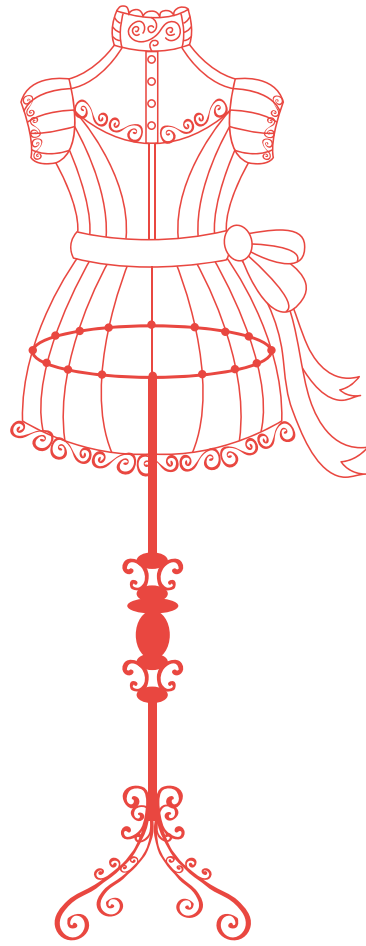




TURKISH APPAREL



Meet the fashionable art



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Your Resilient Partner

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The Rising Power of Global Fashion and Manufacturing: Turkish Apparel

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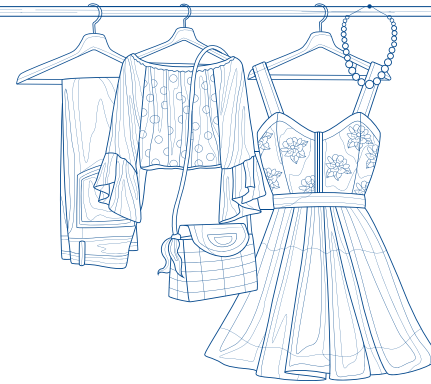
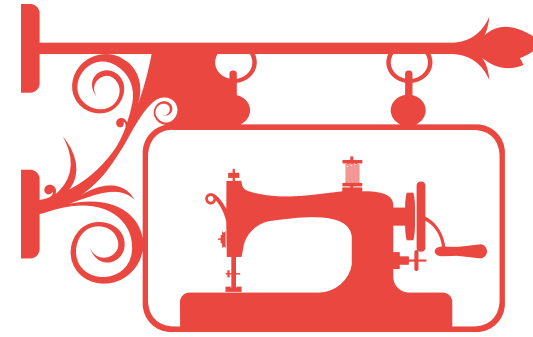
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Türkiye

your resilient partner

The fastest growing economy in Europe and one of the fastest growing economies in the world with an average annual GDP growth rate of 5.4%.

(2003-2021, TurkStat)



01

With half of its population under the age of 33.5, young, dynamic and highly-skilled labor force has been a key driver of the economic growth and makes the country with the largest youth population in Europe. Over 34 million young, well-educated and motivated professionals.

02

Türkiye offers convenient access to major markets in the Middle East, North Africa, Europe, and Central Asia. Its strategic location enables same-day connectivity to key markets across 16 different time zones, spanning from Tokyo to New York, while its Customs Union agreement with the EU provides direct entry into the European market.



03



In connection with the world through road, rail, sea, and air. Global connectivity of Turkish Airlines with 121 countries and 342 international destinations.

05

Türkiye offers lucrative export opportunities for companies looking to increase their partnerships worldwide.

139.830

**NUMBER OF
EXPORTING
COMPANIES IN 2023**

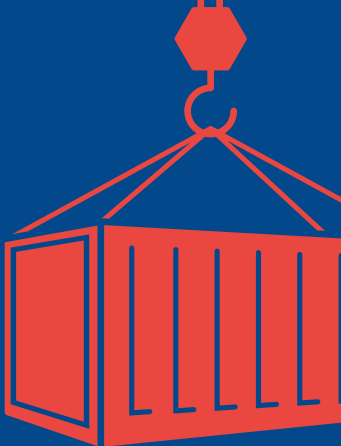
04



Türkiye's energy production is rapidly shifting from fossil fuels to renewable energy sources, in line with global trends. In accordance with Türkiye's 2053 "net zero emissions" targets, the Ministry published Türkiye's National Energy Plan at the end of last year. The plan aims to achieve a capacity of 5 GW of offshore wind energy by 2035.

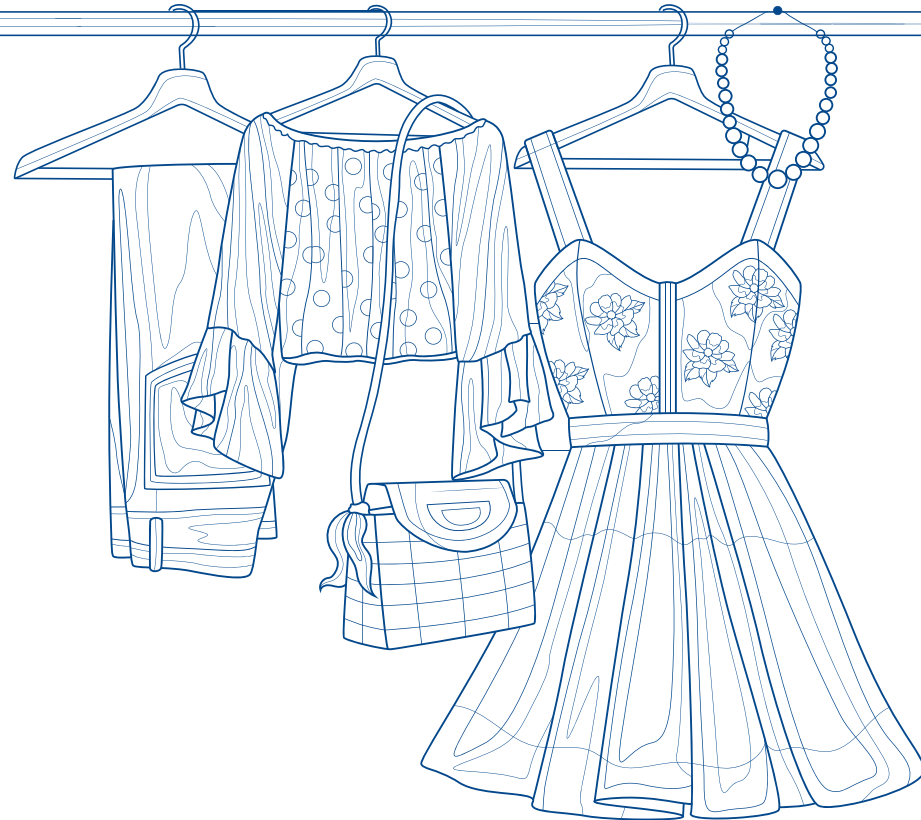
06

An escalating number of multinational corporations are opting for Türkiye as their preferred destination for manufacturing, exports, and management operations.



Turkish Apparel is competitive by all means

Türkiye is far ahead from its competitors from different aspects, such as fabric, accessories, design, production capacity, environment and health conditions on production and also investment. When discussing Turkish Apparel, the central principles revolve around sustainability, agility, a profound comprehension of fashion, and an eco-friendly approach to production.



Thanks to its widespread and innovative manufacturing power, the apparel industry has always been a leading industry in Türkiye.



The Turkish apparel sector supplies procurement agencies operating on a global scale, **while simultaneously offering its branded and quality products directly to consumers in its stores and outlets in many countries across the world.**

Availability of cotton helps Turkish Apparel to be competitive

Türkiye is a cotton country, one of the main cotton producers in the world. But Turkish Apparel is so big that domestic production of Turkish cotton is not enough in quantity to meet the demand of the apparel industry. In addition to Turkish cotton, American, Greek, and Egyptian cotton are also preferred.



Türkiye is a prominent nation in the production of various types of cotton, ranging from high-quality to organic varieties.

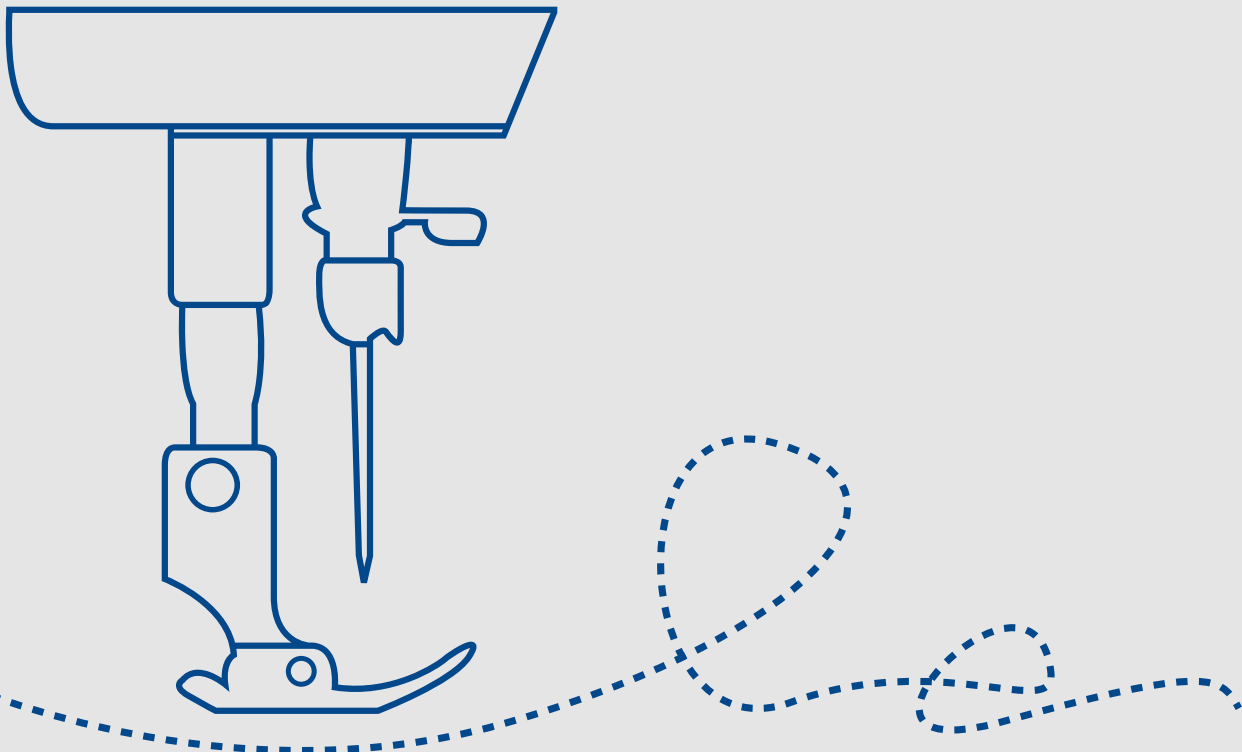
Vertical integration contributes to the competitiveness of Turkish Apparel

Turkish Apparel is one of the most vertically integrated industries in the world. We have cotton production and there is the availability of raw materials. Turkish yarn production has the leading capacity in Europe and one of the highest volumes in the world. Turkish textile finishing industry and Turkish accessories are further helping the profitability of the apparel industry by all means.



Turkish Apparel is flexible and works on no-stock principle

The flexibility and elasticity in production in Turkish Apparel is remarkable. We can produce small quantities and big quantities at the same time. Turkish Apparel costumers enjoy the quick and lead delivery times while working with Turkish Apparel companies. Production starts immediately upon the reception of the customer order per our “no stock” motto.



Turkish Apparel can offer “slower fashion” of durable apparel goods with quick delivery times

Turkish apparel products are durable garments with long lasting lifetimes. With the pandemic, fast fashion is becoming slower and for “slower fashion”, Türkiye is the right place. Turkish Apparel’s competitive edge is rooted in creating long-lasting clothing items that blend style with greater marketability and smaller production quantities. This approach is expected to shape the future of the apparel business.



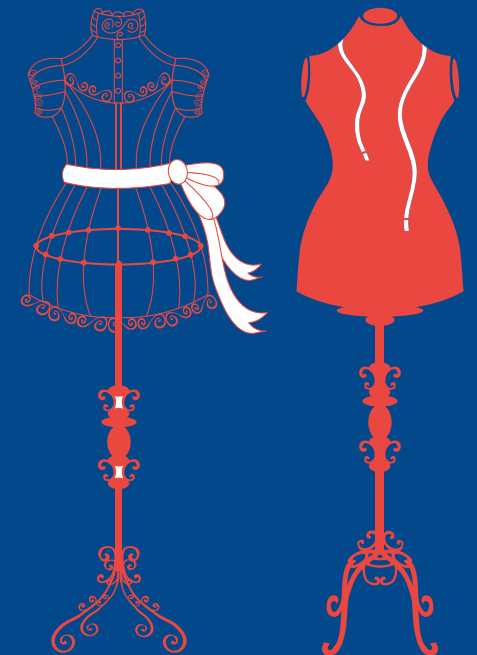
Turkish Apparel has high capability in every product category

Türkiye is also a country where a customer can find the producers of a very wide range of products from jerseys to knitted wear, from denim to socks and from t-shirts to outer wear.



The design and trendsetting abilities of Turkish Apparel move us to the forefront

The industry continually enhances its production capacity through following the best business models which are innovative and sustainable thanks to being committed to adopt global industry challenges with a dynamic approach.



Designs and collections are created through collaboration

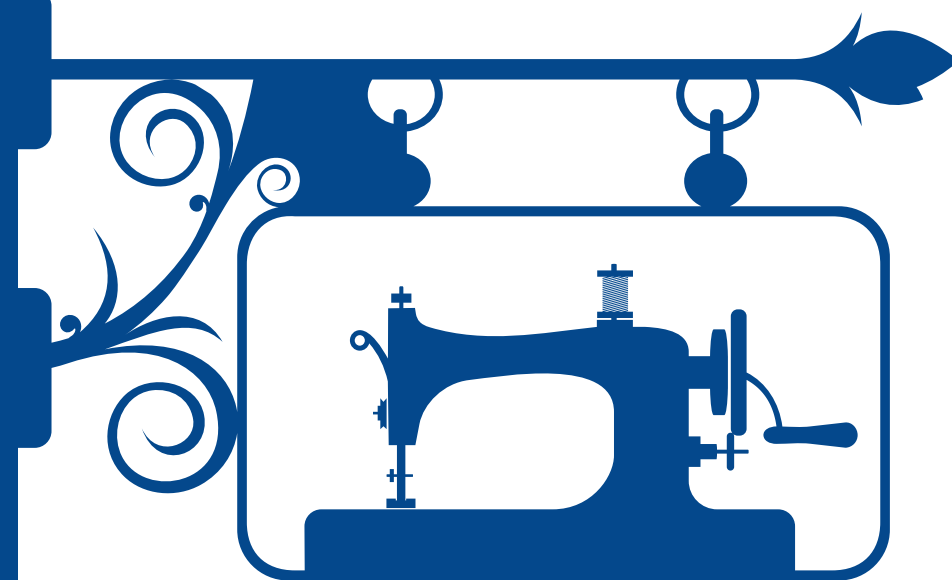
Turkish apparel companies design for global buyers and brands, who select designs from the offerings to create their collections. They may also contribute with their own ideas or Turkish apparel producer company may contribute to their own designs, and with a cooperative approach, collections are created.



All preliminary orders are coming to Türkiye from main buyers of the world.

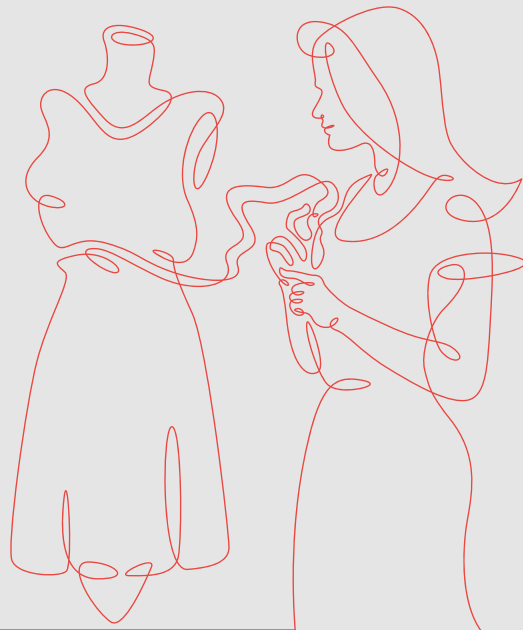
İstanbul & Anatolia: Design and production center

For the apparel industry of Türkiye, Istanbul is the design, marketing and trading centre, and Anatolia is the production centre with different cities designed on apparel production utilizing large facilities and well-trained workforce. On the other hand, Türkiye isn't solely a sourcing destination; it is also home to numerous brands that operate thousands of stores and shops worldwide, particularly in Europe.



Turkish Apparel is an extension of a rich cultural and historical heritage into fashion

The advantages of quick delivery, design capability, sustainability, value added garment production based on quality, all of them are helping Turkish Apparel to be in fashion market rather than to produce basic products. The industry, with its extensive and time-honored background, possesses a significant reservoir of expertise in enhancing the value of garments.



The industry, with its extensive and time-honored background, **possesses a significant reservoir of expertise** in enhancing the value of garments.

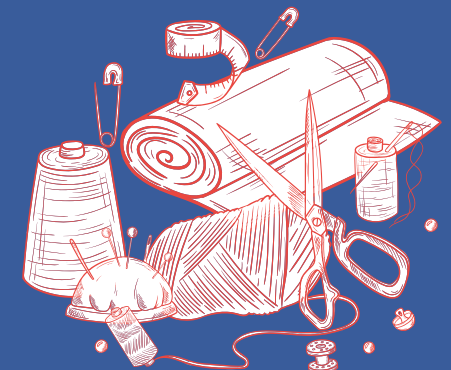
More creative with fashion and design talent developers

One of Türkiye's most competent fashion schools, IMA, conducts educational activities in all areas related to fashion with an innovative and modern approach, along with international collaborations.

In addition to IMA, there are dozens of vocational schools and faculties nationwide, offering professional education in fashion and textile design, ranging from undergraduate to postgraduate levels.

KOZA Young Fashion Designers Competition

The most significant platform that brings together young talents aspiring to build a career in fashion design with the industry. Over its 31-year history, it has created Türkiye's most influential fashion archive.



Investments on human resources in Apparel Industry

Turkish Apparel is not only making investments on technology and production, but also investing on human resources as well. Turkish Apparel has invested in education to enhance the industry's manpower capacity by establishing different educational institutions.



Turkish Apparel is competitive in producing all kinds of apparel products

Türkiye is one of the biggest knitted goods exporters in the world. We are one of the world's largest exporter countries in hosiery and denim products. The ability to produce every kind of apparel product puts us in the forefront in the global apparel supply chain and giving us a leading position in the market. Moreover, in the fast-growing global markets for casual wear, children's wear, and occupational attire, Turkish Apparel production is on the rise, benefiting from its sustainability practices.

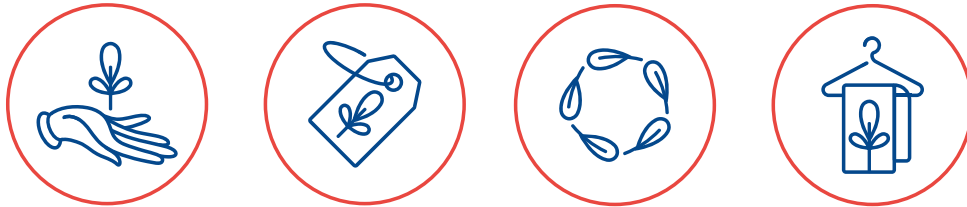
Türkiye is one of the leading knitted goods exporters in the world.



Sustainability in Turkish Apparel

Turkish Apparel is producing in compliance with the rules and regulations surrounding apparel industry at all stages. Turkish apparel is adopting itself to European Green Deal and other determinant international sustainability policies, from productivity to social compliance, from circularity to zero-waste through whole supply chain.

Sustainability has different extensions such as ecological or social compliance lines. All these demands of sustainability are provided in Turkish Apparel. We are the main supplier of the EU market and we work directly with European buyers and brands in sustainability issues.



Sustainability has different extensions such as ecological or social compliance lines. **All these demands of sustainability are provided in Turkish Apparel.**

Sustainability has been in Turkish Apparel sector's agenda

European market is not assumed as an overseas market for Turkish Apparel. The industry is acting just as if it is the domestic supplier for the Europe. The investment in sustainability has been in Turkish apparel sector's agenda for over twenty years. From one year to another Turkish Apparel has been investing in sustainability in a collaborative and cooperative way with buyers especially from the EU. From social rights to climate issues, Turkish producers follow the global agenda and prepare action plans according to the occurring changes. As Turkish Apparel has been investing in sustainability, a considerable number of factories and even subcontractors are under audit processes. That is why, it can be claimed that Türkiye's scores on sustainability and traceability are higher than other competitors.



Water treatment, renewable energy and social standards

When we examine how Türkiye is investing in sustainability it is observed that there exist different angles and approaches on this subject. Ecologically we are trying to give less harm to the environment by using water treatment, collecting rainwater, wastewater retreatment and decrease water consumption. Also, Türkiye is not using any direct dyestuff for more than twenty years and azo dyes are not used in our sector.

Major companies are investing in renewable energy by using solar panels in their factories or windmills to decrease the level of energy used in factories. In Türkiye, recently built factories have different facilities regarding the environmental issues as well as health and safety conditions. In other words, we are designing our new factories in world's class; they are auditable and accredited all the time.

From the social rights and conditions side, it can be said that this topic has been considered by Turkish apparel sector for decades. This subject was in our agenda because of buyers' demands, however today we know that this is a "must" for our sector. And because of this, customers prefer to buy from Türkiye as they know that it is not easy for them to find all these together.



Ecologically we are trying to harm the environment as little as possible by using water treatment, **collecting rainwater, wastewater retreatment and decrease water consumption.**



Recycling and using recycled materials in production

In Turkish Apparel recycling and using recycled materials has an essential position. Pre-production leftovers are separated from each other, they are sent to relevant registered recycling units and transformed into yarn and fabric again. Pre-production side of this subject in Türkiye is very well organised and, also traceable.

The industry is devoting a considerable time and effort to certify their production and procedures to become more sustainable and traceable.



In Turkish Apparel **recycling and using recycled materials** has an essential position.

The industry's approach in digital transformation

Digitalization is an important investment of Turkish Apparel.

Turkish Apparel has a strong base in digitalization. Digital transformation of the industry is directly linked with traceability and circularity.

- Avoiding overlapping processes through digitalization is the key in "partner supply chain"
- Traceability is based on digitalization in Turkish Apparel
- Digitalization in design and sampling





It is not possible to trace and control sustainability without digitalization.

Digitalization and sustainability

The sustainability and the digitization are interrelated subjects, and they need to be considered together. A couple of years ago, the sustainability was a good thing to have, but today it is a “must” and not something optional. It is not possible to trace and control sustainability without digitalization. This is a relatively new aspect for the industry, and this has transformed the industry into a new shape. For instance, in denim production with the digitalization, the laser technology have begun to be used in designing processes and thanks to that, the water consumption in denim production has decreased so this is a good example to show the digitalization’s contribution on sustainability.

Digitalization in production and fashion

Apart from the designing, it is necessary to consider digitalization also from the production perspective. Türkiye has an extensively developed digital production system in apparel sector. These systems are integrated with each other. We can customize different systems according to our needs and these systems improve our production processes and make them more efficient.

That is why, Türkiye also emerges as a digital production hub for buyers because in Turkish apparel sector, the digitalization is used in a holistic way and production line and productivity is controlled digitally now.



Today, about 14% of Turkish Apparel is online and it is estimated that this ratio may grow up to 50%.

Digitalization and trade promotion

Türkiye is the second most developed country on digitalization in apparel production and this proves that Turkish apparel producers have invested more in digitalization.

Quick delivery also supports Online Business, which Turkish Apparel is familiar with.

Online business is becoming more important and growing to the contrary of offline business. Today, about 20% of Turkish Apparel is online and it is estimated that this ratio may grow up to 50%. Online business needs flexibility and doing business with rather smaller quantities. The experience of Turkish Apparel in producing quick and smaller quantities of many different styles and models at the same time supports online business.



Today, about 20% of Turkish Apparel is online and it is estimated that this ratio may grow up to 50%.

“Türkiye can offer fast and flexible supply chain solutions”

Türkiye is a competitive sourcing destination with a well-developed and integrated vertical industry. The country has a culture of speed and innovation that enables it to adapt to the changing needs of the global market. Türkiye can offer fast and flexible supply chain solutions to its customers, as well as stock management and call-off options. Türkiye is also a hub for design and innovation, with a focus on quality and premium products. Türkiye's proximity to the EU, UK and USA markets provides it an advantage in terms of transit times and logistics. Türkiye is committed to sustainability and circular economy principles, and is investing in green technologies and practices.

Şafak Kipik

CEO
Spring Near East Mfg.Co.Ltd.

“The Türkiye garment industry is an important European sourcing hub”

The Türkiye garment industry is an important European sourcing hub for PVH Corp. due to its well-developed manufacturing base and strong logistics network, deep knowledge of apparel production, advanced quality standards, and commitment to improving environmental and social responsibility standards. We greatly appreciate our partnership with all our local suppliers and thank them for their commitment to helping drive our business strategy forward.

Burcu Kilincer Erdogan

Sr. Director, Apparel Sourcing Europe
Türkiye Country Lead
PVH Corp.

“Türkiye is a very rich country in terms of all kinds of resources”

Türkiye is a very rich country in terms of all kinds of resources. People are benevolent, warm-blooded and open to innovation. During the past 20 years; El Corte Ingles has settled a sourcing office in Türkiye and remain one of the most important source of trend, fashion and novelties for our collections. In Türkiye, we have found the proximity to source in a quick time to the Spanish market, products with the latest fashion trends, best quality standards and sustainable manufacturing process for our clients

Angelamaria Buitrago

**Country Manager
El Corte Inglés Liaison Office Türkiye**

Türkiye is also a hub for design and innovation, with a focus on quality and premium products.

In-season inventory management is always a competitive advantage for Turkish Apparel

Stock holding is a very important traditional competitive advantage of Turkish Apparel. In season inventory management ability of the industry is taking the attention of international buyers and brands recently. Türkiye can be a very good partner on this end, because production in small quantities and fast reactions is really an asset in Türkiye.

Value addition is the key in understanding the dynamics of Turkish Apparel.

Initially, chain stores primarily emphasized price and speed. However, as global apparel discussions started including circularity, sustainability, durability, and similar concerns, the value added to garments gained significance. Consequently, brands such as Uniqlo introduced higher-end brands like Massimo Dutti, COS, and others.

“Partner chain ring” rather than “supply chain”

Rather than becoming a supply chain ring, Turkish Apparel wants to be “partner chain ring”. Becoming a partner chain ring gives more responsibilities, meaning not only shipping on time and to give the right price, but being also ready to take care of the end-customer satisfaction. A buyer is only a single company until the placement of the order, but after the placement of the order, the buyer becomes the production itself. To play the role properly, the producer has to be responsible from top to bottom of the quality understanding of the buyer.

BR AN D GİN

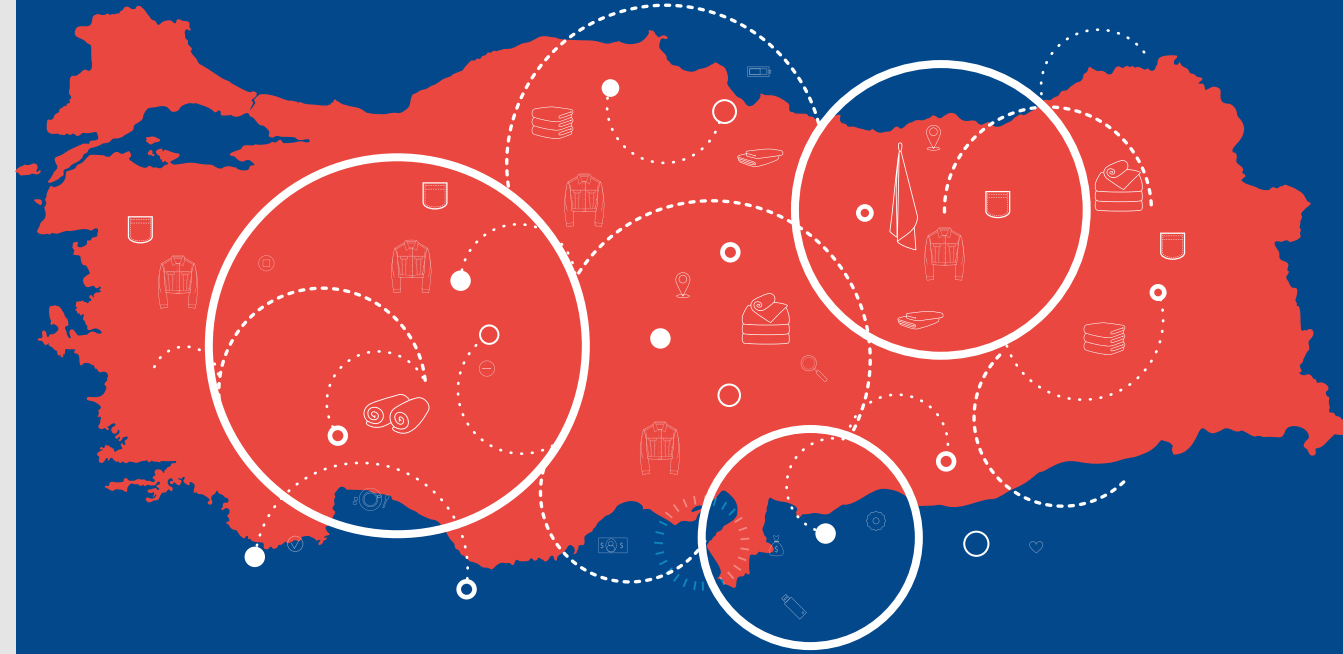
ACTIVE WEAR

TOWEL

DENIM

HOSIERY

The industry holds a leading position in the global market due to the “Made in Türkiye” label, supported by Europe’s largest vertically integrated apparel and textile manufacturing capacity. Additionally, we excel in sustainability, organic and better cotton production, social responsibility, transparency, ethical trade, recycled manufacturing, fast supply processes, and fashion and design expertise, all while maintaining flexibility in product development.



The industry is always enhancing its production capacity through following the **best business models** which are **innovative and sustainable** thanks to being committed to adopt global industry challenges with a dynamic approach.

Turkish Denim from sustainability to elegance

Turkish denim manufacturers, who combine environmentally friendly production with technology, continue to add competitive value to fabrics from design to sustainability.

Turkish textiles have a globally recognized reputation. The performance of Türkiye in the denim fabric market, which is among the most important product groups in the textile and raw materials industry, indicates that the country will become a strong player in the denim sector. The double-digit growth of denim fabric exports in recent years is attracting new investments to the country.

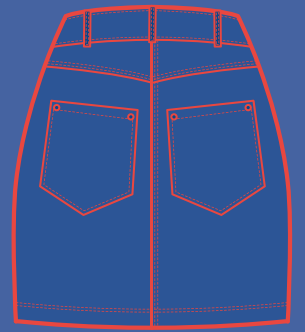
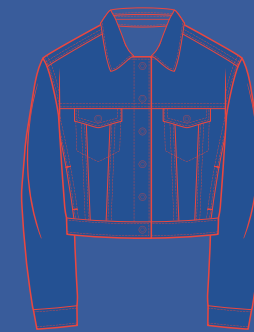
Türkiye is among the top four countries in global denim fabric production. Türkiye stands out from its competitors with its production quality and proximity to the market. Türkiye is the largest denim fabric supplier to the European Union.



Turkish denim mills utilize the latest technology to produce high-quality fabrics and are continuously innovating to create new styles and textures. **Fabrics and integrated textiles are primarily produced in various provinces throughout the country, including Istanbul, Bursa, Adana, Denizli, Kahramanmaraş, İzmir, Gaziantep, Tekirdağ, and Uşak.**



Türkiye has identified **organic cotton** as a key component of its sustainable denim manufacturing strategy.



With a 31.5% share, Türkiye became the largest denim fabric supplier to the EU from outside the union.

Türkiye is acclaimed for its naturally lustrous and resilient cotton fibers, granting a distinctive sheen to its textile offerings. Furthermore, positioned strategically at the crossroads of two major continents – Europe and Asia, Türkiye has cultivated a formidable denim industry renowned for its exceptional quality.

Türkiye is the largest denim fabric supplier to the European Union

Türkiye has made significant progress in denim fabric exports in recent years and has ranked fourth in the world rankings. The success is due to Turkish denim producers producing high-quality and innovative products, branding efforts, and technological investments. The denim sector has significant potential for Türkiye and plays an important locomotive role in exports. With more investment and work in this area, we believe that Türkiye will stand out even more in denim fabric exports. Manufacturers are now crafting denim jeans with fabric produced from organic cotton, primarily locally sourced, reducing their environmental footprint while also nurturing Türkiye's farming communities. As an increasing number of companies adopt organic cotton, the Turkish denim industry is poised to boost production while maintaining its commitment to sustainability.



Denim manufacturers in Türkiye not only offer a wide range of high-quality denim fabrics at competitive prices but **also provide value-added services such as fabric development, garment production, and denim washes.**



Denim fabric exports for many of the world's prominent denim brands are primarily manufactured in Türkiye, **making it a key production hub in the global denim industry.**

Türkiye's Denim Clothing Export

2020

1.386

MILLION DOLLARS



2021

1.805

MILLION DOLLARS



2022

1.752

MILLION DOLLARS



2023

1.614

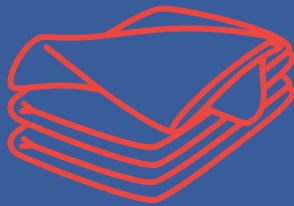
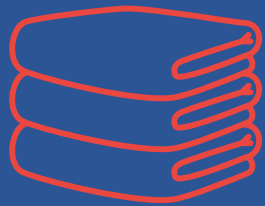
MILLION DOLLARS



A global brand: Turkish Towel

The functionality and elegant appearance have made Turkish towels a versatile textile product worldwide.

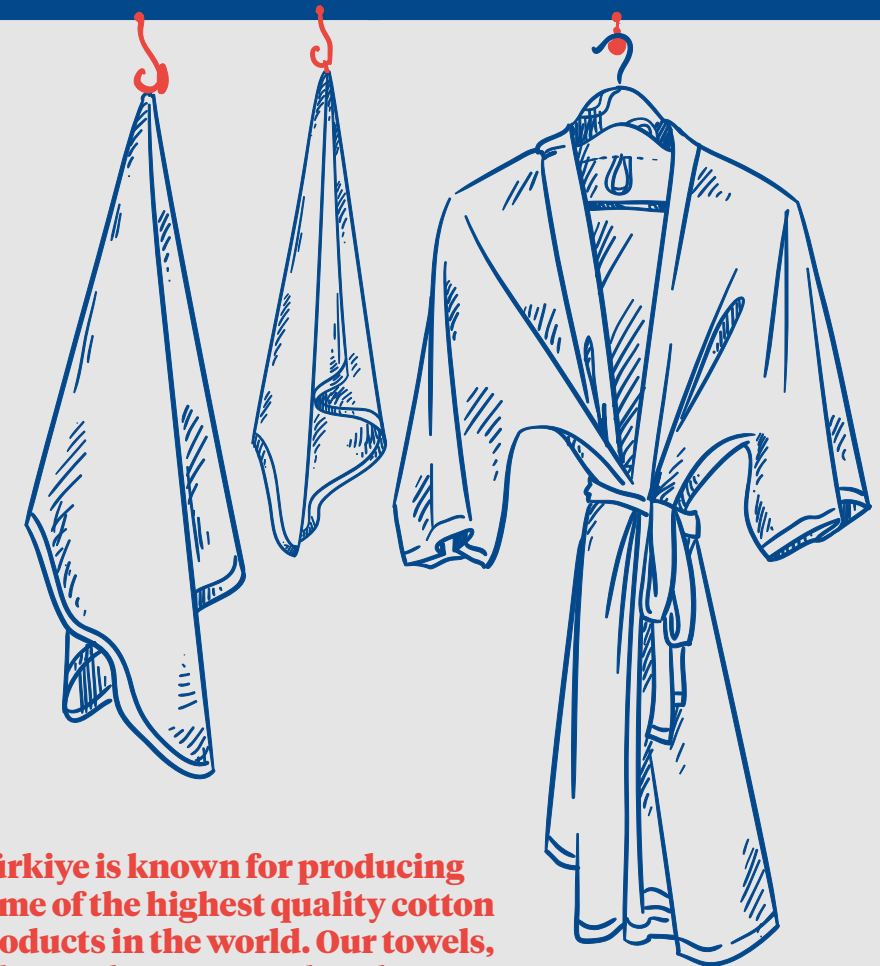
Anatolia, which is considered the center of weaving, one of the oldest known arts since the existence of humanity, has hosted a rich culture from past to present. The towel, also known as “peshtemal” in Turkish weaving and embroidery art, has become a brand worldwide with the name “Turkish Towel”. The quality of Turkish cotton and the success of the industry in production and craftsmanship are among the characteristics that introduced Turkish towels to the world.



Turkish towels, fitting both traditional and modern lifestyles, stand out with their fine texture, lightweight and durability.



Turkish towels offer a variety of color and pattern options. This makes it easy to find towel choices that match personal preferences and home decor. **There are many options available, from traditional patterns to modern and minimalist designs.**



Türkiye is known for producing some of the highest quality cotton products in the world. Our towels, robes and scarves are hand-woven from 100% Turkish cotton or linen by small, family-run textile makers in Türkiye.

Turkish towels are known for their rapid water-absorbing capabilities. Thanks to their high absorbency, they provide an effective choice for drying the body and hair.

Turkish towels are practical and elegant textile products that offer lightness, durability, excellent absorbency, and versatile utility. They are an excellent choice for use at home, the beach, the gym, or during travels. Crafted from high-quality materials, these towels are long-lasting and provide years of comfortable use. Turkish towels, exemplifying the adaptation of traditional Turkish craftsmanship to modern lifestyles, combine both style and functionality seamlessly.



Turkish towels are known for their rapid water-absorbing capabilities. Thanks to their high absorbency, they provide an effective choice for drying the body and hair.



According to 2023 export data, **Türkiye**, which ranks fourth in global towel exports, has a higher share of the global pie than European countries such as **Portugal**, **Germany** and **the Netherlands**, although its export volume has not yet reached the desired level.

Türkiye's towel exports

2020

745.8 MILLION DOLLARS 

2021

942.1 MILLION DOLLARS  

2022

984.6 MILLION DOLLARS   

2023

805 MILLION DOLLARS  

Turkish towels, due to their lightweight nature, require less material, making their production significantly more energy-efficient compared to traditional terry cloth towels.

Türkiye is new destination for active wear supply

Türkiye's dynamic growth in the active wear industry is catching global attention, making it a new preferred destination for importers. In the past five years, Türkiye has witnessed a significant 100% increase in the major sports apparel markets such as the USA, France, Germany, Japan, and the UK.

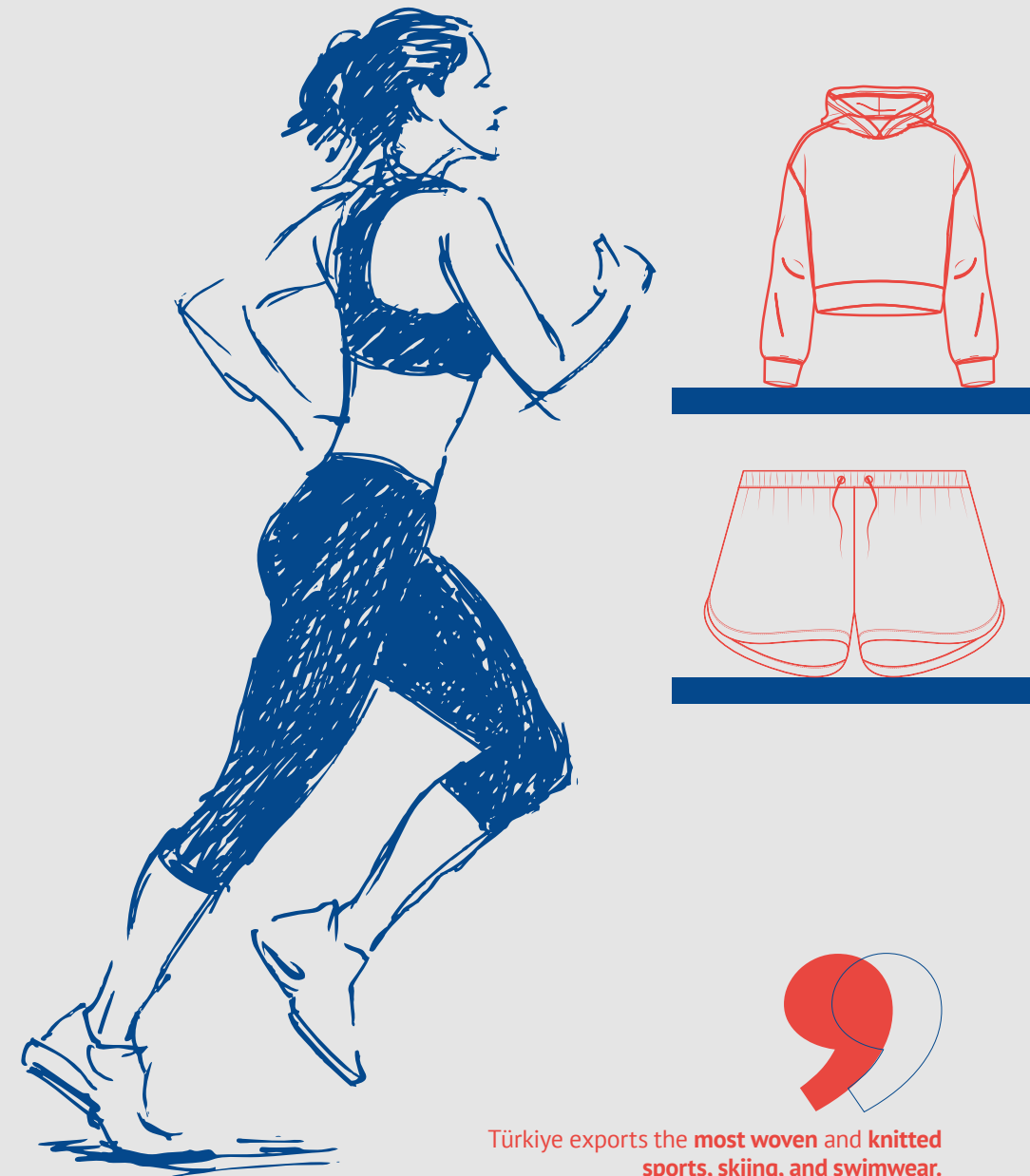
Active-wear product category has experienced a noticeable growth in Türkiye's apparel in recent years. This development has enhanced the country's capabilities in sports clothing production and its competitive position in the global market. While Türkiye's apparel exports achieved a 4.8% growth in 2022 compared to the previous year, the active-wear exports surpassed this increase with an 8.5% growth rate.

Turkish apparel is renowned for its high-quality fabrics, sewing techniques, and design abilities. This capability allowed the sector to quickly adapt to the increasing global demand for active-wear products, particularly in response to the pandemic.

Türkiye's self-sufficiency, proximity to raw material suppliers, and advanced manufacturing infrastructure have facilitated sports clothing production. This, in turn, enables the production of competitive-priced products.

Turkish sports clothing brands have started to establish a significant presence in European, American, and Middle Eastern markets by offering quality products at competitive prices.

Türkiye continues to invest in sustainability, innovation, and access to global markets to sustain its growth in the sports clothing and active-wear sector. With its quality, innovation, and environmental consciousness, Türkiye is moving towards becoming a recognized sports clothing manufacturer worldwide while maintaining this growth trend into the future.



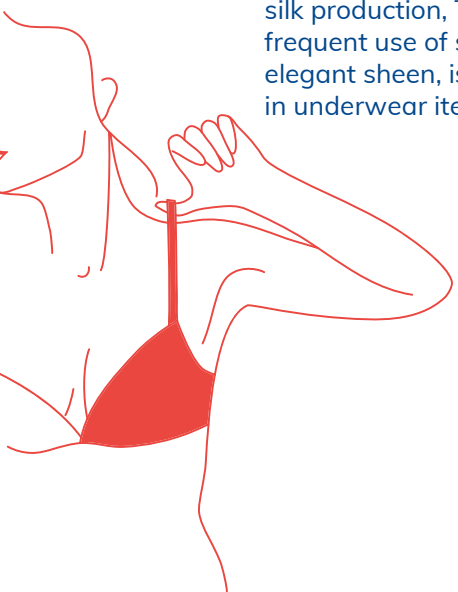
Türkiye exports the **most woven and knitted sports, skiing, and swimwear.**

Perfection in subtle details Turkish Lingerie

“Türkiye is the largest producer in the region, especially in the lingerie product group, including underwear and socks, and it is also among the world’s most important production centers.”

Türkiye stands out as a significant player in the global lingerie export market. The sector’s raw material strength and environmentally friendly high-quality production set Türkiye apart from its competitors. Among the items that Türkiye exports the most in the inner and nightwear category are knitted and woven bras, corsets, corset belts and garters.

In the Turkish lingerie and underwear sector, natural and high-quality materials like cotton and silk are frequently preferred as the main raw materials in production. Cotton, in particular, is widely used in underwear products, providing a comfortable underwear experience thanks to its skin-friendly and breathable properties. Not only in cotton production but also in sericulture and silk production, Türkiye has made significant advancements, leading to the frequent use of silk in underwear products. Silk, with its soft texture and elegant sheen, is a preferred choice for those seeking luxury and sophistication in underwear items, adding a touch of elegance to underwear products.



Cotton and silk offer consumers a broad range of choices in terms of both comfort and **style in various products within the Turkish lingerie industry.**

01

Türkiye accounts for more than 5% of the total apparel clothing exports in the lingerie product category.

Cotton woven nightgowns and bathrobes produced in Türkiye for women and girls have garnered significant attention from global brands. Among the most exported products are cotton knitted briefs and panties for men and boys, as well as cotton knitted nightgowns and pajamas for women and girls.



02

Germany, the world’s second-largest underwear buyer, is Türkiye’s largest market for underwear exports. Türkiye holds the position of the third-largest underwear supplier to Germany with a 6.2% share.

Türkiye increased its exports to the United States, the world’s most important underwear importer, by approximately 94% from 2018 to 2022, raising its market share to 0.6%.



03

With production facilities spread across the country, Türkiye is among Europe’s largest underwear manufacturers and ranks 9th among the world’s most significant underwear exporters.

Among the suppliers to the United Kingdom, the fourth-largest underwear importer globally, Türkiye ranks 7th and has increased its exports from 2018 to 2023.



World's second largest socks supplier

The socks industry is, one of the leading sub-industries of the Turkish apparel and apparel industry.

"Türkiye, the world's second-largest sock exporter, is the first choice of Europe's largest sock importers."



Turkish socks exporters ranked seventh among the US's socks suppliers with a 2.1% share from the US market.

The socks industry is, one of the leading sub-industries of the Turkish apparel and apparel industry.



Türkiye, the world's second-largest sock exporter, is the first choice of Europe's largest sock importers.

DESIGN OUTLOOK TRENDS

“There are many advantages that make Türkiye a major supplier”

The rapidly evolving apparel industry in Türkiye has gained significant recognition worldwide by incorporating creativity into its core through development-focused efforts and strategic planning. The industry has been successfully raising its goals for years. The industry's ability to encompass design, production, raw materials and adapt quickly to changes due to its agile structure is what makes us successful on a global scale. It envisions its future beyond existing standards, pushing forward with updated technologies. The apparel industry is actively developing activities and strategies to adapt to new competitive conditions, promote branding, ensure product variety, and embrace modern technological production in order to contribute to the local economy in Türkiye. Furthermore, it is crucial in converting research and innovation results into effective solutions. The adaptability of our sector to changes and trends, its strategic location, and its ability to maintain this advantageous position make it a preferred choice and contribute to Türkiye's status as a major supplier. The emphasis on branding efforts over the years, being a driving force in manufacturing industry production and exports, providing quality raw materials, having a dynamic and young population, proximity to export markets, and the use of advanced technologies have placed Türkiye at the forefront.

Türkiye gains a significant advantage as a apparel industry that has transformed various cultural values and economic outputs from its geographical structure. Our culture, the fusion of experiences with research and innovations, and the transformations from trends and ideas to value make our country unique.

Belma Özdemir

**Co-President of the Fashion
Designers Association**

“The quality and production standards set Türkiye apart”

I believe that the key distinguishing factor of the Turkish apparel industry from its competitors is the exceptionally high quality and production standards it maintains.

Another advantage of the sector lies in the multitude of specialized production facilities spread across various regions in Türkiye. This extensive network of specialized production facilities sets the industry apart from its competitors.

Given our rich geography and history, Türkiye has embraced a mission to be a longstanding center for textile and weaving, dating back to ancient times. These lands, due to their natural features and the craftsmanship of our people, particularly constituted the textile hub of Anatolia. With contemporary interpretations developed over the years and evolving technology, we have now reached a point where textiles have transformed into something entirely different. One of the key factors that distinguishes us from other global players, especially in comparison to production in the Far East, is our robust production capacity, rooted in our history.

Nihan Peker

Co-President of the Fashion Designers Association

“Textile manufacturers have a rich history in Türkiye”

The key characteristics that set the Turkish Apparel sector apart from its competitors are the entrepreneurial spirit and skill of the Turkish people, coupled with a flexible, hardworking, and youthful mindset. When this perspective is combined with rejuvenated principles across all aspects, we can easily say that the Turkish Apparel is a powerhouse.

By combining traditional manufacturing methods with cutting-edge technologies and emphasizing sustainability and technology, the Apparel production systems possess the potential to become major global players. This potential is further fueled by the region's inherent commitment to health and sustainability, as well as its access to organic raw materials.

This beautiful geography that Türkiye is built upon has a chain of cultural values. It is impossible for this geography, which has been marked by dozens of civilizations such as the Hittites, Sumerians, Seljuks, and Ottomans, to move away from its cultural values. All of our approaches, whether we are aware of them or not, are a result of these cultural values.

Türkiye's textile manufacturers have a deep-rooted past, with their natural resources already providing materials that are suitable for clothing codes. Having both plant-based and animal-based resources, and processing, using, and wearing them for thousands of years, is one of Türkiye's most important advantages. One of our responsibilities in this era is to contribute to rebuilding this cultural accumulation with new cultural and technological codes that we will also contribute to in the future.

Arzu Kaprol

Fashion Designer

“The strong cultural mosaic makes Türkiye unrivaled in the apparel industry”

The biggest advantage that sets the Turkish Apparel sector apart from its competitors is its speed. Short production times are of paramount importance for many fast fashion brands. Türkiye's proximity to Europe is another advantage for the industry. Additionally, the Turkish Apparel sector offers a wide production palette. Many strong brands can have their products prepared from A to Z in Türkiye, spanning various categories.

Finally, I believe that our country's mentality of producing practical solutions is also highly important for global buyers.

The Apparel industry is one of the oldest and most prominent sectors in Türkiye. Being heirs to many significant civilizations, our colorful and powerful mosaic of history and culture makes Türkiye almost unparalleled in terms of equipment and quality in the Apparel sector.”

Atıl Kutoğlu
Fashion Designer



“Production reflects the richness of Türkiye's culture”

I believe that the platform created by brands that can elegantly translate Turkish culture into a refined design language is Türkiye's most significant advantage. Türkiye has a rapidly growing textile industry and, consequently, a swiftly rising fashion industry. To make Turkish fashion appealing to foreign buyers and to establish an international presence, I think it's crucial for more brands to modernize and incorporate Turkish values into their designs. The proliferation of such brands will undoubtedly create a significant advantage for Türkiye. There are some beautiful brands that have achieved this on their own and have been able to propel themselves onto international platforms. Even though individual designers may not wield significant economic power, they play a crucial role in reflecting a country's design language. I can particularly see the reflections of the rich genetic cultural wealth in the younger generation. We will soon hear many more Turkish names on the international fashion stage. I believe that highlighting production in Türkiye is of utmost importance in terms of reflecting the rich cultural heritage specific to Türkiye.

Bora Aksu
Fashion Designer



The new destination for the global fashion industry

The İstanbul Fashion Connection Apparel and Fashion Fair (IFCO), has become Europe's largest apparel and fashion fair in a short period of time by bringing together all product groups of the apparel and fashion industry under one roof.

The Core İstanbul brings new approaches to fashion. Organized concurrently with the IFCO Fair, The Core İstanbul offers creative and collaborative solutions covering every aspect of the fashion industry, bringing together fashion designers with international buyers of apparel brands and providing opportunities for brands and designers to transform their collections into commercial ventures.

More Than Just a Fair

More than three hundred companies will meet with thousands of buyers from tens of countries, especially in women's and men's clothing, baby and children's clothing, denim and sportswear, evening dresses, wedding dresses, underwear, socks, leather and fur clothing, shoes.



Trends inspiring all sectors, from fabrics to textures, from clothing to colors, and related to fashion and other industries, are showcased in the trend area.



IFCO contributes to making the fair more interactive with seminars and programs presented by significant figures.

Istanbul Fashion Connection, an international event that will make an impact all over the world and where design, trends and brands will be presented in Istanbul, will bring together its export-oriented participants with buyer companies from all over the world, especially EU Countries, the UK, Russia, Ukraine and the USA.

İstanbul, the fashion capital of Türkiye

Türkiye is one of the leading countries in apparel design and this exhibition will introduce participants' own collections and designs to new locations and customers through buyers from all around the globe, which will be beneficial for all parties. İstanbul is the perfect location for this exhibition since it is one of the most accessible and attractive cities in the world. Visitors will meet thousands of established and upcoming designers; discover new collections and textiles, meet new business and solution partners.

İstanbul, the fashion capital of Türkiye, is the ideal center to bring together trends, fashion, design, brands, trade and collaborations together.

At the Istanbul Fashion Connection Exhibition you will find trend areas, seminars, workshops and fashion shows that will bring together design, interaction and experience especially in the topics of digital transformation, smart clothing, texhcnical textiles and sustainability.



At the IFCO Fair, which showcases the strength of the Turkish apparel and clothing sector, seminars and programs will be organized by prominent figures in the industry. **Seminars will cover all developments in the fashion industry and convey the latest trends.**



The IFCO Fashion Show, featuring special collections from participating companies, **will provide enjoyable moments for both domestic and international visitors.**



Trends inspiring all sectors, from fabrics to textures, from clothing to colors, and related to fashion and other industries, are showcased in the trend area.

Contact information to reach Turkish exporters

Turkish exporters connect with buyers through online and offline platforms. Türkiye, strategically located in terms of logistics, also provides significant advantages to foreign buyers in terms of exports. There are multiple ways to reach Turkish exporters.

Türkiye Exporters Assembly (TİM)

TİM is the only umbrella organization of the Turkish exports, representing more than 103,000 exporters operating in 27 sectors registered under 61 Exporters' Associations.



The İstanbul Textile and Apparel Exporters' Associations General Secretariat (İTKİB)

The İstanbul Textile and Apparel Exporters' Associations General Secretariat (İTKİB), which represents the Apparel, Textile, Leather, and Carpet sectors, supports its members in increasing value-added exports and also assists foreign companies in finding the right manufacturers and products in Türkiye.



İstanbul Apparel Exporters' Association (İHKİB)

İstanbul Apparel Exporters' Association (İHKİB), which has been representing the Turkish Apparel.



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TURKISH APPAREL FASHION

PRODUCTION DENIM

TOWEL **ACTIVE-WEAR** HOSIERY

SOCKS **SUSTAINABILITY**

DIGITALIZATION **TURKISH APPAREL**

FASHION **PRODUCTION**

DENIM TOWEL **ACTIVE-WEAR**

HOSIERY SOCKS **SUSTAINABILITY**

DIGITALIZATION **TURKISH APPAREL**

FASHION PRODUCTION **DENIM**

TOWEL **ACTIVE-WEAR** HOSIERY

SOCKS **SUSTAINABILITY** DIGITALIZATION

TURKISH APPAREL **FASHION** PRODUCTION

TURKISH APPAREL