

08 **UTIB NEWS**
SHORTLY NEWS FROM
TURKISH TEXTILE SECTOR

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SILK&CASHMERE / STEFANEL
MAITEKS / POLSAN / BAGO

04 **FROM PRESIDENT'S PEN**
PINAR TAŞDELEN ENİN

 **UTIB**
ULUDAĞ TEXTILE EXPORTERS' ASSOCIATION

TURKISH FASHION FABRICS MAY 2019

TFF MAGAZINE

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MAY 2019
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N.20



Cover design by
Ali Güleç

**"Future is sustainable" UTIB & Ali Güleç
at Denim Premiere Vision at Booth C18**



PARIS

**SEPT.
17>19
2019**

NEW YORK

**JULY
16>17
2019**

**YARNS
FABRICS
LEATHER
DESIGNS
ACCESSORIES
MANUFACTURING**

A shirtless male model is captured mid-air, jumping into a waterfall in a dense forest. The water is splashing around him, creating a misty atmosphere. The background is filled with tall, dark trees and green foliage. The overall mood is fresh and natural.

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TURKISH FASHION FABRICS MAGAZINE
TFF MAGAZINE



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The elements of the 90s with high dose streetwear in the original icons and classic pieces at the heart of...



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We offer products that are composed by our strong R & D and design team to the appreciation of our customers in different countries of the world and in Bursa Textile Show, by constantly...



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Our belief in the intrinsic beauty of both cashmere and silk is one we are passionate to share, so we always offer extraordinary quality at an unparalleled value.



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The feeling inside me when I touch the fabric did not at all up deceive me until today. My entire UKTE collection consisted of Turkish fabrics, and I generally prefer to focus on Turkish fabrics in my collections.





PINAR TAŞDELEN ENGİN

Chairperson

Uludağ Textile Exporters' Association

PRESIDENT'S MESSAGE



Textile is one of the vital sectors in terms of our country's exports and economy. It has a respectable profile for the designers and professionals of the companies it hosts. Turkish textile, which has transformed the developments in technology in the last 10 years, into innovative products and transmitted the latest trends from fabric to apparel to world brands, is forthcomingly moving towards in shaping itself into the future.

Macro trends that affect the world map out a new route in the textile and fashion industry. Sustainability is no longer a choice but a necessity. Nowadays, instead of thinking about producing and selling a product, we are moving on to technologies that aim the minimum waste and damage to the world and recycles products back into the industry and it is now possible to use sustainable energies for all this. We, as Turkish Textile and UTIB, set out to implement this philosophy into our country and our industry. When promoting conscious production, we are totally aware that a sustainable consumption environment will be provided in nature and we will be the pioneers in this transformation process. In our projects launched out in various countries of the world, projects and efforts that combine the philosophy of sustainability, are our top priorities in addition to our innovation and design power. In this sense, We are launching out an "Ecological Textiles" P&D Project, in order to help our companies to follow global changes closely and to adopt these developments into their own production models.

Within the scope of our project, we aim to provide the necessary vision to our member firms with the training, needs analysis and consultancy services to be carried out within the scope of the project by following the global changes and innovations and to create a culture of innovation in our region and to become a global brand in the field of textiles.

Denim is one of the most active branches of Turkey in the textile world. Turkey maintains its position in the top 3 in the

world of denim export and is the world's most important country, especially on the basis of innovative, creative value-added products. We export denim fabrics to approximately 90 countries and regions and export denim garments to over 150 countries and regions. Today, the products of world-leading jean brands are produced in Turkey.

From yarn to fabric, to various products and accessories, the denim sector has an infrastructure that can use and market the technology, knowledge, and design to improve itself. Above all of these values, the necessary steps to be taken towards sustainability are being implemented rapidly. As the actors of the Turkish Textile Industry, we take the necessary steps to be the most effective country in the world market with our facilities, manpower, and products for a sustainable future. This issue, beyond the trend or competition, is a great responsibility for humanity and we are aware of it.

We combine the concept of sustainability with denim and design in our latest project, Milano Denim Premiere Vision. We are participating in this fair with 21 companies within the scope of national participation organization. We will share the combination of "Turkish Denim - Future, Sustainability" with a creative workshop with international designers, participants, and press. Our goal is to turn fashion, a giant chain of consumption into a sustainable model. For this purpose, we will continue to carry out new projects in the Turkish textile sector and to maintain our activities that guide the industry..





News

DENIM PREMIÈRE VISION MILANO

(28-29 May 2019)



Denim Première Vision is

organised alternately in a different European city with a strong fashion influence. The aim is to encourage proximity with fashion and design markets while offering the sector new sources of inspiration.

After a successful edition in London last December, the Denim Première Vision trade show alights for the first time in Italy's fashion capital: Milan!

Uludag Textile Exporters' Association (UTIB) will organize national participation to Denim Première Vision Fair which will be in Superstudio Più - Milan.

Denim Première Vision brings at a common platform manufacturers, weavers, accessory makers, fiber producers, garments and finishing firms and laundries allowing them to display products like indigo and vegetable dyes, jute, silk and linen fibers, handspun denim, organic denim, denim sportswear, selvage denim, as well as denim accessories.

Turkey with 371 million dollars denim fabric exports and 9% of the global market share of 4 was the largest exporter of denim fabrics. At the UTIB booth, it will attract the attention of the visitors with the works and live performances where art meets denim.

LA TEXTILE SHOW

(06-08 March 2019)



Los Angeles International Textile Show (LA Textile), one of America's largest textile trade show produced and hosted the California Market Center, a 3 billion square foot wholesale trade facility located in the Los Angeles fashion district. The LA Show has been showcased twice a year by the California Market Center since 1993 and now attracts more than 150 domestic / international textile & design service exhibitors and over 3.000 apparel designers, manufacturers and buyers.

The leading fabric manufacturer of Turkey attended the fair with the organization of Uludag Textile Exporters' Association(UTIB). An event stand was organized by UTIB with the theme of Coral Reef at the exhibition. We have attracted the attention of the visitors by making a separate corner with the sustainable textile fabrics of our participants.

Turkish companies at LA Textile Show March 2019 edition

Turkish companies at LA Textile Show March 2019 edition

BEZTAŞ TEKSTİL
BZ JAKARLI DOKUMA.
CAN TEKSTİL
CONFETTİ TEKSTİL AŞ
ETS EZGİ TEKSTİL
İLAY TEKSTİL
KOTONTEKS TEKSTİL
LAYA TEKSTİL
MONARK MENSUCAT
MORİPEK TEKSTİL
İPEKER TEKSTİL
AKBAŞLAR TEKSTİL
ANTİK DANTEL

PREMIÈRE VISION NEW YORK

(15-16 January 2019)

Turkish textiles enjoy a strong image across the World. We are the biggest textiles producer in Europe. We proved our power in technical textiles, design and fashion

Turkish textiles sector participated in the Premiere Vision Fair held in New York in January 15-16, 2019 with 29 companies consisting of 25 national and 4 individual firms and invite business people across the world to invest in Turkey in addition to establishing commercial networks. Pinar Tasdelen Engin, President of UTIB (Uludağ Textile Exporters' Association) stated that Turkish textiles sector has a very strong image in the global market and said, "The sector stands out thanks to its machinery park with state-of-the-art technology, flexible production ability, capability of producing special products and high-quality workforce."

New Surface, texture, colour, materials and construction methods of Turkish companies were at UTIB booth Premiere Vision New York with "a specially designed artwork" for New York. This artwork was entitled "Fabric Re-Made" by artist Deniz Sagdic.



TFFMAGAZINE
MAY

PREMIÈRE VISION ISTANBUL

(20-22 March 2019)

PV Istanbul Show organized with the contribution of Uludag Exporters' Association (UTIB). Considered as the most respectful fashion fabric fair of the world, PV Istanbul Fair supported by UTIB at every stage and step forward in the global arena with the members of UTIB.

Uludag Textile Exporters' Association (UTIB) organized International Buyer Mission program and approximately 60 buyers from 18 different countries invited to see the fair.

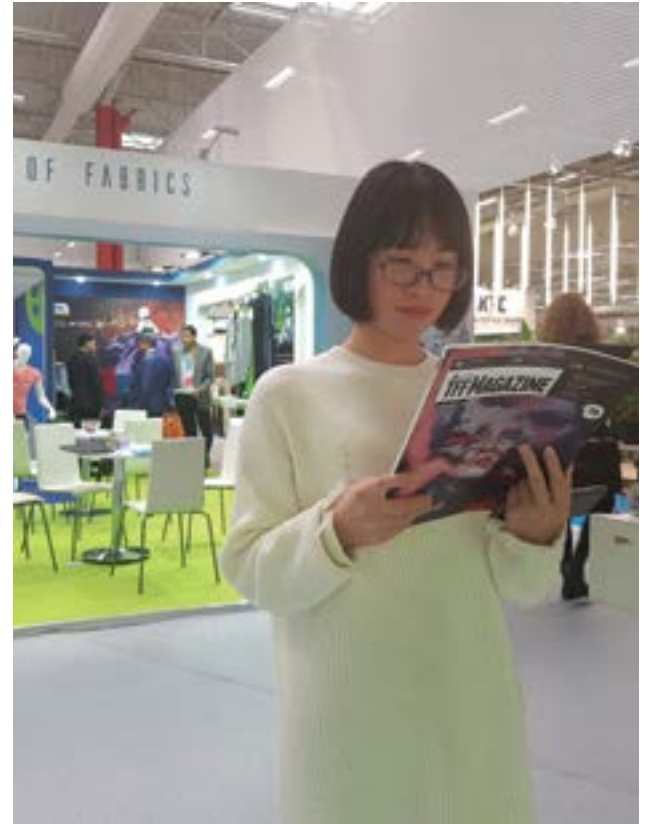
Exhibitors had chance to meet with the potential buyers.



TEXWORLD PARIS

(11-14 February 2019)

TFF Magazine was on display at Texworld Paris, the trade fair of the clothing and textile industry, took place in Le Bourget, Paris, from 11 to 14 February 2019. 13,929 visitors flocked to The Fairyland for Fashion. This is a new record high for attendance, with a 2.35 increase compared with February 2018. The trade shows organised by Messe Frankfurt France maintain their significance as an international business platform for the fashion industries.



101 Turkish exhibitors interested in attending the fair.

Exhibitors emphasised the calibre and targeting of totally professional visitors during this 44th Texworld Paris show. Onlookers, those who were curious or just dabbling were conspicuous by their absence, allowing the exhibitors to concentrate on business.



PREMIÈRE VISION PARIS

(20-22 February 2019)

53,156 INTERNATIONAL VISITORS: A HIGH-PERFORMING EDITION AND SOLID ATTENDANCE INFLUENCED BY MARKET CONCERNS OVER BREXIT.

By welcoming 53,156 visitors from 127 countries at its latest edition, Première Vision Paris illustrated the strength of its leadership and influence on the global creative fashion industry. It's 70%-international visitorship - still unsurpassed in the sector - is particularly notable for its high quality, demonstrating the show's robustness in the face of strong political and economic uncertainties in world markets.

TFF Magazine was on display at Press Village of this prestigious Show. Professional visitors got latest news about Turkish textile sector by TFF Magazine. Turkey was represented by 174 leading companies in this important venue.



DENIM

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MAY 28-29 SUPERSTUDIO PIÙ

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BEST PROJECT AWARD TO BUTEKOM FROM TOBB

With the aim of meeting the R & D needs of the textile sector and ensuring the transformation in the sector by Bursa Chamber of Commerce and Industry (BTSO), Textile and Technical Textile Center of Excellence, which is established within the supervision of Bursa Technology Coordination and R & D Center (BUTEKOM), was awarded a prize in the Chambers / Exchanges Project Competition, organized for the first time by the Union of Chambers and Commodity Exchanges of Turkey (TOBB)..

Bursa Chamber of Commerce and Industry was awarded first prize with the Textile and Technical Textile Excellence Center (TTTMM) project in the TOBB Chamber / Stock Exchange Project Contest, where 365 rooms and exchanges are attended, and 40 projects were short-listed.

In the awards ceremony held at TOBB Economy and Technology University (ETU) Hall within the scope of TOBB 75th General Assembly, BTSO Chairman İbrahim Burkay received the Textile and Technical Textile Excellence Center award from President Recep Tayyip Erdoğan and Rifat Hisarcıkıoğlu, TOBB President.





“SUCCESS IS REGISTERED”

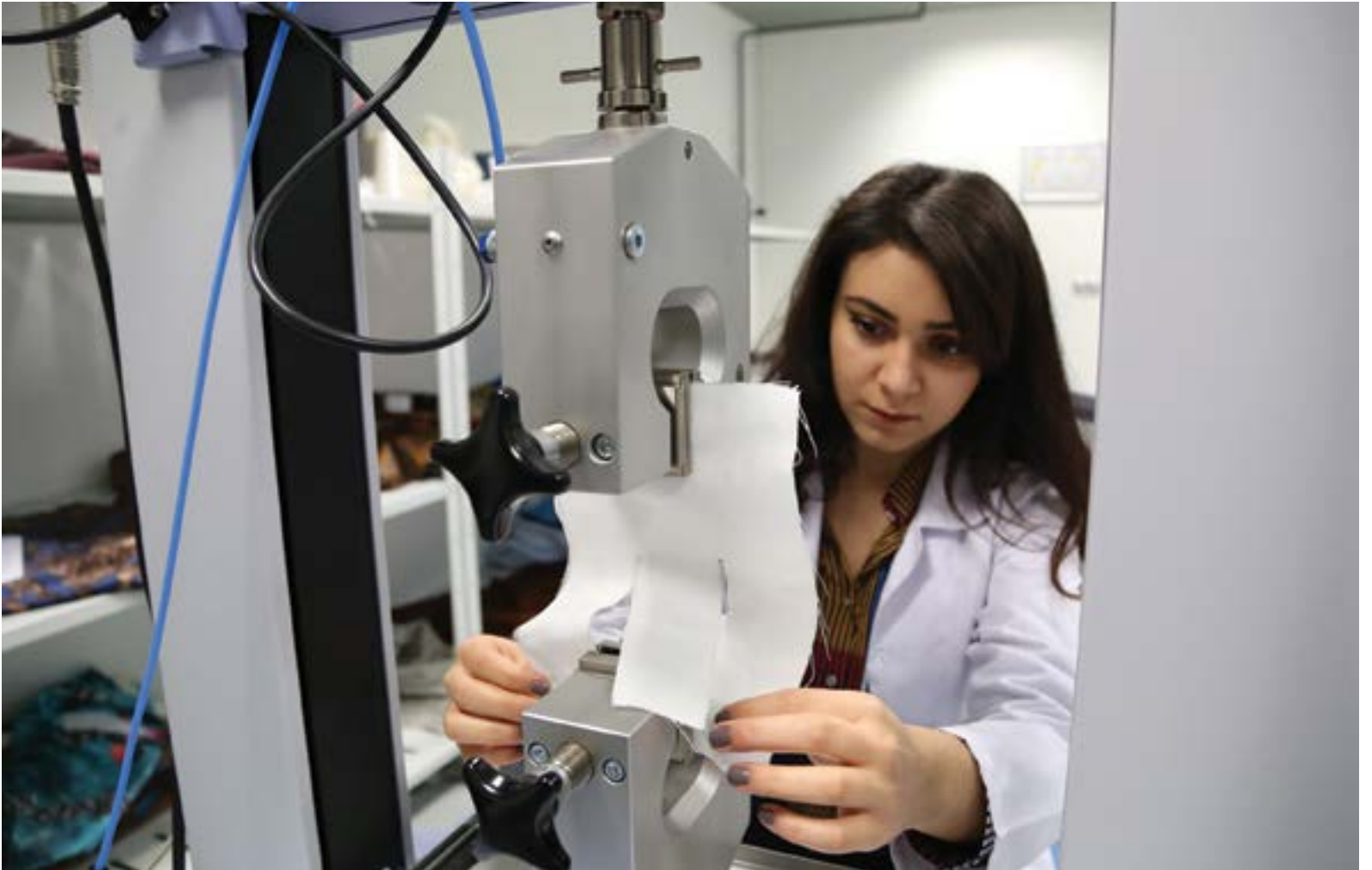
BTSO Chairman of the Board İbrahim Burkay stated that the Technical and Technical Center of Textile Excellence (TTTMM) project is one of the most comprehensive sectoral projects of the current years leading the textile industry both in Bursa and Turkey. President Burkay, stating that the project, which was implemented within BUTEKOM, leads the sustainable growth of textile and apparel and its sub-sectors, said that “Our center is pioneering the production of original and high-quality products in Bursa along with intelligent technical textiles, nanoproducts, and three-dimensional fabric technologies, instead of standard products in our industry.” The Textile and Technical Textile Excellence Center, which we opened in 2014, has managed to create an important awareness in this sector. TTTMM, which has become a successful brand in the sector through its activities, has registered its success via this award.



BTSO NEWS

“IT WILL BE A SOURCE OF INSPIRATION”

President Burkay, stating that it was a great source of pride and motivation to receive the award from President Recep Tayyip Erdoğan at the competition organized for the first time by TOBB, said that, “We aim to enable our companies to respond to rapidly evolving technologies and changing needs in textiles and ready-to-wear clothing, which are among the driving sectors of exports in Bursa.. TTTMM, which we implemented in Demirtaş OSB with the aim of developing a qualified R & D and innovation ecosystem, carries out important works in order for our industry to have an identity that produces and exports high value-added products. Our center, which has a wide range of services from test analysis to project services, from technical reports to training activities, will continue to guide companies.





ABOUT TTTMM,

TTTMM, completed by the Bursa Chamber of Commerce and Industry in 2016 in accordance with BUTEKOM's founding purpose, started to serve actively. The aim of the project, which was implemented in 2016 with the assistance of BEBKA's Guided Project, to establish and strengthen R & D infrastructure in order to contribute to and direct the sustainability of textile and garment sectors both in the region and in our country. The results of the tests carried out in the TTTMM with TS EN ISO / IEC 17025 accreditation, given by TURKAK have validity all over the world while 1,220 different tests are applicable within the center, prioritizing technical textiles. In the center, there are six different laboratories which are Analytical Laboratory, Antibacterial Laboratory, Conditioning Laboratory, Combustion Laboratory, Age Chemical Laboratory, and Environmental Laboratory.

BTSO MESYEB PROVIDES QUALIFIED AND CERTIFIED LABOR FOR TEXTILE SECTOR, BCCI MESYEB

Turkey's most comprehensive testing, and certification center, authorized by the Vocational Qualifications Authority (MYK), provides services to the business world in a total of 77 professions, including 6 professions with the requirement of professional competency certificate in the textile sector. BTSO, which has been implemented by BTSO in Demirtaş OSB, and has been providing documents to nearly 40,000 employees in the last three years, is accelerating its work.

BTSO MESYEB, which has successfully completed the accreditation and authorization audit processes of TURKAK and MYK, started to provide examination and certification services in the textile sector in the occupations of Finishing Operations Operator, Dyeing Operator, Spinning Operator, Yarn Spinning Operator, Front Spinning Operator, and Front Finishing Operator.

TURKEY'S MOST COMPREHENSIVE CENTER,

In line with the needs and expectations of the Bursa business world, and in addition to the existing 64 professions where MESYEB has the authority to test and certify; BTSO Chairman of the Board Ibrahim Burkay, said that they have successfully completed the expanding the scope in 13 professions, in the textile, elevator, construction and metal sectors.

Stating that MESYEB has an important mission in line with the objective of increasing the professional standards of its employees to international level, President Burkay said, "Our center contributes to the training of the qualified and certified labor force that the textile sector needs to compete in the global economy. BTSO MESYEB, providing testing and certification services, not only in Bursa but also 50 different provinces of Turkey, will continue to work harder to increase the quality of service. He added.

Detailed information about the works of BTSO MESYEB can be found at www.btsomesyeb.com.tr.







2021

News

ECOLLECTION

TAYPA TEXTILE HAS PREPARED A COLLECTION OF RECYCLED PRODUCTS

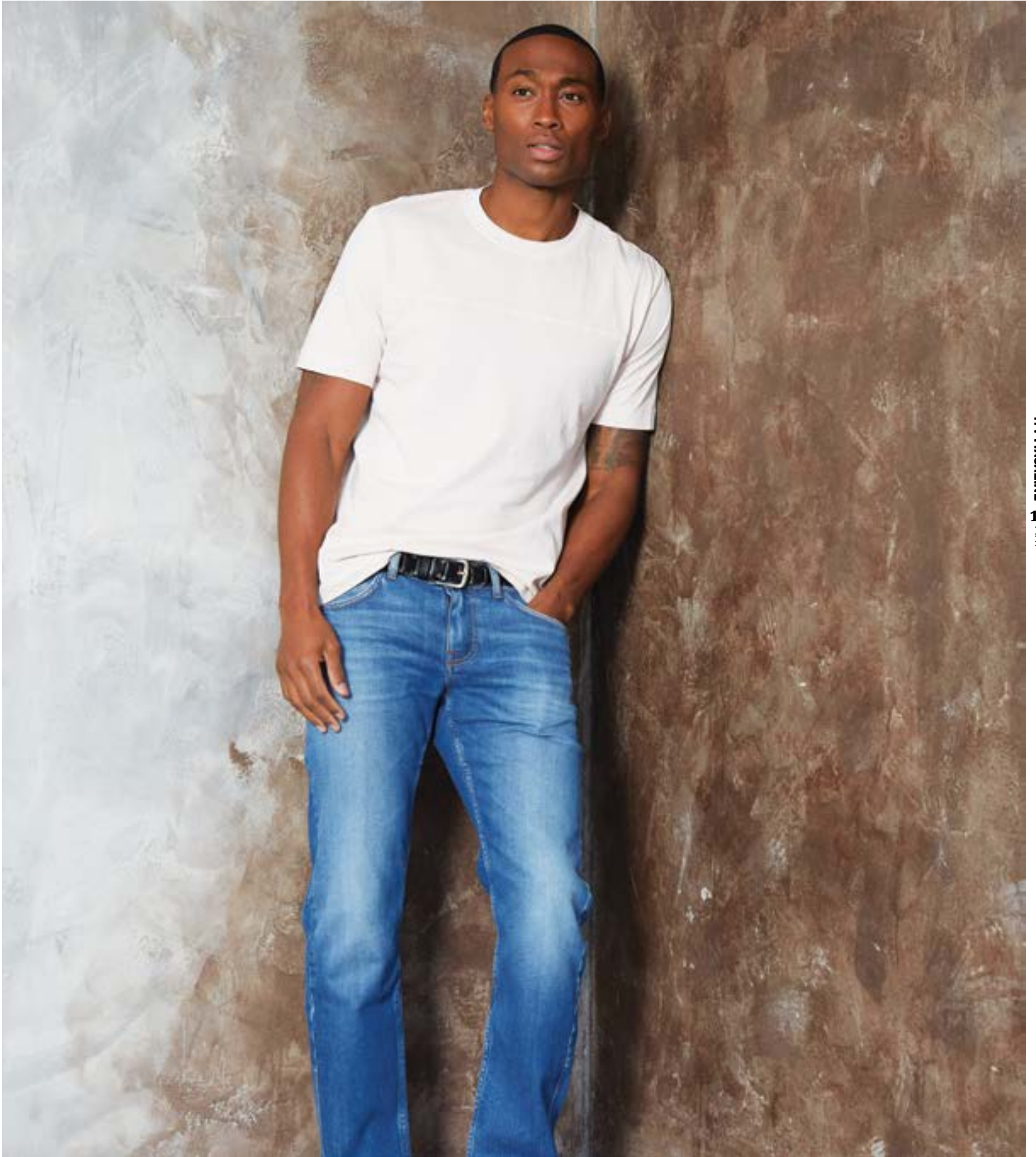
TFF MAGAZINE 18 MAY

Taypa Textile, which has become one of the pioneers of the textile and apparel sector in the world with its sustainability studies, created a new collection of recycled materials using 'zero wash' method, which means using very little water. The "ECOLLECTION" themed collection, developed with the cooperation of Lenzing, known for its sustainability solutions for textile sector in the world, also puts emphasis on the problem of textile wastes that have become an important problem in recent years.



With the increase in the population and the emergence of diversity, there is a significant increase in textile consumption. This is why textile has become one of the environmental polluting sectors. Not only waste textile products, but also the production process threatens nature and consumes resources much faster. For example; only about 20 thousand liters of water are used for the production of a T-shirt and a pair of jeans.

On this basis, Taypa Textile took these sustainability efforts to the next level. Taypa Textile, which has been able to wash its pants with a glass of water by reducing its energy and chemical use by 90 percent through



SECTOR NEWS

its investments in production facilities, has signed a cooperation with Lenzing Group, which develops patented technologies such as Tencel, Modal and Refibra, producing high quality fiber from raw wood using environmentally friendly and innovative technologies..

The entire collection consists of recycled materials.

Within the scope of this cooperation, a collection called 'ECOollection', which represents 100 percent sustainability, was produced by using Lenzing's fiber-based fabrics obtained from raw wood. In the production of the collection, consisting of women, men and unisex models, all yarns and accessories used were carefully selected from recycled materials in addition to organic fabrics. In addition, production was carried out with very little water wash technique called 'zero wash'.

The General Manager of Taypa Textile Burak Karaarslan made a statement about this cooperation. Noting that they are happy to lead the Turkish denim sector once again, "As Taypa Textile, our sustainability goal covers all areas from fabric production to logistics," he said. In addition to providing a very





The General Manager of Taypa Textile Burak Karaarslan made a statement about this cooperation. Noting that they are happy to lead the Turkish denim sector once again, "As Taypa Textile, our sustainability goal covers all areas from fabric production to logistics."

serious efficiency with our investments in our production facilities, we have fulfilled our responsibility towards our world and our country. Now, with our cooperation with Lenzing, we have included sustainable fabrics and recycled accessories into this process and collection." He added. Karaarslan stated that ECOllection represents 100 percent sustainable production, stated that "By combining the "zero wash" technique we developed in CreaTay, which is our design studio, with laser technology, we used the washing methods that will make a difference in this collection. We will continue our sustainability activities with our R & D activities and business associations of this kind. Because consumers now prefer more environmentally sensitive and sustainable products."



JILIN CHEMICAL

**FOUNDED IN 1964
FROM THE FIRST STOP
OF THE SILK ROAD,
CHINA STATE-OWNED,
A LARGE VARIETY OF
FUNCTIONAL YARNS
FIRST MANUFACTURER
FIRM JILIN CHEMICAL
GROUP CO., LTD MET
WITH ITS CUSTOMERS
IN BURSA.**



JILIN CHEMICAL GROUP CO., LTD producing yearly 80.000 tons of filament yarn, 380.000 tons of acrylic fiber and 18.000 tons of carbon fiber, is the only award-winning manufacturer of Chinese industrial union with their environmentally friendly production, ecological textiles and global norms manufacture, and is also the founder of CHINA TANBOOCEL UNION, which brings together the home textile, yarn production industry, bio-viscose filament, woven, socks and ready-to-wear customers all over the world, also home to BAMBOO fiber and yarn producers.

On 20 March 2019 in Bursa Hilton Hotel, we held the “New Textile Materials and Sustainable Development Forum”

More than 100 people attended such as Representatives of the leading companies in the textile sector in Turkey, trademarks and related media.

Topics such as the integration of textile and the promotion of the sustainable development of the sector, linking with international first-class brands and win-win policy were discussed.



CHINA ASSOCIATION OF TANBOOCEL filaments Turkey office responsible CEYTEKS LTD / CEYDA OCALAN directed the conference.

CEYDA OCALAN who is in the textile industry since 30 years, especially with great experience in filament yarn and all of Turkey's textile industry, contributes to the collection a successful seminar by specifying her faith in development of recently found project of Sustainable Development Theory in textile industry and in the market.

JILIN CHEMICAL GROUP CO. LTD mentioned that with the FSC certificate, Sustainability and traceability with wood pulp production and raw material production in natural bamboo filament production, ZDHC in chemical use, SA8000 in the context of social responsibility and OEKO TEX certified for all production stages, their next step will be taking the GLOBAL RECYCLE STANDARD certificate for raw material filament yarns produced from cotton waste.

Next year, as JILIN CHEMICAL GROUP CO. LTD, to be included in the sustainability project of bamboo fiber and filament yarns, it will be approved by the barcode system to be added into its fiber and its traceability in the life cycle and regulation system, following the certificate of INTERTEC LCA life cycle assessment.

CHINA TANBOOCEL UNION and JILIN CHEMICAL GROUP CO.,

LTD Vice President Yue Fusheng

At the seminar opening speech, he mentioned that due to world textile's expectations on high quality, high functionality and sustainability, demanding higher requirements from the global textile industry and the Turkey Textile Industry using the advantages of the solid foundation, strong R & D capability, and having a comprehensive market cooperation, will be developing and producing new featured products and will increase its competitiveness in global textile market.

As Jilin Chemical Group co ltd, he mentioned the advantages of using Bamboo Fiber, bamboo filament, viscose filament, acrylic fiber yarns and the advantages of Turkish textile manufacturers producing ecological environment friendly fabrics, in world standards.

He said, as CHINA TANBOOCEL UNION, it is their happiness to lead the healthy development of Turkish textile industry with the project to continue international cooperation to meet with Turkish manufacturers in Bursa and to provide natural raw materials between Turkey and China will create green industry chain, green consumption.

He expressed his belief that Turkish producers would provide more systematic services and comprehensive support under this union.

SECTOR NEWS



She stated that as Jilin, they pay particular attention to details such as traceable fiber group, raw material selection and production process control, comprehensive use of energy, improvement of safe system related to environmental protection, responsibility-bearing supplier.

Ms. Sun He, director of export in Jilin Chemical Group co ltd European Region, gave detailed information on research, development, implementation and trends in bamboo fiber, filament and rayon.

She stated that as Jilin, they pay particular attention to details such as traceable fiber group, raw material selection and production process control, comprehensive use of energy, improvement of safe system related to environmental protection, responsibility-bearing supplier.

With the help of a state-funded investment in the city of SICHUAN, Jilin Chemical is the only manufacturer engaged in the production of bamboo filaments for natural antibacterial, eco-friendly, breathable products with its special treatment system by mowing bamboo trees which are growing with 3 years with experienced and specially trained workers.

Mr. SAMI YAVUZ with his valuable knowledge and experience, in the name of ELYAF TEXTILE A.S; started his speech with the wishes to continuing the energy that gave them having a long term cooperation with Ceyteks Ltd, mentioned that with the help of the yarns they have been using from Jilin Chemical Group co ltd since a lot of years, they are producing fabrics to well known brands such as ZARA, MANGO, H & M and talked about combi-





industry, linking with international first-class brands, and the technical process of dyeing and post-processing. And emphasized the importance of achieving mutual business efficiency and effective communication. Participant companies had the chance to examine the products exhibited by CHINA TANBOOCEL UNION during the seminar.

In the continuation of the meeting, participating companies (participant list seminar is available in the brochure) BHS TEKSTİL A.Ş. , BARUTCU TEXTILE INC. , ELYAF TEKSTİL A.Ş. , FİLMAN MADE TEKSTİL A.Ş. , HMK Tekstil A.Ş. , İPEKER Tekstil A.Ş. , MELTAM textiles, Özdilek A.Ş. , SADIRLAR TEKSTİL A.Ş. , SÖNMEZ ASF TEXTILE INC. , TİBET TEKSTİL, YELKOVAN TEXTILE AND YILMAZİPEK A.Ş. had one-on-one conversations with the delegation.

The Conference has created a huge impact in the Turkish market. CHINA TANBOOCEL ASSOCIATED fibers and filament yarns have contributed to the process of globalization of Turkish textiles

The delegation also visited the Premiere vision istanbul fair.

Following the Bursa Sustainability development seminar, China Tanboocel delegation went to JAKARTA - INDONESIA and SURAT - INDIA and also Jilin Chemical Group co ltd CEO Mr. SONG DEWU met with his customers with the same slogan so that information was exchanged to the consumers at the stops of the Silk Road starting from China

At the Premiere vision / Expofil Paris fair, 17 / 19.09.2019, CHINA TANBOOCEL UNION will exhibit its new products and fabrics and present awards to their Turkish customers attending to the fair with a seminar they will



ning viscose, bamboo, cotton, linen and different yarns, and making the development of sustainable textile products together.

He thanked Jilin Chemical officials for their support for products with new features. He also stated that they exhibited JILIN BAMBOO FILAMENT FABRIC collections at the Paris premiere Vision Fair and successfully introduced the project to the global brands.

OZDILEK A.S., MR.ATAKAN YILDIZ, said that Bamboo products have become very popular in their more than 120 stores. Turkish consumers find Bamboo fiber safe, natural, healthy, high added value and comfortable products, he said. In the next step their aim is to be in close cooperation with the CHINA TANBOOCEL UNION, and to evaluate and learn the experience of the alliance said.

At the same time, an open interactive forum was held during the meeting, and participants discussed extensively about improving the quality of the products, developing the chain with the





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DENIM NEWS

“The elements of the 90s with high dose streetwear in the original icons and classic pieces at the heart of our Spring / Summer 2019 collection are interpreted with unexpected, modern touches. Familiarity and innovation, a little iconic and contradictory...”

Karyn Hillman, Levi Levs Strauss & Co. Global Product Executive.

Levi's® is a brand that perfectly represents the classic American style and the effortlessly cool "style. Levis, since its discovery by Levi Strauss & Co.

in 1873; has become one of the most recognizable garments in the world and has been able to capture the imagination and loyalty of consumers for generations. Today, Levi's® brand portfolio continues to evolve with an innovative spirit that is always unique in the pioneering and ready-to-wear sector.

Levi's® products sold in more than 110 countries as the world's leading brand of jeans and accessories, allows people to express their personal styles. For more information about Levi's® brand, products, and stores, please

LEVI'S

KARYN HILLMAN

Levi Levs Strauss & Co. Global Product Executive





Jonathan Cheung, Senior Vice President, Global Design, Levi's® " Fashion is a reflection of culture. And now, in the center of this culture's Venn diagram, there is Instagram, sneakers, street style, and hip-hop taking place. Levi's® is in the middle of them.

In the era of digital influencers and the endless flow of visuals, it is more important than ever to come to the fore. Everything is about drawing attention now. And if there's one thing you can believe in the digital age, it's that basic styles will never create a tremendous impression ever again. For this reason, Levi's® also turns to the Unbasic style for the Spring/Summer 2019 season. This season we use this phrase to describe what we are used to and what is new. We review and update the styles you've seen before and offered them with a brand new identity. For example, the classic Levi's® Trucker jacket is now four times bigger. We are recreating the styles that can be traced back to the roots we are familiar with interesting trials.

"The elements of the 90s with high dose streetwear in the original icons and classic pieces at the heart of our Spring / Summer 2019 collection are interpreted with unexpected, modern touches. Familiarity and innovation, a little iconic and contradictory..." —Karyn Hillman, Levi Strauss & Co. Global Product Executive.

Of course, the trend of street clothing rising in the heart of the Unbasic collection and the brave styles that give it a reputation take place in the collection. Street style, which started with pretentious sneaker madness, has become the most important player of the fashion scene today. Levi's® is the perfect match for this change.

Jonathan Cheung, Senior Vice President, Global Design, Levi's® " Fashion is a reflection of culture. And now, in the center of this culture's Venn diagram, there is Instagram, sneakers, street style, and hip-hop taking place. Levi's® is in the middle of them.

In the innovations section of the Unbasic program, this season is an exaggeration and personalization, and a dose of a joke. Especially when it comes to deforming the famous Levi's® icons ...

Especially when it comes to deforming the famous Levi's® icons ... For example, the new "flexible tab red sticker with an oversize Two-Horse back patch and side-turned Levi's® red tab, or a Type III Trucker jacket with half black denim and half indigo. In fact, the new Levi's® is a model as simple as the Hi-Ball jean.

Finally, the 90s continue to live in the Spring / Summer 2019 collection. The popular Levi's® Engineered Jean™, launched for the first time in 1999, is being re-introduced. An ultra-high-performance Levi's® Ribcage jean from the 1990s is also included in the collection.

The range of sportswear, inspired by the hip-hop style of the 90s, such as hooded sweatshirts and hybrid Trucker jackets, the bold block-colored, big logo, and eye-catching graphic-patterned T-shirts, also can be added to those mentioned above. Although the year we live in is 2019, the 90's where the popularity of Jerry Seinfeld's 'Saved by the Bell' and 'Salt-N-Pepa' reached a peak still retain their position in our hearts and wardrobes.

MEN'S COLLECTION

Men's clothing collection of this season continues to develop the street style impacts that has become a very important part of the fashion world today. This is mainly due to the exaggeration and deformation of



Levi's® icons, such as the hybrid Trucker jacket from black and indigo denim. Unbasic style gets richer and richer thanks to the colorful, graphic hooded sweatshirts and T-shirts, the bold-patterned Cubano shirts, and the 501® cropped jeans.

The Levi's® Taper series, complementing the street styles of this season, is expanding with Hi-Ball Cargo pants and Hi-Ball Cargo shorts, both with different camouflage patterns. As a result, the Spring / Summer 2019 men's clothing collection makes you look good while you feel comfortable. Levi's®, which uses ultra-soft new fabrics such as Tencel™ Lyocell and Wonderknit, offers more stretch and more comfortable pants and tops than ever before.

WOMEN'S COLLECTION

This season's women's collection focuses on exaggerated forms, comfort, and entertainment. Speaking of exaggeration, high-waists should come to mind. Levi's®, with its sine qua non Ribcage jean pants, offers the highest specific model to date, more than 25 cm high! Levi's® Ribcage, which is presented in two styles, regular legs, and pleated short legs, brings together the patterns that show the body well in an eye-catching style.



The great news of the season in terms of comfort is the use of the Four-Way Power Stretch fabric in the Levi's® Sculpt jean range.

This lightweight, innovative new fabric has incredible flexibility and is produced using Lycra DualFX stretch technology, including an extremely high pick-up. This means that some extras can recover while you can look as great as you feel. There are plenty of choices worthy of sharing on Instagram throughout the season, in addition to showing so much comfort and body well. Brave colors and graphic patterns, exaggerated silhouettes, creative new interpretations of iconic favorites, everything you need to make your style Unbasic available in this collection.



INTERVIEW



When we look at the way the ISKUR Group has come since its establishment in 1990, we are actually summarizing the path that paved the for by the Turkish Industry.

ISKUR

İSMAİL KURTUL

Chairman



INTERVIEW

Can we know more about Iskur Denim? Can you tell us about the process from 1990 to the present?

When we look at the way the ISKUR Group has come since its establishment in 1990, we are actually summarizing the path that paved the way for the Turkish Industry.

At this point, based upon the journey started with the production of cotton, gin and cotton oil 30 years ago in Kahramanmaraş, we are talking about an industry giant serving in 8 different sectors with 18 businesses. Iskur Denim, founded in 2015, is actually an important part of Iskur Group's textile investments.

What would you like to say about your production potential and product range in the denim sector?

Iskur Group, which has 4 separate Open End spinning mills, 1 Vortex spinning mill, 2 Ring operations, does not only meet the yarn necessity of Iskur Denim but also a very crucial yarn supplier of many domestic and foreign companies.

Having such a large yarn source is of great importance to the quality and variety of Iskur Denim's products. In Iskur Denim, a fully integrated facility, the yarns dyed in the indigo dyeing machines featuring 36 rope capacity are also woven in the weaving mill belonging to Iskur Group and unique-looking fabrics are obtained in specially designed finish machines.

An important difference that distinguishes Iskur Denim from its competitors is that the founder of the company, Kadir Kurtul, propagated the importance of the lands he was born and grew up to his entire business life.

In the area of 2.5 million m², BCI cotton is produced and organic farming is still being carried out today. Produced cotton is transformed into a product in the enterprises owned by Iskur.



Can you tell us about your innovation and R & D activities in the name of differentiation, both in your designs and in raw material? Can you give us information about your activities in order to increase productivity and sustainability?

In addition, large investments are made in natural energy resources and the sustainability of the enterprises is ensured not only in the production process but also in production resources.

Investments in wind energy generating 70,000,000 kWh of electricity, or in solar energy systems generating 5,64 GWh electricity per year, are the extension of this understanding. The Re-Cycled yarn production facility, established in 2018, summarizes Iskur's policies regarding waste management. In Re-Cycled yarn production plant, which has a production capacity of 450 tons, all textile wastes are evaluated and reproduced.

In the R & D center established with the cooperation of universities, future-oriented technologies and processes are set up for all enterprises. As a result of this project developed with the WAW- We Are Water motto, the amount of water used in indigo dyeing is reduced by up to 95% and provides coherence with all other sustainability efforts.

With an annual production of 18 million meters of denim and 30 years of textile expertise of Iskur Group, Iskur Denim, providing services to the clothing manufacturers and major exporters in Turkey and the denim brand in Europe such as Italy, Germany, Netherlands, UK, and Spain, succeeded in entering the US and the Far East market through the expansion of its sales force in 2019. Among the customers of Iskur Denim are; Tommy Hilfiger, Jack & Joneses, Zara, Massimo Dutti, Top Shop, River Island, Ahlers, Pioneer, Lui Jo, Pinko, Twinset, H & M, Asos, Blue, LCWaikiki.

The concepts of Iskur Denim, which blends trend images and market expectations in denim collections, are constantly being enriched with newly developed products.

Earthsqua is the collection of Iskur Denim team, which dedicated themselves to protecting nature, outlining the work of sustainability.

Re-Cycled yarn is manufactured at its own factory, and fabrics are produced by using 95% water during indigo dyeing using BCI cotton produced from their own fields.

Can you tell us about your creations? What do you pay the most attention to when following trends? How do you apply them to your designs and models?

Retro is the collection of Iskur Denim, which is prepared for the real denim lovers and reflects its expertise in denim. These fabrics, which offer different indigo colors, gray, black and overdyed, are the finest examples of classic denim in the weights ranging from 7.5 to 14 ounce, and retain their value over the years. The Old School is a very special collection that brings back the '70s denim fashion, and can easily obtain the washings of that period. Rigid and comfort stretch fabrics of medium and thick weights are inspired by the past and adapted to the taste of today's clothing.

In this period where the limits in men and women's clothing are lifted, Asana high elastic fabrics attract the attention of men as much as women. Fabrics with elasticity up to 100% in the Asana group, promises comfort and performance for both sexes. G-Spark, a special finish developed with Iskur Denim's technical expertise, changes the face of denim and makes it look like a sportswear that can be used in classic clothing with its bright, flat image. G-Spark fabrics offer beautiful options for those who want to be stylish day and night.

Iskur Denim; participating in Kingpins Amsterdam, Denim PV and Munich Fabric Start, the most important fairs for the denim world, has carried its products to the digital environment this year, by keeping up with the developing technology. Iskur Denim, which is included in the De-Brand application that brings together the most important buyers and sellers from all parts of the world, has created a virtual showroom where all products can be examined online, samples are requested and can be contacted.



INTERVIEW



Cem Pardo, emphasizing that they have been manufacturing buttons, clasps, rivet, pinking and accessories from zamak and brass in metal accessory factory since 2013; along with all sorts of accessories and buttons such as polyester, korozo, genuine horn, bone, wood, coconut, shell and urea buttons in their factory in Kartal; explained their export growth targets for the following period with the following statement: “We have been exporting to many countries worldwide, primarily to Spain, England, India, USA, Germany, Morocco and Netherlands. We would like to enhance the success we have achieved abroad through the new marketing and design offices we will be setting up

POLSAN

CEM PARDO

The Managing Partner of Polsan Button and CEO of Polsan Metal



LIVE
LAUGH
LOVE

YOU CAN
IMAGINE IT
CREATE IT
BREAK
YOU CAN

STOP
BOY
LIFE

INTERVIEW

POLSAN BUTTON BECAME THE COMMON NAME OF BOTTON ALL OVER THE WORLD

Polsan Button, which was established 60 years ago by Pardo family; one of the Turkish industrialist families, and that has further increased its success of being a global brand with the participation of each new generation to company management, has become the common name of button all over the world; it has become Turkey's source of pride and continues to be that.

Cem Pardo, the Managing Partner of Polsan Button and CEO of Polsan Metal, told the reasons underlying the steady growth of their company in the way of becoming a global company, their modernization processes, the importance they place on innovation, the value brought to them as a result of closely following the technology and trends and investments towards these and the R&D works performed for ecological and sustainable production which is one of the most important moves for change in recent years.

“We will also have investments abroad”

Cem Pardo, emphasizing that they have been manufacturing buttons, clasps, rivet, pinking and accessories from zamak and brass in metal accessory factory since 2013; along with all sorts of accessories and buttons such as polyester, korozo, genuine horn, bone, wood, coconut, shell and urea buttons in their factory in Kartal; explained their export growth targets for the following period with the following statement: “We have been exporting to many countries worldwide, primarily to Spain, England, India, USA, Germany, Morocco and Netherlands. We would like to enhance the success we have achieved abroad through the new marketing and design offices we will be setting up

“Polsan is setting the trends for buttons”

Polsan, which has the manufacturing





capacity of more than 3.5 billion pieces annually in its state of the art technology manufacturing facilities, is setting the fashion and trends in its industry through the collections it creates. Polsan Button, which follows the world-wide developments about its industry and also contributes to the development of industry through its own R&D, is being considered as a brand which actively takes part in creativity and manufacturing stages, closely follows the innovations and sets the trends; beyond being a conventional button company performing product supply in Turkey. For this purpose; it prepares general collections 4 times a year with its design and technical team in Turkey and Italy and also small-scale capsule collections based on customer demands.

“Name of Turkey is referred to as quality and beauty in our industry in international arena”

Cem Pardo, adding to his words that they have been actively participating to all fairs held in international arena; said the following. In all fairs of which we are a participator, representatives of hundreds of international brands visiting our stand are admiring our collections when they see them. It really makes us proud that the name of Turkey is referred with such high quality and beautiful buttons across the world. It is really pleasing that we are recognized as a global Turkish brand in polyester, horn, koroza, metal accessories and buttons.”

“High quality production, fast service and innovativeness brought along 100% satisfaction”

Cem Pardo summarized the reasons underlying the existence of Polsan for 60 years as the following; high quality manufacturing, fast service, vision of ensuring unconditional customer satisfaction, teamwork, a team which became a family, importance placed on R&D and innovation and continuously investing on technology. He said “We continuously work to be a leading brand of the industry. We have never slowed down our speed of investment. We are even ahead of the Europe in terms of

manufacturing technology. Each period of our 60 years of history was experienced with investment attacks”.

“Polsan, which is the most important natural button suppliers of Europe, has now pushed the button for sustainable and ecological production.”

Polsan is drawing the attention with its R&D works which are less harmful to the nature by adopting ecological and sustainable manufacturing perspective. It has focused its R&D and innovation processes on reducing the use of water and electricity and chemical wastes by performing recyclable, sustainable and environment-friendly production. Polsan, foreseeing that the interest for natural products of recent years will also increase in button industry, became one of the most important natural button suppliers of the Europe through the investments it made in this field.

Cem Pardo: We will continue to increase employment with new investments

Cem Pardo has explained the biggest purpose of the continuously growing Polsan family as follows: “For 60 years, we are steadily maintaining our activities as a brand which broke new grounds and achieved the bests. Despite tens of negative economic events, we are succeeding in increasing our turnover between by 25%-35% each year. We use this increase also for our investments as additional sources. At this moment, we have succeeded in becoming a family which is growing and gaining strength with our 340 employees; the past of each date back to as old times as the history of our company, through our team spirit, values and experiences. It is our biggest target to introduce Turkey to the world further in this industry by making new investments, drawing more foreign currency to Turkey and further enlarging the Polsan family.”



INTERVIEW



We became a key solution provider for many Turkish Garment manufacturer. Our aim is to co-operate with them in a very strategical way to improve production technics to reduce the consumption of water, chemicals and energy.

Could you tell us about your relations with the Turkish Denim sector? Would you describe Turkish denim from your point of view?

Today we are continuing to operate from our Izmir factory, having over 20 people in our team only in Turkey.

We became a key solution provider for many Turkish Garment manufacturer. Our aim is to co-operate with them in a very strategical way to improve production technics to reduce the consumption of water, chemicals and energy.

Thanks to the investments of the Turkish Denim manufacturer into technologies we believe that Turkey will stay very competitive in terms of speed to market, quality and price.

With our laundry 5.Zero (laser, G2, eFlow, H2 Zero and Contact box) launched we offer now a full laundry solution, from dry processing by laser technology, washing machines produced by Jeanologia Italy, up to the H2Zero waste water system based on our own ozone generators produced in Izmir. Now it is time to analyse and to improve the processes in the denim fabric production too.

JEANOLOGIA

ENRIQUE SILLA
CEO





Turkey is a key market and strategic place for us, our plan is to increase our investment there in order to give the best in service to our clients. Currently in Izmir we have our own Ozone production center and a demo center, with more than 20 creative and talented people with one common passion: INNOVATION.

Turkey is the leader in fashion and quality denim fabrics so it's obvious that a lot of things are happening here. We as Jeanologia will contribute in this field too.

We have introduced our G2 DYNAMIC system to the market having now more than 30 systems running worldwide. We are already working with 4 mills together here in Turkey and we are sure we will expand soon.

As Turkey has a key role in garment manufacturing, for sure they will achieve the same in the denim fabric and we as Jeanologia hope to be part of this.

Can you reveal some information regarding Jeanologia's Izmir plant located in Turkey? Are you planning to increase such investments in the future?

Turkey is a key market and strategic place for us, our plan is to increase our investment there in order to give the best in service to our clients. Currently in Izmir we have our own Ozone production center and a demo center, with more than 20 creative and talented people with one common passion: INNOVATION.

Would you like to briefly mention about the latest technology in the Denim sector you have brought up?



G2 Dynamic is the first machine to integrate ozone technology to the continuous fabric finishing process. It stems from the knowledge acquired by Jeanologia in over 15 years of R&D in ozone textile applications field and is set to redefine fabric finishing providing an eco-efficient alternative for several of the most water intensive and pollutant processes of fabric finishing.

THE FUNDAMENTALS OF G2 DYNAMIC TECHNOLOGY

G2 Dynamic takes air from the atmosphere to produce ozone, a molecule that reacts when coming in contact with fabric. Oxygen is released back into the atmosphere once the process is done, closing the loop with zero discharge.

This is why G2 Dynamic uses less water, less energy and no chemicals to achieve results comparable to those obtained in some of the most common processes: desizing, elimination of backstaining, caustification and greige fabric bleaching. Any of these can be done with G2 Dynamic adjusting only two parameters: speed of fabric circulation and ozone concentration. It's revolutionary in its simplicity, as all denim and



RTD fabric will go through at least one of those processes. It's the key to create the most sustainable fabric.

DEVELOPING NEW SUSTAINABLE PROCESSES WITH G2 DYNAMIC

G2 Dynamic can be used in different stages of fabric finishing. In any of them, its deployment leads to a simplified process with significant resource savings.

On denim fabric production, G2 Dynamic replaces the desizing and washing stages. This new process is more efficient; eliminating backstaining at the same time it desizes, managing to give the fabric a brighter, cleaner look when compared with the conventional process and getting up to 80% water saving and completely eliminate chemical from this process.

Furthermore, G2 Dynamic have shown that the latter offers a better response during the garment finishing process. G2 Dynamic acts as a natural laser booster and

shortens garment finishing processes both in time and steps, leading to further reductions in water and chemical consumption as the steps where their use is involved are either shorter or no longer needed.

With G2 Dynamic, a more sustainable fabric leads to a more sustainable garment, redefining fabric finishing to bring us closer to our goal for the future: a clean textile industry.

What kind of activities is Jeanologia carrying out in the context of sustainability, can you give us some hints about the future?

Jeanologia is working in a global solution from fabric to garment finishing, offering the combination of its hardware and software to complete change the current production model.

Thanks that we will be able to achieve our sustainable goal by 2025 the total detoxification and dehydration of the jeans industry.





INTERVIEW



Although the products we produce are mostly Baby's and Children's wear fabrics, we also cover a fabric range regarding women's clothing and Men's shirt design.

MAİTEKS

İSMAİL KUŞ

Maiteks Chairman Of The Board

BTSO Vice President of the Board of Directors





To be productive and efficient in the textile market, you must be open to continuous innovation.

Can you inform us about the process and products of MAITEKS since it was founded?

Maiteks is a family company with a history of about 50 years. The adventure that started with contract production continued in the eighties by marketing its products to the domestic market. Our company, which has been opened abroad over Laleli in the 1990s, has been trading with nearly thirty countries with its own designs and patterns. Our company also started to produce apparel, especially baby and children's wear under Maibella brand, and sends 90% of its products to overseas markets.

Can you tell us about your current structure and potential in terms of production and export?

Although the products we produce are mostly Baby's and Children's wear fabrics, we also cover a fabric range regarding women's clothing and Men's shirt design. Our products mainly consist of Dispers and Reactive Digital printed fabrics.



You and your team have great contributions in transforming the Bursa Textile Show into its current position, which is an important platform for exhibiting the perfect quality and design of Turkish textile in Bursa, the capital of the textile sector. What would you like to say about the added value that Bursa Textile Show brings to Bursa and Turkish textile?

Bursa Textile Show really suits Bursa. Bursa is a textile city because of the textile history in the city traces back to very long dates. When we came to office in Btso, you know, we were aiming to bring new generation fairs to Bursa. Back in those days, new generation fairs were one of our sixteen macro projects. We predicted that a textile fair would be suitable for Bursa, the textile city because Bursa Textile companies were generally the leading actors in all textile fairs in the world. Our task was hard, but we knew the potential. We started with the P&D project. We established

the first Textile P&D in Bursa. P & D, which we had trouble finding companies at first, was doubled by our achievements. As Burteks, we started with purchasing committees as B2B organization. We had our first activity with 49 companies about three years ago by making one-to-one meetings with friends who participated in international fairs in the sector and by convincing our companies.

As Bursa Tekstil Show, we have brought our fair to a fair concept for the last two years Today, the most important textile fair of our region has been brought to Bursa. Bursa deserves more than that as a textile city. I would like to thank all the people who contributed to this effort, mainly the workers who worked really hard and our friends who worked with dedication by taking part in the fair commission.

How do you follow trends and innovations in the sector? Could you tell us a bit about your design and innovation team?

We offer products that are composed by our strong R & D and design team to the appreciation of our customers in different countries of the world and in Bursa Textile Show, by constantly participating in sectoral fairs abroad, and closely following the new trend sites in fashion.

What are your views on increasing productivity and sustainability?

To be productive and efficient in the textile market, you must be open to continuous innovation. You have to give a great deal of importance to R & D and Design. Your marketing team must also be strong. It is also very important that you fulfill your customers' requests in a timely and complete manner.



INTERVIEW



Among the subjects that I focused in my works that we call Keynote, education, seminar, conference, moderation, panel, project and actualized in various forms and constructs, there are "Futurism, future, hyper, trends, technology, digitization, transformation, business world, career".

Futurist, Economist, Author Ufuk Tarhan, Futurist, Economist, President of Digital Agency. Graduated from the Middle East Technical University (METU), Department of Economics. Since 1982, she has worked as a top executive, general manager and board member in various companies and industries mainly in IT & telecommunications.

In 2002, she was awarded as "The Most Successful Businesswoman In The IT Industry". She founded M-GEN Future Planning Center in 2006 & M-GEN Software & Digital Communication Services Ltd in 2011. She is ranked among Futurist Influencers, "All Futurists" Google Search, top 100 female futurists in the world lists and known as business designer and avatar.

Gives conferences and lectures like "How To Create A Better Future?" "Be a T-Human", "Get Prepared for Digital, AI, Robotic, Energy Revolutions' Future" etc. She is first members and former president of the Futurists Society (TFD) in Turkey and still the only woman futurist keynote speaker, moderator and facilitator in Turkey.

UFUK TARHAN

Futurist, Economist, Author



Can we know more about the Futurist Ufuk Tarhan? Would you like to share the scope of your studies, training, and seminars you offer?

Futurist, simply the Futurist T-Human Ufuk Tarhan, is a hardworking dreamer profile, in which we call it "visionary doer", wondering 7/24 "what will be the future of everything? What can be better? What should be done? and striving to do "at least one good thing" for each day. J Among the subjects that I focused in my works that we call Keynote, education, seminar, conference, moderation, panel, project and actualized in various forms and constructs, there are "Futurism, future, hyper, trends, technology, digitization, transformation, business world, career". What I want to is to identify and share what people, and hence the institutions need to do for the sustainable and rising business, career success. Acting beyond thoughts and promises; to inspire, to give hope, to motivate for change and transformation. Even provoke, and impassion! To create an impact, discipline and working motive that will lead to success, positive developments and revolution. In order to read more in detail and understand my work, I suggest to have a look at www.ufuktarhan.com or the QR code right next to it.

What is Futurism? What do we need to understand?

Usually, the developments and works in the field of technology, digitalization, software, etc. come to mind. Futurism means "the positive future design". It is the field of work to produce, share and develop future information, scenarios, and fictions that will help us find what should be done for a better future. In other words, we can say that; futurism is a discipline that tries to a futuristic stance compared to history's retrospective stance. In fact, futurism is the totality of efforts to transform information, probabilities, scenarios, into workable data just by considering the future probabilities of what is likely to be experienced in the near future? or what good or evil might happen if experienced?; just as the effort of history, turning past experiences into a concrete knowledge.

Behind the reason why futurism first comes to mind in terms of technology, digitalization, software, or the develop-

INTERVIEW

ments and works in these areas, lays the fact that these factors are determinants and central in the basis of almost all changes, transformations, and movements. Technology pulls the trigger in almost all aspects of life while the software digitizes and transforms. Otherwise, there will be no knowledge, science, art, sport, life/work area outside of futurism, which is not of interest or does not affect it! .

What is the place of futurism in our lives?

There is no place in our life that has no futurism. Everything has a future. The future is a process, a flow that comes to everything that is alive and lifeless. That is why futurism, the effort to design the future positively, is actually the life itself. We cannot really say "Futurism is interested in this, not interested in that! or" It has nothing to do with the future etc. Such approaches and thoughts whether we know futurism or not, it is fine, whether we produce future knowledge or not it is fine, whether we use it or not it is fine, are totally meaningless and baseless. If it is impossible for us to move to the next stage without understanding, deciphering, analyzing, and interpreting the past and history in terms of usefulness, functionality, and consequentiality, this is the case for our future.

In a nutshell, Futurism is in all parts of our lives, and in the very center. Most people are just not aware of it yet. That's why me and people like me who work in this field,

are trying to raise awareness in this regard. Some people, unintentionally, utilize futurism effectively without naming.

I call them organic futurists. More and more often, I hear people saying that "mmm I was actually a futurist, and was using it quite a lot.

Can you tell us about Futuristic Fashion? How does it emerge as the product of thought?

Since fashion and trend are two inseparables, I would like to answer this question by evaluating both together. Fashion reflects people's differentiation, position/class separation, and evolution in addition to the acquisition of charm with the renewal of individual appearance.

Fashion undergoes a change when the transformation occurs as a result of individual and social trends. The faster the social transformation, the faster fashion changes. Fashion comes out the when a trend, disposition, orientation, current are widely accepted, used by large audiences, and becomes popular. The trend is the cause of fashion, fashion is the result of the trend. Fashion can be summarized as the reflection of man's impulse to be different and to attract attention. In other words, fashion is the feeling to search for what is better and nicer.

It is the desire to exchange what is different from the old and dress up instead of the cover-up. In short, the phrase we need to remember to separate the two may be the following; "Trends turn into strong, and long-lasting trends and eventually into fashion". If we look at the trend / fashion difference a little more closely;





While the trend describes the general, orientation, current, development or changes happening in one direction, fashion is the description of the way something is constructed and formatted in that specific time period.

- While the trend is popular at a particular time, Fashion is the latest, most current popular clothes, makeup, cars, device model, a behavior format.

- While the trend describes the general, orientation, current, development or changes happening in one direction, fashion is the description of the way something is constructed and formatted in that specific time period.

- The trend is used in many different areas such as fashion, technology, finance, weather, science, work/life/ behavior, fashion is preferred when describing topics on fashion, behavior, clothing, decoration.

Naturally, the rising trends of the future shape the future of fashion when it comes to understanding and interpreting concepts in this way. Futurist designers are those who design clothing according to the life we think of in the future and design. What they design is called futurist fashion.

For example; 3D clothing, accessories or color, heat, shape-changing, stain-repellent, curing nano-technological clothing, products that we call wearable technology. They all explain the relationship between futurism and fashion

Natural resources and energy-saving designs are the focus of futuristic fashion. Would you like to elaborate on your projects in this regard?

In recent years, fashion is considered one of the blame industries that consume, pollute, generate the most waste of world resources, and cause people to misuse their resources economically by textile industries, environmentalists, young people like Greta. The fashion industry is considered to be one of the most damaging, ecologically vulnerable business lines by new generations, people who are young and sensitive to the environment. This increases the orientation to concepts and approaches called "sustainable fashion", "fast-slow fashion", "organic, ecological fashion" and so on.

Behind all of these, control of ozone release, ecological raw material, use of renewable energy, producing units, distribution, sales, marketing, use, supply chain processes in short, there lays trends such as the adoption of cyclic economic principles without generating waste and the direction to "not excessive but necessary and useful production / use."

What do you want to say about the future of fashion, the fashion of the future? How do you think will be the fashion shows in the future? What kind of extraordinary designs will we be seeing?

In fact, we have seen the minimum so far. J But we'll see many more uncommon features. Tomorrow is another day. With the expansion of the following trends, a new sense of fashion and environment will occur;

Emerging trends:

- Dissemination of sensitive / environmentally friendly products, materials, and accessories, that are ecological, sustainable, cyclic, designed and produced in accordance with the principles of economy,

- A decrease in purchasing appetite and power,

- Choosing more simple, practical, easy, lightweight, non-flammable, tear-free, non-staining, non-flammable, non-sweating, multi-functional garments

- Increasing the variety and usage of smart / online clothes in work and life areas with technological textile,

- A rapid increase in the use of technology such as artificial intelligence, robots, renewable energy, 3D, hologram, virtual/augmented reality and in all processes such as fashion show, sales, marketing, design, production, distribution, etc.

- Fly-man, on-vehicle wraps, and accessories,

- The birth of fashion space for a brand of new clothing for space-faring,

- The spread of personalized, instant production opportunities,

What do you recommend to our companies operating in the textile sector? What do you advise to our companies in preparing themselves for the future?

1. First of all, they must have the habit of using futurism in an effective, continuous, focused manner.

2. They must read my book, titled as "T-Insan", (<http://www.t-insan.com>). Let them be a T-Human first. I claim this book is the most important reference point in the field. Anyway, the 22nd edition is almost over. It is already commendably famous.

3. They should take into account each of the above substances, the flow, the vision seriously.

Those, who do not configure himself, his team or his work according to the wishes of the future and far from technology and the topics I have listed, will go out of the play in a very short time.

My advice is to take action keeping in mind that a stitch in time saves nine.

INTERVIEW



Silk and Cashmere began its journey in 1992 when Aysen Zamanpur and her team set out to the Inner Mongolia, the very nest of the highest quality cashmere, to discover and explore this enchanting fiber.

An unmatched project with an inspired and motivated team, our story is one of passion and unyielding determination.

SILK & CASHMERE

AYŞEN ZAMANPUR
CEO / Silk and Cashmere

FERHAT ZAMANPUR
Managing Director



INTERVIEW



The discovery of silk from the silkworm species Bombyx Mori occurred around 2700 B.C. According to Chinese historians, the 14-year-old bride of the Emperor Huang Ti discovered the loose end of a silk fiber from a silkworm cocoon.

Can we know more about Aysen Zamanpur, who became a pioneer in branding, innovation, and entrepreneurship, by combining cashmere and silk and the “Silk & Cashmere” in specific?

Silk and Cashmere began its journey in 1992 when Aysen Zamanpur and her team set out to the Inner Mongolia, the very nest of the highest quality cashmere, to discover and explore this enchanting fiber. An unmatched project with an inspired and motivated team, our story is one of passion and unyielding determination. Creating an extensive and universal collection, Silk and Cashmere has been providing high-quality products to cashmere and silk lovers in domestic and international markets for over 26 years.

Thanks to technology, many different yarns and fabrics are produced nowadays, however, you managed to create a world brand with silk and cashmere that we can call traditional. What makes silk and Cashmere so special?

Our belief in the intrinsic beauty of both cashmere and silk is one we are passionate to share, so we always offer extraordinary quality at an unparalleled value.

Both fibers' enchantment not only comes from their deeply rooted history but also their unmatched softness. Structurally, cashmere and silk offer breathability, moisture and temperature control for the skin.

One of the most prized natural resources in the world, beautifully soft and extraordinarily fine, the feel



of cashmere against the skin has cast a spell throughout history. From Ancient China to the Roman Empire, the France of Napoleon to Victorian England – all have treasured its natural beauty.

To create the world's softest material requires the harshest conditions – the fierce chills and high altitude of Inner Mongolia prompts the native goat to develop an extra fine layer under its coat.

Every spring, using ancient techniques, the wool is combed out, carefully and by hand, to produce our cashmere. This time-consuming and delicate process and the small quantity yielded from each goat means the annual crop is naturally limited, which only adds to its precious character.

In fact, it would take one goat over five years to produce a single jumper.

The discovery of silk from the silkworm species Bombyx Mori occurred around 2700 B.C. According to Chinese historians, the 14-year-old bride of the Emperor Huang Ti discovered the loose end of a silk fiber from a silkworm cocoon. The term “Silk” is derived from her name. In 139 BC, the world's longest trade route, “The Silk Road”, was opened, stretching from Eastern China to the Mediterranean Sea and it was named after its most valuable commodity.

It is through this route that Silk manufacturing eventually reached Europe and America.

Silk contains 18 amino acids that complement and moisturize the skin. It is anti-allergenic and does not cause perspiration.

Some claim that silk keeps skin healthy and young. Looked up to for centuries, the silky smooth skin of Chinese women doesn't seem to claim otherwise.



What would you say about the future of cashmere and silk in terms of sustainability? How do you prepare your cashmere collections? Do cashmere and silk compel you as raw material, or is it an advantage for you?

Our dedication to the finest quality knows no bounds, meaning we travel to one of the world's remotest places for the very purest, richest cashmere. Since our beginning, we have sought to collaborate with the world's leading manufacturers in Inner Mongolia, source of the very finest cashmere.

For spring/summer we're layering beautifully lightweight summer cashmere over the purest silk in a palette that spans this season's shades - from sorbet pastels to deeper hues, classic camels and khakis.

The texture is a big story this season with lace inserts, ethereal prints, and delicate embellishment. While our perennial favorite pure silk shirts, silk jersey tees, and classic jumpers and cardigans come in plains, stripes, and prints.

For men, subtle detailing such as soft color-blocking, contrasting trims, and classic stripes look understated yet contemporary, while silk jersey polos whisper luxury.

How many countries in the world do Silk & Cashmere exist? Can you give us information about your stores and your products?

From stores to corners, online channels to pop-ups Silk and Cashmere has 150 sales points

worldwide. Our flagship stores are in Istanbul, London, and Zurich.

Can you tell us about your goals for the coming period? Do you have any idea about developing a new product?

Our success is founded in the pioneering spirit that pushes us to continually improve our quality and develop new products.

It is this essence that helped us achieve everything from the feather-light gossamer fibers in our summer yarn to our specially blended thermal wear to machine-washable cashmere.

Besides product development, our fastest growing aspect is e-commerce. www.silkandcashmere.com has become our fastest growing store in our portfolio, showing 170% growth in just the past year.

In October of 2018, we launched the Silk and Cashmere App which now has over 50% share of our online sales. Our newly launched www.silkandcashmere.co.uk has shown a promising start and will make Silk and Cashmere shoppable from anywhere in the world.

INTERVIEW



While preparing our collections, it is our priority to reach our customers with comfortable, stylish and “timeless” products and to provide our customers with the expected quality and comfort in the best way possible.

STEFANEL

GÜLRU AVAR
Retail Manager Turkey



INTERVIEW

Can you tell us about the Stefanel brand and your collections?

Stefanel brand was founded in 1959 in Italy. In its 60-year history, it has become a pioneer of Italian fashion and a symbol of perfection. From the very beginning, it has established itself in cities such as London, Berlin and Milan, one of the main centers of fashion with a strong international approach. Stefanel continues to exist in nearly 50 countries in the reachable luxury segment.

The brand has an invaluable history and an invaluable place in the history of Italian fashion.

While preparing our collections, it is our priority to reach our customers with comfortable, stylish and "timeless"



products and to provide our customers with the expected quality and comfort in the best way possible.

Would you like to elaborate on the position of Stefanel both in Turkey and in the World?

In its 60-year history, Stefanel has become one of the most important brands in Italy and has continued to increase its worldwide brand recognition with basic values which are: high-quality products, mastery and customer focus. All of these values will continue to move towards the future by strengthening with the correct marketing strategies and continuous improvement of customer experiences in stores and will be the most effective means of maintaining its strong position in the world market.

We have a serious loyal customer base that depends on the quality of Stefanel in Turkey, as it is in the world markets. Our customer base consists of women who are highly aware of their comfort and elegance while drawing a contemporary and strong profile.

What criteria do you observe when selecting your fabrics and your designer preferences while preparing your collections?





Each season's designs include season-specific touches according to the messages the collection wants to give and carries the brand's core values and heritage, and Stefanel DNA even in the smallest detail.

Our priorities are to create a timeless elegance that can adapt to any environment at all times while presenting elegance and comfort at the same time.

Can you tell us about your first spring/summer creation? How does Stefanel greet summer, and do you have favorite products?

For the 2019 Spring / Summer Collection, Stefanel is inspired by the 30s, remembered by the revolution of knitted clothing where innovation meets design and production. The '30s were also the days when women became

liberated as the beginning of the search for everyday looks and comfort that had an impact on women's choice of clothes. Stylish clues redefine an elegant definition of femininity on a soft, light silhouette that brings out a brand new sophisticated comfort concept.

The collection, as drawn by sharp lines, is also portrayed by contemporary dynamism. With the perfect harmony between contrasts, elegance meets everyday clothing.

Our tricots are again taking place as a powerful element in the 2019 Spring / Summer collection. Soft profiles and light weavings reveal a much more natural form of the body; Stitches and fine yarns produced reveal the brand DNA and the Stefanel heritage. An innovative approach combines knitted fabric and fabric enriched with precious embellishments and handmade embroideries. Inspiration from multi-colored linen pieces combines geometric touches with pleated jacquard textures. Wicker stitches reveal the gentle interplay of sewing points on fabric, two-tone weaves, and transparencies.

In short, this season, as always, will encounter our customers with, feminine, elegant, stylish, comfortable products and sophisticated lines.

What kind of developments can there be in the future in terms of new trends, fabrics, colors, and patterns?

Fashion is a phenomenon that changes quite quickly, but can also repeat itself at certain intervals. From time to time, It can expose us with crazy designs enough to surprise us. But in recent years, considering the fact that our lives are getting more intense, we see that fashion also bring functionality and comfort into the forefront.

Feeling comfortable in the hustle and bustle of life is now a top priority for many people.

What is important to us is to offer our customers comfortable and contemporary products under the essence of fashion.

We are welcoming everyone to discover Stefanel's Spring / Summer 2019 collection! in our stores !!...







DES IGN ERS

COVER DESIGN



I'm an artist and illustrator from Istanbul. I have been creating print designs for international fast fashion brands, illustrations for ad agencies etc. When I felt unsatisfied from commercial design, I started creating artwork for my personal collection. Recently, I've been focusing more on my personal illustrations and artwork than commercial projects, as I feel more satisfied and happier.

ALİ GÜLEÇ

Designer





COVER DESIGN



About Ali Gulec:

I'm an artist and illustrator from Istanbul. I have been creating print designs for international fast fashion brands, illustrations for ad agencies etc. When I felt unsatisfied from commercial design, I started creating artwork for my personal collection. Recently, I've been focusing more on my personal illustrations and artwork than commercial projects, as I feel more satisfied and happier.

About ikiiki:

Founded by Ali Gulec and Burcu O. Gulec, ikiiki is an innovative and creative design studio, offering specialized artistic solutions to renowned domestic and international brands. ikiiki is involved in every phase of the process, which starts from the briefs with customers, conducting research to estimate the best solutions, leading to the ultimate phase of production samples. Due to its competitive position in the industry, ikiiki's work is not limited with brief-based solutions; the company also provides design consultancy and strategic planning services.

What originally made you want to become a graphic designer?

I have been drawing and doodling stuff since I was very young. I don't remember a time that I wasn't involved in creating. It led me to studying in Mimar

Sinan Fine Arts University in Istanbul. Although I studied Industrial Design, I was more into illustration and graphic design, so I followed that path in my professional life and collaborations.

How would you describe your approach to design?

I mostly work on commercial projects for international fashion brands. As the fashion industry is full of similar and repeating designs, I always seek the ways to make unique artworks while keeping the client's needs and target audience in mind. I'd rather be followed by others than be a follower. And when it comes to my personal and artistic creations, I do what pleases me most and it's a way for me to escape from ordinary life conditions.

Who or what has been the biggest single influence on your way of thinking?

I can't just give one name for this. Throughout the years, all the people and brands I have worked with influenced me and shaped my artistic skills. Living in a cosmopolitan city like Istanbul has also great impact on my way of thinking too.

How do you think online design resources have influenced the graphic design being produced today?

I have been working in the creative sector for more than 20 years and accessibility to online resources has evolved throughout the years. Back then we had to search physical magazines, resources etc. and this was more time consuming for sure. However, we were able to find

more unique inspiration sources. Today, we can access to much more data, much faster. However, I think this is somehow killing uniqueness, because everybody is directed to same resources. This means, even if it's online, you still need to dig out the quality material hidden in the data jungle.

What did you like the most on working "UTIB-Premiere Vision Denim" project?

Combining my artistic work and representing them on denim was really a new and exciting experience for me. Most of my artwork is online. Presenting physical art, working with a material like denim and combining my approach with upcycling for the Project is great. Moreover, the final art piece will be co-created by the visitors. I am excited to see how they will react to my art piece.

What are your thoughts on sustainable future?

Our world is facing so many problems, and at cities they become even more complex and obvious. We live in a metropolitan city, Istanbul, we experience many challenges such as climate change, congestion, migration.... It is time to find innovative and creative solutions to these challenges, it is time to bring our efforts together and think collectively. We need to rethink every aspect of our lives and every sector in terms of sustainability sincerely.

What are you passionate about besides your work?

I am passionate about my family for sure. I love spending time with my kids and always try to include them in every moment of my life. I love and I am influenced by nature, I try to spend time in nature to enrich my life.

What's the best piece of advice you have heard and repeat to others?

I think best advices I have heard and kept in mind are about honesty. I also always advice people to be honest no matter what the consequences will be, as it will make you a peaceful person.

What's your personal motto?

Be Unique!



FASHION DESIGNER



As you know, my design journey started in Vakko, one of Turkey's biggest institution. I left from this institution where I worked for 16 years at the bottom, to build my own brand. Vakko is an institution with very crystal dynamics and design concept is shaped on this.

ÇİĞDEM AKIN

Fashion Designer





FASHION DESIGNER



Can you tell us a bit more about how Çiğdem Akin brand has been established, the history of your brand and the branding of your brand?

As you know, my design journey started in Vakko, one of Turkey's biggest institution. I left from this institution where I worked for 16 years at the bottom, to build my own brand. Vakko is an institution with very crystal dynamics and design concept is shaped on this. I have chosen to leave at a point where I believed it was time to project my own character and dreams into my designs. Although we tell different stories for each and every season and we dream about differently, Çiğdem Akin brand is actually my extension. It is impossible to think my brand apart from my character, so all my brand works are cultivated by this idea.

What would you like to say about the creation process in which you are in while designing your collections?



Each collection is like new labor. We experience different stories each time. I'm a designer who likes to play with the fabric, use the traversal materials apposition, break the patterns. Even though my design approach is rising above these foundations, then I realize how every collection is affected by my experiences in that process. This can be sometimes a book I read, sometimes a journey or the ups and downs in my private life. I think I have an unflinching character where it doesn't not afraid to expose myself. I believe the best way to show this is my collections.

What kind of preparation process did you have for London fashion week and could you tell a little about your collection?

You don't always have an idea of where you're going to be showcasing a collection of yours. As you know, I restlessly took part in the Istanbul fashion week from the very first day. Of course, I was meeting with my followers in the world through international fairs, but I always liked to be in my own home. This season, when I had such an opportunity in London, I exhibited my collection there with



the excitement of this new idea. The preparation process was no different from my other collections. What was different was not being in front of an audience I used to be. You are surely safe here in Istanbul. People know you somehow, and they come to watch your collection because they love you. However, this is not the case for London, which is one of the world's largest fashion capitals. You're anticipating a bevy of people you are clueless about coming to the show. I returned to the first days of my design journey. This was an extremely exciting experience.

My collection is called "OBSIDIAN". This stone, which is a black crystal, is believed to destroy whatever is negative within you by revealing it. It's a little knife-edge situation. It compels you to cruelly face yourself. This is only possible if you are strong enough and have reached a certain level of maturity. That is why I have included the dragon in my collection, one of the most powerful creatures

of mythology. You can notice the evolution of the Obsidian crystal to the dragon shell in the imprints in my collection.

You have a wide range of products from beach accessories to the swimsuit accessories, from kimonos to beachwear dress in the collections prepared from the beach concept. What kind of a style do your works reflect in terms of design, color, and model? What is your line, inspiration?

The designs I made for the beach are being prepared under the name of our CHA brand that we established together with my older daughter Ayşe. Experiencing this process with my daughter has become what I've dreamed of for so many years to actualize and am proud of. When talking on the beach concept, I just

FASHION DESIGNER

didn't want to approach the subject just a random swimsuit and pareo. In the summer regions, we turned onto products that can be used at any time of the day. Our target group is a little younger this time. I think my daughter's influence on this decision was great. I care that every collection of mine should be story-based.

The point of origin of the first collection of our CHA brand "UKTE" came out with a very strong design background, which was Cintamani. This pattern symbolizes the concept of the eye of the mind, the world and the body, has been used in a very wide geography from China to the Ottomans. We received this pattern, and we have presented it with a new interpretation of the taste of fashion lovers. I hope everyone will like it as much as we do.

Can you give information about the properties of the fabrics that give life to your collections? How much are Turkish fabrics occupy room in your collection?

As I mentioned before, I'm a designer who likes to play with fabric. I enjoy using the patterns and fabrics you don't even dream of coming along. I am hand in glove with all kinds of fabrics such as silk, crepe, lace, knitwear, leather, brocade, satin, and gauze. While selecting my fabrics, I look at the feeling it gives me as soon as I touch the fabric. The feeling inside me when I touch the fabric did not at all up deceive me until today. My entire UKTE collection consisted of Turkish fabrics, and I generally prefer to focus on Turkish fabrics in my collections.

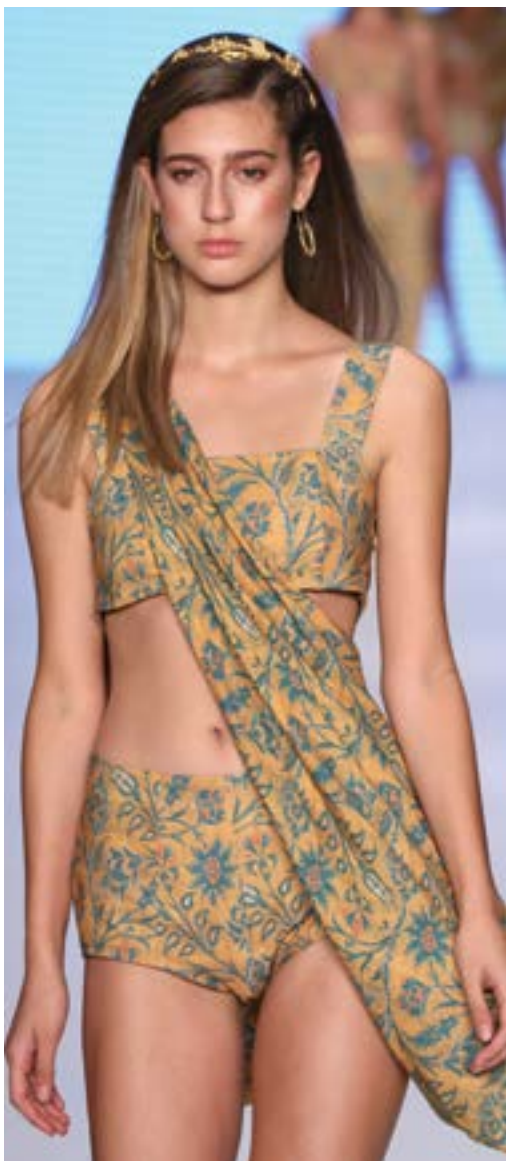
Do you continue to make custom designs for other brands/people after creating and consolidating your own brand?

Of course. For many years, I have been giving consultancy services to a wide variety of textile brands and I will keep providing. This creates a whole new opportunity for a designer to explore his journey of self-discovery. Making personalized designs, that is to say, working in the area we call "couture" was a non-stop job of mine that I never took a break from. The idea of adding my own story to others' stories quite closely continues to excite me. Who knows, maybe I can encounter fashion lovers and followers with a "couture" fashion show in the near future. why not?



Can you tell us about your future plans? Do you have any new ideas about innovative design and product to differentiate?

I'm about to make a very different cooperation with a world-famous brand that I can't explain yet. At the present time, the agenda of me and my team is quite preoccupied with this new development. I hope you'll be informed very soon. Apart from that, the sense of differentiation, authentic stance and search for new ideas never ends. As in the past, we will continue to tell new stories in the future, as I hope that you will excitedly continue to follow these stories.



FASHION DESIGNER



During my undergraduate studies, I was introduced to the weaving loom, and I started to weave alternative fabrics with alternative materials through intrinsic motivators. Defining the gap has always been my main goal, but, believe me, I still do not know why. In a way, I'm interpreting and narrating my feelings through the gap.

FIRAT NEZİROĞLU

Fashion Designer





FASHION DESIGNER

First, can we get to know you a little bit? Would you like to explain how did you give life to weaving, which traces back from Ancestors to the present day and the story that makes you the weaver of the dance?

I am originally from Izmir. With the guidance of my family, I started studying dance at a very early age.

Then, I continued for so many years. Later on, I studied at 9 Eylül University, Faculty of Fine Arts, Department of Textile and Fashion Design and worked at the same faculty until 2010 after my graduation with the guidance of my family. In 2002, at the same department in Çukurova University, I taught basic art education for the first students of the faculty, created a curriculum and returned to Izmir.

During my undergraduate studies, I was introduced to the weaving loom, and I started to weave alternative fabrics with alternative materials through intrinsic motivators. Defining the gap has always been my main goal, but, believe me, I still do not know why. In a way, I'm interpreting and narrating my feelings through the gap.

During my resignation from my university, I worked with a tense mobbing; I weaved my professors with their legs appearing under the toilet door, as well as their underwears, pants, and skirts.

"You don't really care what someone else does for you, you know each other from what you really wear." then I weaved myself turning against the wall while pouring out my soul through the work; "Peeing Firat". I opened an exhibition called "nuthouse" and left my letter of resignation and exhibition invitation on the table of the head of the department and left the school.





That year, Peeing Firat was selected for the contest of contemporary artists of Akbank. Right after the contest, I went to Korea and the auction in Sotheby's in London, one of the world's most important landmarks.

Then, I went to Christie's auction, this is where my work was set up as the cover of the catalog. So this is how my adventure began...

extile, Fashion, and Art. What do these three phenomena mean to you?

I am a weaver. I weave rugs and fabrics. This is the basic area in textile where I have defined myself. I am a craftsman because I do all my work without needing an assistant.

I am in cooperation with the sector. I'm designing the fabrics I've designed, in the form of clothes. I presented my 2020 men's winter collection at New York Fashion Week. I'm a designer at the same time.

I use threads instead of words to express myself. I'm an artist.

You give interviews and seminars about fabrics and how to recognize them. What would you like to say about it? What are your thoughts on Turkish fabrics?

First textile surfaces found in Anatolia. CATAL HOYUK is the current zero point of textile. These lands possess great wisdom. The ensuing communities and empires had their own languages. These things are instilled in us. That is why Anadolu is my main inspiration.

What I'm going to say about the Turkish fabric isn't very pleasing for today. Because we're a little too formal. The fabric is understood by touching it. The key is rather important than the pattern. The feeling it leaves in our body is important. Today, there are many products weaved with artificial fibers and genetically modified yarns. I see these hybrid yarns as harmful to genetically modified food. Cotton must be cotton and should give the skin a cotton feel. The same goes for wool-like or silk-like products too.

Every move we make to make life easier then gives us irreversible damages. I think the idea of consumption should be transformed.

Turkish silk fabrics are of great importance. Currently, this production has fallen considerably. Probably, the reason is urbanization. Trees are disappearing with unplanned cities and concretion. As mulberry trees in Bursa decrease, silkworms cannot find leaves to eat. Thus, the

FASHION DESIGNER

production of silk fiber also faces extinction.

While this is the situation in the technical part, the design dimension also worries me a little. The manufacturer, entering into an effort of modernization, leaves his essence for imitation and emulation; he is trying to make designs that he is clueless about, superficially scans, and lacks the experience. The result is a frustration ... Anyone can tell the best only with their language. Anyone who sets out with someone else's words is similar to a human without the gift of the gab.

Therefore, the craftsman should know his value, while the designer should not ignore the principle of functionality. Our fabrics should search for more self-innovation in the field of use than in the design.

How is your sense of inspiration and performance during the preparation process? Would you like to share the intensity of emotion?

I love to share, listen, and understand. I'm traveling around Anatolia that inspires me. Every time I travel, I visit a university and meet with a lot of students. This is my basic feeling of enthusiasm. I love this job.

I'm not talking about anything I haven't experienced. I don't even share what I read and not read. After actualizing what I read in my life and seeing the results, I'm expressing words starting with "In my life ..." and all these words are just a journey for me. I don't expect anyone to walk along the same path with me. Our experiences are different and I know the value of these differences.





I'm a fast-paced personality. I think very quickly, design and implement in a flick of an eye. Everything develops spontaneously in my life, with pleasure and enthusiasm.

Do you have new projects that you aim to accomplish or dream about?

I just drift with the current. Exhibitions, performances, fashion shows ... They may or may not exist anymore. Life has always had better plans compared to mines. I will continue to produce and share with sincerity.



FASHION DESIGNER



I also lived in Milan for two and a half years in Italy. In this process, I worked with the famous fashion brand Vivonnet Paris with Goga Ashkenazi as a Fashion Designer.

MERVE ODABAŞI

Fashion Designer





FASHION DESIGNER



When I create my designs, I give importance to the local elements and the details they contain and I try to create clothes that fit the modern line of current.



Can we know more about Merve Odabaşı, who is a fashion designer born in Bursa, the Capital of Textile?

I was born in Bursa in 1987 and graduated from Dokuz Eylül University, Department of Textile and Fashion Design. With my professional career which I started in Lug von Siga, I was chosen as the young fashion designer of the year by receiving the first prize in the 23rd Koza Young Fashion Designers Competition held in 2015..After the graduate education at Istanbul Fashion Academy, I received my master's degree at Istituto Marangoni, Italian Fashion and Design School. In this process, I had the opportunity to prepare capsule collections for the Italian fashion designer Rosella Jardini and Giorgio Armani, who were creative directors of Moschino. I also lived in Milan for two and a half years in Italy. In this process, I worked with the famous fashion brand Vionnet Paris with Goga Ashkenazi as a Fashion Designer.

In Milan Fashion Week, the most important fashion week in the world, together with New York Fashion Week, my designs took place under the Vionnet Paris brand. In this period, we also worked with world-famous models Winnie Harlow and Mădălina Diana Ghenea in various advertising projects and fashion shows.

You have an opinion that Turkish people are fond of colorful, vibrant clothes. Do you lean towards local elements and act with your imagination and inspirers while designing your collections?

Turkish culture is a rich and eclectic culture with its own valuable characteristics and colorful cultural values. With this in mind, when we look at people's clothing habits, it is possible to see the interest in vibrant and colorful clothes. For this reason, I created my "Quilt" collection, which achieved phenomenal success, based on our traditional values and color.

When I create my designs, I give importance to the local elements and the details they contain and I try to create clothes that fit the modern line of current. We can actually call it a kind of karma. The combination of tradition and imagination can create very creative, colorful and remarkable designs.

What kind of style does your last collection possess? and Who exactly it appeal to?

In my last collection called "Trice of Chisel", I created a different and innovative work by adapting the motifs and patterns of wooden engraving to the minimal clothing designs.

We set out from a classical handicraft, but we



added a different perspective to the clothes that had modern and stylish lines. Woolen fabric, used for men's suits, and embroidery were used together. The goal of the designs I have created addresses to women who want to look different, sporty and stylish, in their social lives, and who are fond of comfort and minimal lines.

What kind of fabrics do you prefer when creating your collections? Can we get your thoughts on Turkish fabrics?

In my last two collections, I chose to use natural fiber fabrics. I like innovative approaches in my designs, and as I mentioned in the previous question, I used woolen cloth for men's suits in my last collection. This surely diversified my designs. Because fabric selection plays an important role in the success of clothing designs and directly affects the result. The production quality of Turkish fabrics is very valuable in terms of rich variety and color. In terms of fabric, I think that

FASHION DESIGNER



Jonathan Cheung, Senior Vice President, Global Design, Levi's® " Fashion is a reflection of culture. And now, in the center of this culture's Venn diagram, there is Instagram, sneakers, street style, and hip-hop taking place. Levi's® is in the middle of them.





the most important and prominent city in my hometown of Bursa.

In addition, various fabric design competitions organized in our country add significant value to the development of the sector and increase diversity.

As a new generation young and talented designer, what do you think about sustainable fashion? Would you like to tell us about your future goals?

With the development of the fashion industry in the world, the rapid consumption habits which are becoming more and more wide-spread today made us forget to question the production processes, the materials used and the effects on our health. One of the most important factors in this unawareness is the swift changes that takes place in fashion trends and the state of flux. For this reason, I fully endorse the idea of using recyclable, natural and sustainable materials as much as possible, and I think this is very important for our future.

In addition to the new and creative designs that I plan to create among my future goals, I aim to create an information library that I think will contribute to the young designers who want to take the step or are interested in the sector.

In this context, I am also working to implement the Turkish digital fashion dictionary project, which includes technical terms and explanations used in Turkish and world fashion industry.



FASHION DESIGNER



I passed Uludağ University Faculty of Education Fine Arts Education Department in matriculation, but I remember me taking the matriculation for İstanbul İstasyon Art Academy of Fine Arts.

GÖKHAN İLDENİZ

Fashion Designer



When was the first time making a stride towards the fashion world? Can you please introduce yourself a little bit?

I always wanted to be an artist when I was a kid. I decided that the textile industry and the design profession were more suitable for me thanks to a designer I met in high school years and whom I later became friends and that I would definitely like to do this job.

I passed Uludağ University Faculty of Education Fine Arts Education Department in matriculation, but I remember me taking the matriculation for İstanbul İstasyon Art Academy of Fine Arts. When I won the Station Art Academy with a scholarship, I preferred to attend the Station Art Academy of Fine Arts instead, because of locating in Istanbul and getting closer to my profession and dreams.

I was excited to launch out, I was quite willing. Therefore, in the second year of the school, I started working in the David People / Aprido brand in 1997. Thus, my professional life has started out.

In 2001, I went to America for foreign language education. I returned to Turkey after receiving language training for one and a half years. I started working on the Damat / Tween brand.

In 2003, I started to work as a creative director assistant at Denim Village, an American-owned export company and entered the



denim world.

Between 2003 and 2004, I worked in Denim Village. After that, I continued my career as Creative Director at Eroğlu Giyim for three years. I returned to Denim Village three years later, which is my second home. Since then, I have been continuing my work as a Creative Director.

You are carrying out extremely different works on denim design. Would you like to describe your style, fashion line, and fashion sense?

As a matter of fact, I cannot associate denim with fashion despite the fact that denim is an indispensable part of fashion. To me, it is more

like a lifestyle. Of course, we know that fits and washings are changing, but ultimately one always wear and desires to wear a nicely-made jean. The most important feature of Denim is its adaptability into all styles. You can adapt it with a sweatshirt, t-shirt, blazer jacket, sneakers or stilettos. You can catch elegance and comfort while feeling so relaxed. Personally, I'm a little classicist in denim. In this regard, the classic American jean is the best for me, because denim is her major culture. If I ask about my style, I can say that I'm impressed by some Japanese denim, but I also don't deny that endless designs can be made with denim fabric.

Would you like to elaborate on the fabrics you use in your denim collections? Can you also relate your thoughts on Turkish denim fabrics and designs?

In the production of high-quality denim fabric, I think we are leading the world with Japan. There is almost none fabric manufacturer in America. Apparently, there are only one or two companies in Europe. In Turkey, there are around 4-5 denim brands that have become the world's clothier. They prepare and produce very successful collections.

I recently introduced a collection inspired by the Anatolian Yoruks in the mixed fashion show, which took place in the official calendar of New York Fashion Week. I used natural indigo, cotton, and wool. In addition, I used indigo painting with traditional methods by using ghutrah used by men in Anatolia and goat haired-spun and knitted socks and scarves.

New York Fashion Week is a formation and activity that the world follows with curiosity and that gives direction to all world fashion. First of all, I would like to thank Mr. Ruhsar Pekcan, our Minister of Trade and her team, along with

FASHION DESIGNER



In the production of high-quality denim fabric, I think we are leading the world with Japan.

Ismail Gülle, the President of TIM and the Tanitim Group, and his entire team. I had the chance to introduce and promote both our country and my brand all over the world thanks to the contribution of our minister and TIM president. I believe that we will be able to bring our country to the whole world I believe that we will be able to accomplish more beautiful works and to introduce our country to the whole world in a successful manner.

You are providing design consultancy to many denim brands in our country and international platforms. Can you elaborate them a little bit? Is there anyone lately do you want to work together, and want to see designs on?

I worked with almost all denim designers including Denim Village, where I worked as a consultant. I prepare 4 collections a year and offer it to the world's most important denim brands. Most recently, I finished the winter 2021 collection and





started presentations. Among these brands, there are world's giant and the most current trend and the most followed brands such as Ralph Laurent, Frame, Scotch and Soda, Redone, Rag and Bone. In this way, I already have the chance to see my designs all over the world. I see it on many people wearing it and it is enough to make me happy. Isn't this the most satisfying part of this job?

Finally, can you tell us about the Design Store you opened in İzmir-Urta Art Street and where you gave place to Turkish designers?

I was already making plans to escape from Istanbul about 5 years ago, and I actualized this about 3 years ago. I settled in a mountain village with a population of 70 inhabitants of SeferiHisar. I've moved on to a life that is so calm, intertwined with nature, yet unstable. I had never been to Urla and Seferhisar before, but when I saw it, I realized that it was exactly where I wanted to live.

When Urla is generally mentioned, the Iskele Region is more known than Art Street. In Urla, where I learned that the street's name was "Art Street" in a late afternoon when I passed through a beautiful street with old rum houses, I wanted to have a place like this after seeing a horse attached to the window of a cafe and the beauty of that café.

I came back the next morning. The local cafes, restaurants, art workshops in here were so beautiful that it was impossible not to get affected.

As I started to back and forth, I began to research a place. At first, I had no idea what to do, and what kind of work I was going to do. I have just dreamed to have a place on this beautiful street. And one day, a friend of mine found the building of Ekrou Boutique. That moment, this is the moment and this is the place where I want to settle.

I had the idea of opening a store that was far away from commercial concerns, having a pleasant time with my friends, having fun and wouldn't think of it as a business, and where art, social responsibility projects, successful Turkish designers mingle with. I shared this idea with Hakan Akkaya and other designer friends. I have received great support from all of them and this is how I came to these days.

Today, I work with 45 qualified Turkish designers in my store, and I sell my products.

ACCESSORIES & JEWELRY

BAGO



After graduating from Tarsus American College, I studied Textile Development and Marketing in a double degree program organized by Istanbul Technical University and Fashion Institute of Technology.

İPEK ODABAŞI

Designer





FASHION DESIGNER



On the eve of our establishment, my aim was to transform nature into modern life and fashion, and to offer people what is natural and the wealth coming from nature.



Could you tell us a little about yourself? How did your design journey begin?

After graduating from Tarsus American College, I studied Textile Development and Marketing in a double degree program organized by Istanbul Technical University and Fashion Institute of Technology. When I returned to Istanbul from New York, I founded BAGO in 2015, after the experiences I accumulated in Ralph Lauren Turkey and Beymen in 6 years.

Can you tell us about the emergence story of Bago?

On the eve of our establishment, my aim was to transform nature into modern life and fashion, and to offer people what is natural and the wealth coming from nature. I wanted to develop accessible, diverse designs that can appeal to every woman, where handcraft and natural beauties are at the forefront. That is how exactly the adventure of Bago was started.

Could you tell us about your collections and product range?

We offer a wide range of products for those who are always looking for elegance, with colorful hand portfolios of different sizes and shapes, handy backpacks and beach bags, produced fully hand-crafted.

What are the features that differentiate Bago's design and products?

In our collections we have a rich palette of material from oyster shells to pineapple leaves, from banana tree to palm leaves, from seaweed to mother-of-pearl. In addition to these beauties; we use natural stones like amethyst, turquoise, pearl, coral, quartz and lapis in our collections. The best part of this process is that no bags are the same at the end of production. That way, we customize each bag.

You indicate that Bago's mission is sustainability. What are you exactly doing in this sense?

We do not use any unnatural raw materials in our designs, and it is the most sensitive subject that we pay the most attention to while supplying these raw materials.





Since our products are completely handmade, our machine usage and energy consumption are scarcely any. In addition, the dye we use are also chemical free radicals.

Our aim is to reflect all the beauties in nature to fashion in its crude form, without devastating nature,

INTERVIEW

16.10 İSTANBUL



16.10 (16 October) on the logo of the brand represents our founding date, and the double dot represents the “i” in the relief letters used by the visually impaired; İdil, İrem, and İstanbul as the first letter.

İREM BOZA | İDİL AKSOY

Jewelry & Accessories designer



First of all, Would you like to share the story of your 16.10 brand and its establishment?

We were a senior in college. We have found ourselves at a point where the value of the items we use is becoming increasingly meaningless at a time when fast consumption is increasing. We realized that we can actually handle the city we live in this way. There are so many Istanbul stories waiting to be explored and re-told as we miss out in the hustle and bustle of life. Combining this with jewelry revealed a project that had not been done before.

16.10 (16 October) on the logo of the brand represents our founding date, and the double dot represents the "i" in the relief letters used by the visually impaired; İdil, İrem, and İstanbul as the first letter. That's why the brand is named as 16.10 Istanbul.



INTERVIEW



Of course. Especially those who want to obtain a unique gift, they request designs that appeal to their memories. For example, this may be the neighborhood where he was born or the neighborhood where he was studying ...



What kind of products do your collections consist of?

What kind of products do your collections consist of?
In fact, we can say it is as colorful as Istanbul. It consists of designs that address every aspect of the cosmopolitan city. As we work with precious stones in floral and minimal lines, authentic and flashy designs are also included in our collections. The Braille collection began with a desire to underline social awareness. In order to make this social awareness sustainable, we carried it to our logo and some of the income of each product sold from this collection is donated to associations working for the visually impaired.

In the Inspiring Women series, we think of styles that reflect the styles of woman who women are considered as icons in the world and in Turkey by many people and re-design them with 16.10 Istanbul. For example, icon figures such as Frida Kahlo, Princess Diana, Donatella Versace, and Betül Mardin took their place in this year's series.

How does the design of jewelry or accessory come into being by the impact of imagination?

Jewelry, from an early age, was an important part of our lives. A necklace that we add in every combination, earrings that don't come out of our ears, seasonal brooches have been with us for a long time. When this pleasure is combined with Istanbul became a passion. As we got to know more about the stones and the shapes they took, we became even more enchanted.

Of course, Istanbul and its three periods shape our imagination in district collections: Constantinople, Constantinople, and Istanbul. The history of the city, the thousand-year-old millennial structures standing in front of us in all its glory, and the life experiences ...





You have collection names like Inspiring Women, Braille, Remaining ...Can you share the basis of this idea with us?

In fact, there is a social awareness on the basis of all the collections we prepare. This goes from the awareness of the city we live in to the social responsibility with the Braille collection. The same goes for our Inspiring Women series. In the success story of a woman, we try to convey many other points that can inspire all other women to jewelry. In the Remnants collection, with the increase in mass production, we tried to re-express the forgotten craftsmanship and simplicity. In this collection, we aim to re-evaluate the century-old products that have a story in the Grand Bazaar. For example, We can bring a 186-year-old ring to the lovers of the vintage together with its story.

Is there any custom made orders you are working on?

Of course. Especially those who want to obtain a unique gift, they request designs that appeal to their memories. For example, this may be the neighborhood where he was born or the neighborhood where he was studying ... A person he was in love with or had married to ... People who demand such customized works are majority. Who doesn't want a jewel for where his own story is written down?!

Can you give us some information about your future goals? Do you think of differentiation in your new collection or product range?

In our opinion, the perception of jewelry is gradually changing. People are now looking for something that is really meaningful for them instead of flashy and big gems. The cost and the stones used are not enough anymore. We are thinking about what this person would wear after 10 years when making our designs. If the meaning of the stone, story, and design of the current can also make sense after 10 years, we will be successful. Therefore, timeless Istanbul is very valuable for us.

There is a regular plan we have arranged from January to December every year for 16.10 Istanbul. New year series, 8 March collections, and district collections form the main roof in our collection. Apart from that, the hidden points of inspiration we encounter in our travels or sources can create a new collection in an instant. For example, We are preparing a collection of Istanbul's summer evening, during this summer. Floral patterns, minimal pieces, and pastel colors will reflect the spirit of the summer



In our opinion, the perception of jewelry is gradually changing. People are now looking for something that is really meaningful for them instead of flashy and big gems.



FASHION PHOTOGRAPHER



If you don't have the power of imagination, successful works do not come out so easily. My imagination pre-sees and captures the moment I dreamed of in advance. My style applies this in real life.

ÜMİT KARALAR

FASHION PHOTOGRAPHER



When was the first time fashion photographer Umit Karalar first introduced to his camera? Can we know more about you in person?

I was born in 1986 in Istanbul. My relationship with photography began in the middle school years when I took the zenith of 122 of my brother. This interest in photography increased during my high school years. I passed the exam for the Photography Department of Marmara University Faculty of Fine Arts by taking the special talent examination in 2004. During the course of photography education, I intensified the frequency to work in the field of digital photography in 2005. During this time, I started to develop myself in the field of digital photography after working with various advertising agencies. I finally graduated from Marmara University, Faculty of Fine Arts, Department of Photography. My area of interest is fashion and advertising photography. In the advertising industry, I continue to make professional photographic work both in Turkey and almost anywhere in the world through fashion, still-life, space, portrait photographs,

What is the secret to your success at a young age?

Working hard, being determined and setting goals on time.

Can you describe how do you relate your art, style, and imagination to your work as a photographer?

If you don't have the power of imagination, successful works do not come out so easily. My imagination pre-sees and captures the moment I dreamed of in advance. My style applies this in real life.



FASHION PHOTOGRAPHER



These projects were major and sensitive projects to handle. There is a project that will create a tremendous impact. We will actualize it when the right time comes..

What do you think differentiates you when taking pictures? Could you please tell us your distinct viewpoint behind the frame?

This is actually the combination of your photographic know-how and your artistic identity. I do love strong and contrast colors. I believe these factors help me to differentiate..

You have been awarded the Fashion Photography Award of the year in Fashion TV Fashion Awards. Is it possible for you to reveal the works that brought you this success?

I must say I have achieved phenomenal success in lots of exhibitions. The first of these is "Sheddeath", the second is "Dress off the Fur Coat, Dress up your conscience", and the third is the "Don't but Adopt". These exhibitions have been exhibited many times in our





city in order to raise awareness. They are still exhibited. I think such works lead me to such awards in addition to the fashion photos I capture.

You have carried out a major social responsibility project. Do you plan to further this? Do you have any other social responsibility projects in mind?

These projects were major and sensitive projects to handle. There is a project that will create a tremendous impact. We will actualize it when the right time comes..

Would you like to take shots in different branches? such as documentary photography?

Of course, I would love to. There are a lot of branches in my head, but unfortunately, I can't find enough time..

Would you like to you give us some examples regarding the scope of your work? Who did you work

with? What is your goal? Is there anyone you wish to take his or her photos you can share with us?

I have worked with many artists and major brands in Turkey. They are countless. I guess I want to be an international photographer. When you do business with a magazine abroad, a million people buy it and also reaches a lot of people via email. Such a system has not yet fully formed in Turkey. Only people who are interested in art know and follow you. Surely, I must confess that I want to be recognized and successful all over the world. I am very interested in fashion photography and I will continue to produce professional works in this field. On the other hand, I will heavily focus on social responsibility projects and exhibitions..

How can your readers reach to you?

They can access my photos and me at www.umitkaralar.com and my Instagram account @umitkaralar. Best regards....

BLOGGER



I was born in 1981. I graduated from Notre Dame de Sion French High School and Galatasaray University International Relations. After graduation, I worked in public relations and marketing for 5 years.

Can you briefly introduce Billur Saatçi, who has hundreds of thousands of followers, including many celebrities, mainly the fashion-lovers?

I was born in 1981. I graduated from Notre Dame de Sion French High School and Galatasaray University International Relations. After graduation, I worked in public relations and marketing for 5 years. My blog adventure started 10 years ago, in 2009, when a friend in the company said, "Billur, I'm tired of asking where you get your clothes every day, please open a blog and share it!". I bought myself a camera online, and without knowing what to write, I went across the mirror and took my first picture. Because I had a full-time, multi-tasking job, I was taking pictures with my colleagues on a break remaining from the lunch. I remember

BİLLUR SAATÇI

BLOGGER





I was preparing a post on my way to work. The blog began to flourish bit by bit with the quick entry of Facebook in our lives. In 2010, my blog was placed at the Blog Awards. I've always tried to keep updated the blog up to date until my resignation at the end of 2011. I couldn't participate in the launches, invitations because of my intense work, but I did stick. In the meantime, I thought I could take the next step by transforming it into a more comprehensive and full-time job, and I started to work full time as of January 2012. with my heart and soul to something I caressively do and I never left it since then.

As a fashion blogger, you are one of the first names in our country. How did your interest in fashion begin?

I've actually started by positioning myself as a fashion blogger and not as a style blogger. Although I watched fashion weeks closely and shared it on the blog and social media, I tried to share my own style and inspire people. My interest in fashion was because I loved dressing and shopping so much, but I was interested in exploring rare, original and different pieces, rather than shopping. Discovering boutiques that nobody knows much about, meeting new designers was my favorite thing to do. However, it was much more fun to share them with everyone and be a source of inspiration.



BLOGGER

As a blogger, you have a style of your own. Then, in 2009, you started to share your own style and become a blog named offnegiysem.com. How did you manage that? How did you manage that? can you tell us about this process and your style?

Since I answered this question in detail, I don't believe that it is really necessary to answer a similar question like that again and again.

My answer to that question would be no different than the answer mentioned above.

What do you think about Turkish fabrics?

Turkish fabrics offer an endless source of quality and variety. It is absolutely thrilling to know that there are many suppliers offering certified and high-quality fabrics ranging from Tencel denim to vegan fabric.

Our new issue is a bit densely denim-based. Currently, a Denim Premiere Vision will be launched in Milan. Would you like to share your views on Denim fashion and new trends in Denim?

Denim is an indispensable part of everyone's life and Turkish brands are creating wonders with denim. I had the chance to join the Kingpins show in Amsterdam a year ago. It was amazing to see Çalık Denim's innovative works.

Again, just a few years back, I had the chance to see the works of the young designers who are doing wonders in denim with the Isko I-skool competition, which is an international design competition. Denim is a type of fabric where does not go out of fashion and luxury brands give place every season. The fact that it's so timeless, and that it is used in many parts beyond Jean pants, makes it attractive.

What do you think about sustainable fashion? In the textile sector, there are many companies/brands launch out works for protecting both human health and nature. What are your comments and efforts on this subject?

Textile, unfortunately, is one of the sectors that pollute our world. It is gratifying that many big brands have been working to promote sustainable fashion for this awareness, but there is a long road ahead of us. No matter how small step we had taken in starting our business, Although we started with a small step, we set off dreaming of establishing a brand that supports sustainable fashion from the very beginning. Therefore, we have always preferred to use natural environment-friendly vegan fabrics and to stay away from the synthetic. We pay attention that our boxes are made of recycled materials. We don't



use plastic. In our designs, we prefer certified and easily soluble fabrics in nature. We share lots of information on our web pages and try to raise awareness about what the content of our clothing is.

How did you decide to set up Muun?

This process actually started 7 years ago by preparing a collection of 12 pieces for an online shopping website. Although it went very well, I did not continue as my priorities were the travels and blog posts I had for work almost every week. Years later, When my dear friend, dear Dinemis, the owner of this online shopping site said "Come on Billur", I wanted to upgrade my work to a more concrete step and stick to this job with my soul.

How does Muun appeal to women? What do you think are essential in the design process?

I can say that MUUN appeals to women who love innovations, follows trends, but prioritizes timeless and high-quality items in their wardrobe. Our indispensables in the design process, in fact, our fabrics. In terms of both research and planting, designing with natural fabrics is much more difficult than using synthetic fabrics. But we learned a lot in this process and we continue to learn. Another important issue is the mold. We work very hard until we get the right pattern. We try to develop ourselves and our workshops about this new day. We try to develop ourselves as well as our workshops about this issue for almost every new day.

Do you get inspired by your own style in the formation of Muun designs?

Actually, my style is exactly my vantage point. I never have had a designer identity. I have been sharing my own sense of taste



and style on the blog for about 10 years and now I am sharing it through Muun. A part of me is always plain but differentiated in details, while I prefer the original designs, yet a part of me is actually a pattern and color freak. A part of me goes for loose fits, putting comfort forefront, while a side of me is more elegant and longing in for the olden days. In Muun, there's a little bit of all of them.

The fabrics used for Muun are also of great importance. What do you think does influence your selection of fabrics here?

The most important issue in our designs is definitely our fabrics. And our fabric understanding is bidirectional. On one hand, we think of our own health in the clothes we wear, while on the other, we aim to establish an environmentally friendly brand. We are totally aware that textile is the 3rd most polluting sector in the world. For this reason, we look at all stages of our fabric choices, from raw materials to production, and try to make the most sensitive selection. The most used fabrics are composed of Tencel, which is derived from renewable wood resources and supports sustainable fashion, Cupro, a vegan certified fabric produced by recycling of cotton residues, Viscose, a non-synthetic and natural source fabric.

What are your dreams regarding Muun's future?

We maintained a rapid acceleration than we expected in Muun, and of course, this acceleration is in line with our dreams which are growing day to day. Our biggest goal is to enlarge our team, to improve our product quality and to expand overseas.

How to access to Muun? Are we able to visit the showroom?

As a brand that we aim to grow online, you can always reach Muun via muun.com.tr. Our showroom is currently only possible by appointment but can be visited at any time by September. We would like to meet with everyone we reached online up to these days.





MILANO

MILANO

TFF MAGAZINE
10 MAY



LOCATED IN THE NORTH OF ITALY, MILAN IS THE CAPITAL OF LOMBARDY, ONE OF THE 20 STATES OF THE COUNTRY. MILAN, ONE OF THE MOST IMPORTANT FINANCIAL AND COMMERCIAL CENTERS OF THE WORLD, IS THE RICHEST CITY IN ITALY. MILANO, KNOWN AS THE FASHION AND WELFARE CENTER OF ITALY ALL OVER THE WORLD, IS ALSO THE COUNTRY'S MAIN INDUSTRIAL CENTER.





Textile (especially silk), automotive production, production of machinery and railway vehicles, paper industry and chemical industry are among the major industrial branches in the city.

History and Tourism

Not counting the historical buildings located in the city center and the streets that reminiscent of the past; Milan is a city of more cultural richness and social life.

The Duomo, built in Piazza Del Duomo in 1386, is one of the largest churches in the world. The church is the most famous sacred building in the city.

The Castello Sforzesco castle, built between 1358 and 1368, is located in Castello Square. The castle, which is an important cultural center, has 10 museums.



MILANO

Antico Ospedale Maggiore, located in the Festa del Perdono, was used as a hospital until 1942. Currently, it is home to Università degli Studi di Milano..

La Scala Theater Museum (Museo Teatrale all Scala) in the Duomo, is one of the largest in Europe. The collection exhibited in the museum is just about the history of theater. In the museum, manuscripts, sceneries, miniatures and other works related to the theater are exhibited.

Museu Poldi Pezzoli (Poldi Pezzoli Museum) has a rich collection of the best paintings and decorative artworks of the Italian artists who lived between the 15th and 18th centuries.

Fashion, Culture, and Entertainment

Recognized as the heart of world fashion, Milan is also one of the most important cities, nurturing the world culture. It is a place where urban culture, countless cultural centers, galleries, exhibitions, and libraries come to life.

Theater, music, and cinema are important elements of the city's modern culture. Milano is also one of the most important opera and ballet centers in the world.

Padiglione d'Arte Contemporanea is the few art galleries in the city center. Located in the city center, Padiglione d'Arte Contemporanea is one of the rare art galleries. It has an excellent collection of works consisting of a trial run. Classical music and especially opera, rock, jazz, and pop are indispensable instruments in the city's music culture.

Milan is a city that boasts a number of theaters and performing arts centers. Teatro all Scala (La Scala) is one of the best and most famous opera and ballet houses in the world. La Scala





Recognized as the heart of world fashion, Milan is also one of the most important cities, nurturing the world culture. It is a place where urban culture, countless cultural centers, galleries, exhibitions, and libraries come to life.

Theater is the center of classical ballet in the city. This theater is also home to the Milan Short Film Festival that held in May.

Many festivals take place in Milan. “The Festa del Naviglio lar, organized in June is a festival famous for its dancing, musical entertainments, and dishes. Sant The Festa di Sant’Ambrogio, held on December 7, is the most important feast day of the city. This celebration, which has different activities from religious celebrations to entertainment parties, has a special place in the city life.

Milan is full of bars, clubs, disco, ginmill and musical entertainment venues scattered throughout the city. These places are the most popular entertainment places in Italy.

Eating and drinking

It is possible to find all kinds of local and international food and drinks in restaurants spread all over the city from family restaurants to pizza restaurants. Butter, cheese, milk, and dairy products are the main ingredients of urban cuisine. Gorgonzola (soft cheese) is a type of cheese that is unique to the Italian culinary culture. Milano ribs, saffron risotto

(Italian style rice with chicken and cheese), cassoeula (boiled meat and sausages served with cabbage and tomato sauce) and Panettone (a kind of sweet bread with raisins and reason) are the main flavor of the city cuisine.

Shopping

Leaving Milan without shopping or walking in the city’s shopping centers, is equivalent to not by-passing the city. Milan, known as the fashion and design capital of the world, is the best shopping region in Europe with Paris and London. Italy’s most important fashion houses and the world’s most famous fashion brands are found in this city. The world-famous Golden Quad is home to the world’s most luxurious boutiques. The section between the Duomo, Cavour and San Babila squares is one of the most important shopping areas of the city. The Montenapoleone, Vittorio Emanuele, Della Spiga, and Manzoni Streets, which are located here, are full of sales points of various stores and world brands. Giorgio Armani, Prada, Gucci, Versace, and many other famous brand stores are located on these streets.





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