2017 & Fall/Winter 2018 Seminar by Edith Keller (Carlin Group)
- Fall/Winter 2018 Seminar by Ozlem Suer

Mentorship on Collection Design for EU Market (4 months)

- Fashion & Design Departments were structured
- 30-piece capsule collections were separately created for each Cluster company
- 12 young lingerie designers were accompanied to mentors

Marketing in Top Lingerie Fairs in EU (2 times)

- Cluster firms participated 2 times (2016 and 2017) to Paris Salon International De La Lingerie Fair
- presented their capsule collections which had been composed during mentorship
- The cluster companies met with the buyers in the EU market for the first time

KEY PERFORMANCE INDICATORS

22
companies

Lingerie brands – exported to EU for the first time with the model

66
staff

Number of designers trained (3 staff from each company)

660
pieces

22 capsule collection with 660-pieces were created (30 pieces per company)

12

Young designers

Young designers were trained specifically on lingerie fashion

179

B2B

No of B2B 40% of which has the possibility to end with purchasing agreement

2

million USD

2 million USD total export to EU within a year after the Programme

New

in EU

Cluster started to export to EU for the first time with the programme

75%

Financial Support

The programme was supported by Ministry of Economy with 75% ratio

Policy Impact

Impact on Official Notification of Ministry on Fashion Design

TARGET GROUP

- 22 lingerie brands
- Operating in Istanbul
- Long-serving family SME's
- Average number of employees in Cluster is 83 persons per company
- employment is min. 11 and max. 240
- All of the companies has at least one registered brand
- Were mostly active in MENA
- Common Target Market: EU
- Strong lingerie exporters of Turkey
- Lack of trend&design capability for EU