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GSM :+905465013462

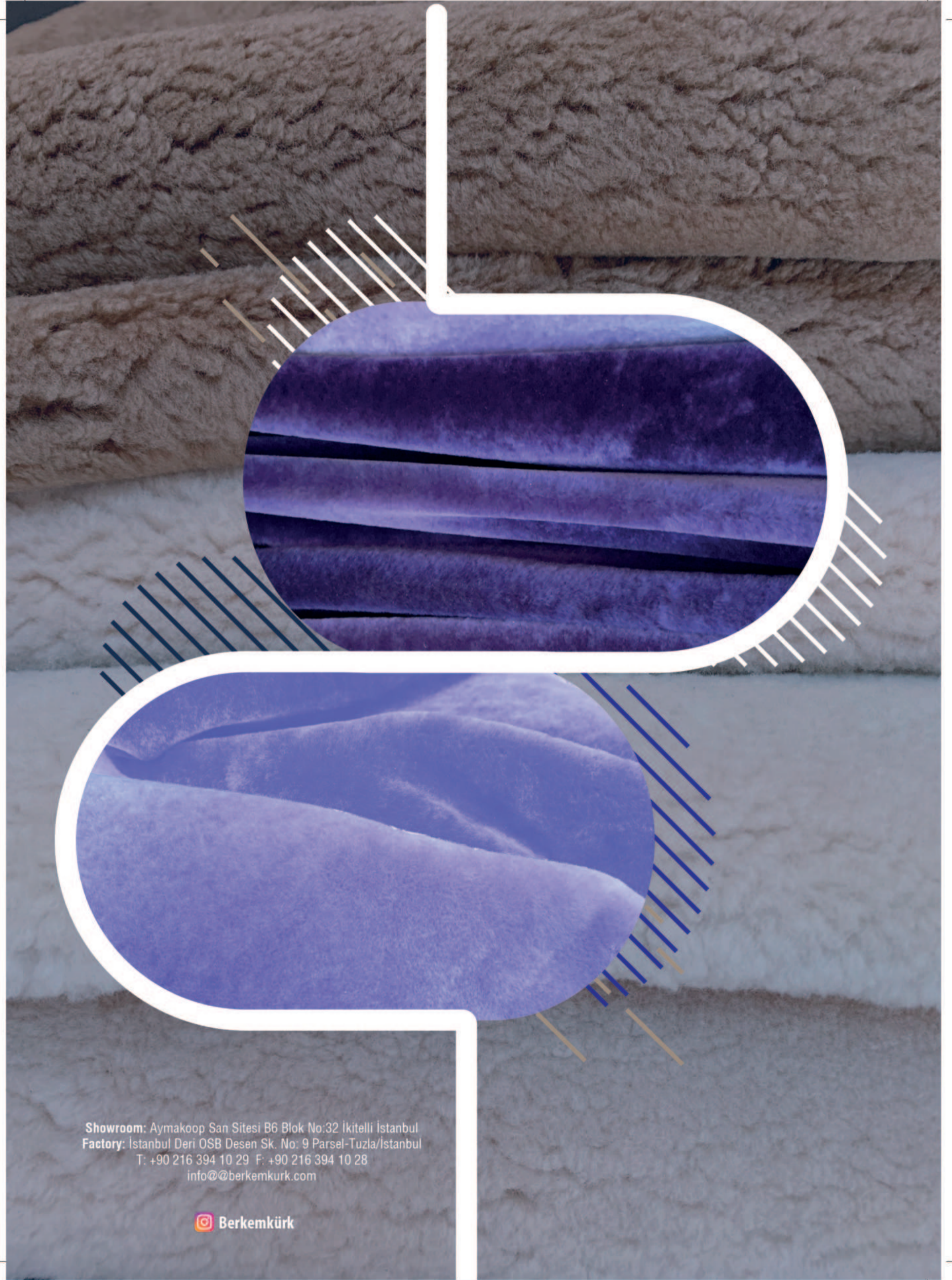


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Showroom: Aymakoop San Sitesi B6 Blok No:32 İkitelli İstanbul
Factory: İstanbul Deri OSB Desen Sk. No: 9 Parsel-Tuzla/İstanbul
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DERMİS



📍 Yenidoğan Mah. 45/3 Sok.
No: 25/B Zeytinburnu / İstanbul

☎ +90 (533) 654 01 00
✉ dermisderi@hotmail.com

📷 dermis.leather



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41. Sok. 4/A 34020
Zeytinburnu/İstanbul

 +90 531 302 03 81



100. Yıl 100. Fuar Haklı Gururumuz 100. Yılımda bize gelen en güzel ödül...

Çağdaş yaşam hakkını bizlere sağlamak için tüm güçleriyle mücadele eden; başta Ulu Önderimiz M. Kemal Atatürk, Gazilerimiz ve Şehitlerimize, günler süren çalışma ve fuar süreçlerinde yüzümü göremeyen ailem ve arkadaşlarıma, disiplin ve özveri ile çalışan ve kahrımı çeken gelmiş geçmiş tüm ekip arkadaşlarıma, her sayıda bize güvenen, yalnız bırakmayan ve yardımlarını esirgemeyen tüm firmalarımıza yürekten teşekkür ediyoruz...

Ülkemiz ve sektörümüzün en iyi alanlarda temsilcisi olmaya devam etmekten vazgeçmeyeceğiz.

"Türk deri sektörünün dünyadaki tek temsilcisi" sözü ile çıktığımız yolda ilerlemeye devam edeceğiz.

Yeni ve renkli sayılarımızda buluşmak üzere...

Hayriye CANBOLAT

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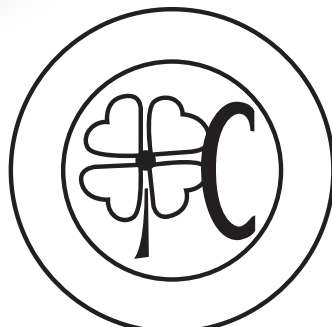
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“You cannot manage leather without touching the leather, it is both craft and engineering.”

Desa leather CEO Burak CELET said, “At the point we have reached today DESA, which started by producing bags for the market from a workshop on Laleli, in Turkey-Istanbul, owns a total of four factories in Turkey. It has completed its vertical integration. “It has a tannery in Çorlu, Istanbul, which has the ‘Leather Working Group’ ‘Gold certificate’ and is built on an area of 20,000 m2 and has its own accredited laboratories that can process both fur and sheep fur.”



Magazine Leather During our company visits, Desa Deri, the most important company of Turkey with its visionary history, having store chains in Turkey and various parts of the world in the field of Leather Garment, Footwear and Saddlery products, Mr. Burak ÇELET, the CEO of Desa leather with his visionary perspective we begin our interview with the kind of hospitality.

Mr. Burak, first of all, we would like to get to know you with your visionary perspective.

My name is Burak CELET, I was born in 1977 in Istanbul, just a few years after Desa, 1972, who I consider as my big brother. We are a family business and the company has always been an integral part of the family. I grew up in leather business since my childhood, and later I had the opportunity to direct my school in parallel with my professional goals related to leather business. After studying Mechanical Engineering at Istanbul Boğaziçi University in Turkey, I completed my MBA in USA on ‘Small business management’ and ‘finance’. After that, I completed my MSc (master’s degree) on leather tanning and leather technologies at Nene College in England. First, I started my own business for a few years, which was cutting and sewing leather onto leather, turning it into upholstery, and sending it flat packaged to England, where it was upholstered and turned it into furniture. By the end of the second year, I had around 220 employees and was exporting more than 10 million dollars annually. After couple of years of doing this work and gaining experience, our family company invited me to join the family business in 2004 and then I rolled up our sleeves for Desa. Since then, I have been working as a professional at Desa.

So, in order not to give up on your profession, you went to school, studied at a higher university and the tanning program, and then returned to Turkey.

That’s right, our profession is a profession where craftsmanship and engineering are combined and you really need to be hands-on. I have spent all my summer holidays here since I was six years old. During my education, I did almost all of my homework and projects

on various subjects here. I also worked hard at the manufacturing bench. I still enjoy working in production with the craftsmen and solving problems, when necessary. That’s why our profession is a unique one that requires its participants to be good engineers and craftsmen simultaneously. You cannot manage the leather without touching it. You have to feel, know and understand what the leather needs; I think it is both craft and engineering, our job.

Could you tell us about DESA Leather, which was founded by your esteemed father?

Desa Leather is 51 years old today, born in 1972, and as I said, I like to consider it as my elder brother. Over the years, along with the developments in Türkiye, there have been many developments in Desa as well. When Desa first started, it actually started as a company exporting handbags to America. Of course, as conditions improved over time, the company completed both horizontal and vertical integration. There has been a major correlation between Turkey’s economic conditions and policies and Desa’s development and activities over the years. The other day, we started to prepare a book about history of DESA in honor of the 50th anniversary of the Company and it will be printed in very near future. While putting the story on the paper, I realized once again how significantly the economic and foreign policies of our country have impacted the strategic business decisions taken by the companies in Turkey and as well as Desa. What do I mean; For example, although Desa started its journey by exporting to a company in America, a few years later it started exporting under its own brand. Before the first Gulf crisis, the Company had its own office in Empire State Building, New York, and its own warehouses in New Jersey. It sells goods under the Desa brand to more than 450 individual stores and 50 department stores in America. At the same time, he had his own office in Singapore and another office and distribution center in Germany. The Company was selling all of its production under the Desa brand. I am talking about the early 1980s, before the first Gulf crisis, before ‘Turquality’ was invented in Turkey, the beginning of the Turgut Özal period in Turkey, that is, 40 years ago.

However, later on, due to the various difficulties experienced by Turkey during the Gulf crisis, it was necessary to take a step back from all these initiatives, and Desa started to grow by producing for important global brands and acting as a kind of subcontractor for them. On the other hand, the Company continued its retail activities and never gave up its own stores, therefore, as you stated, It is one of the most important retail brands in Turkey’s leather industry. On the other hand, it has developed its production businesses around the world with important brands.

At this point today, DESA, which started by producing bags for the market from a workshop on in Laleli, Turkey-Istanbul, owns a total of four factories. It has completed its vertical integration. It has a tannery in Corlu, Istanbul, which has the ‘Leather Working Group’ ‘Gold certificate’ and is built on 20,000 m2 and has its own accredited laboratories that can process both sheep, cow and shearling. Apart from that, our headquarters, where we welcome you here today encompasses an area of approximately 18,000 m2 and houses 550 employees, who are involved in design, development and production of RTW, bags and wallets. Today, it has a factory in Düzce, Turkey, which produces bags for brands in the luxury segment, with approximately 600 people, in a facility of over 10,000 m2 that we established 20 years ago, that is, right after the 1999 Düzce earthquake. In addition to all these, we have a relatively smaller, modest facility of 2000 m2, which we recently opened in Tuscany, Italy, in the region just south of Florence, where all the luxury brands of the world produce and today 60 people are employed in this facility. This is the production side of the business. Apart from these, Desa has approximately 60 stores in the country, all of which are its own.

Again, there is a very important and long-term partnership with Desa. For 41 years, Desa has been working on distribution and sales channels, not on the production side, in cooperation with the

Samsonite company. This 41-year cooperation has been crowned with the establishment of a joint venture, after 25 years of distributorship. In the last 16 years of which we have managed a large region including Turkey, Azerbaijan, Georgia, Armenia, Northern Cyprus and the Middle East countries as the Joint Venture partner of Samsonite Group. Besides all this, of course, I mentioned the Italian facility, but the company is no stranger to Italy and has had his own showroom in Milan for 12 years. Today, we export our brand 1972 DESA to boutiques in 34 different countries, reaching from Chile to Korea, South Korea, Japan, and especially to Italy. Our brand is positioned in World's leading boutiques and department stores. Desa started out as a small family business 50 years ago and has managed to become highly institutionalized public company quoted in the Istanbul Stock Exchange. I consider this to be a quite an accomplishment since our industry is very people dependent and hard to institutionalize.

I would like to know your perspective on the leather industry. Can we learn your views on vegan and alternative industries?

As long as humanity eats meat and there is a meat industry on Earth, leather will always exist. Because we actually use a waste of the meat industry and the food industry and recycle it back into the economy. Do you know that many more animals and insects are killed in the making of a bread compared to producing of one steak? Therefore, I think veganism is a temporary trend. But above all, I think that the leather industry actually utilizes a commodity that is thrown away, a commodity buried in the ground, and brings it back into the economy. Moreover, as Desa, we do not use skins of any animal that is not raised for meat industry. Ninety-nine percent of the industry works this way, and it's not just for us. We bring a material back into the economy that would otherwise be garbage. I believe that just as the leather industry is one of the first professions in human history, it is also one of the professions that will end at the end of human history, if all professions are to end.

Mr. Burak, as scientists and researchers say, there are already studies on the fact that burying the leather of an animal slaughtered for meat in the ground may cause climate change due to greenhouse gas emissions.

You mentioned that your current showroom focuses on leather garment, saddlery and footwear. Can you tell us about your position in the Turkish domestic market and the industry situation in the leather industry?

We are one of the leading brands in the leather industry in the domestic market. There are many valuable brands, but our most important difference from them is that we are still the only brand that to a large extent produces its own goods and is able to track its own raw materials all the way to the farm and has 100% vertical integration. We are the only Company in Turkish leather industry that is still a producer and a retailer from raw material to finished good. Therefore, we believe that we have gained favor and differentiated ourselves in the eyes of the consumers here.

What is your perspective on leather wear fashion in the European market?

The leather industry should be evaluated under four main headings. We have four subsectors. The first is processed leather and fur, the second is leather wear, the third is saddlery products, and the fourth is footwear. Among these, footwear are an indispensable necessity. None of us can go out without wearing shoes. It is okay not to wear a leather jacket or a leather bag, but footwear are a must and I still believe that Turkey has a very serious chance in this regard. When it comes to saddlery products, especially the luxury segment is very valuable because it is an indispensable status symbol for women, people use these products as a status symbol. Therefore, it is a sector that is quite stable and continues with a certain performance over the years. Leather garments differ somewhat from these. Because leather garments are a little more influenced by fashion trends. Leather apparel, on the other hand, is a sector with higher volatility, as Turkey has experienced many times in the past. However, it is still an indispensable product in which every wardrobe has one or two leather jackets in every collection, but it is a product category that is much more popular in some years and a little less popular in others. Our 1972DESA brand in Italy is based on both Saddlery and Apparel products. As I just stated, we are present at Milan Fashion Week and Paris Fashion Week every season. We reach our end consumers by



positioning the Desa brand alongside valuable, beautiful boutiques and well-known luxury brands.

You received an award from the Italian consulate. Can you tell us about it?

It was a great honour bestowed upon by the Italian Government. A reception was held at the Venetian Palace, which is located on the same land right next to the Italian Consulate in Istanbul, that is, at the residence of the Italian Ambassador and Consulate General. Here, thanks to the organization and nomination of Italian Chamber of Commerce, every year they select and reward a company that from Turkey invests in Italy, and in the same way, they reward a company from Italy that invest in Turkey. As companies investing from Turkey, they chose us and showed us their favor. It was a very motivating and pleasant experience for us to receive the Leonardo da Vinci award from the Ambassador of Italy in Turkey, Mr. Marrapodi. As I said, it is given only to one company every year, and it was a very pleasant experience that made us proud and motivated us. Opening a business is difficult, but yes, it is much more difficult to continue what we do.

Let's wish you continued success. Thank you very much...

There are fairs held in various countries. Do you attend them too?

We have been attending fairs for many years to follow up, but we do not just open a stand at the fair ourselves. Since when did this start? It started since we opened our own showroom.

We can usually meet all of our customers at our showrooms in Milan and Paris. The fair is a slightly faster and noisier environment, but in our showroom, you can host our customers in our own world, in the world of the brand, in a much more comfortable way, take orders much more calmly, and listen to the needs of the customer much better. Therefore, we have held many fairs in the past, and we have been continuing our sales through our showrooms rather than fair organizing for many years. We believe that we create better quality sales this way.

As your last words, do you have activities in this field of leather craft training and academia?

As you know, the biggest complaint of the sector is not being able to find trained workers. You'll never hear anything like this from Desa. Today, Desa is one of the most important employers in the sector. We have approximately 2000 employees, 1250 of whom work in production. We are the only investment in the sector in Turkey-Düzce. After the 1999 Düzce earthquake, the first or second factory of our factory investment, Düzce 1st Organized Industrial Zone, was established in 2005. We took all our friends and young people from the fields there. They didn't have any experience in our industry, we trained them all. When I looked at the numbers the other day, it was necessary for a statistics, I realized that we have trained over 5000 personnel over the years. Therefore, we are establishing our own academy within ourselves. In addition, we always have also formal apprenticeship schools, we have master instructors in them, and we carry out joint studies with vocational high schools. Every year, various numbers of our students receive training in our apprenticeship school.

Let's wish you continued success. It sets an example for young people from here.

Mr. Burak, thank you for sparing your valuable time.

Thank you and I wish you success in your publishing life.

Kaynak Leather Magazine

The 32nd International Fashion Exhibition Central Asia Fashion ended in Almaty

Central Asia Fashion Autumn-2023, the largest professional exhibitions in the Central Asian region, as well as Elite Line International Exhibition of Footwear, Fur, Leather and Accessories, brought together procurement specialists, manufacturers, designers and other fashion industry players from 10 countries.



Over the three days of the business session, the stands of 156 exhibitors were visited by 7100 fashion industry professionals. Among them were buyers and representatives of fashion retail from Kazakhstan, Kyrgyzstan, Uzbekistan, Russia, Tajikistan, Turkmenistan and other countries. Kazakhstan, Kyrgyzstan and Uzbekistan are the undisputed leaders in terms of attendance. The organisers note that the interest and the total number of professional buyers in these countries is steadily growing, which means that the fashion retail market here is in an active stage of development.

The official opening ceremony was attended by honoured guests from Turkey, Great Britain, Russia, Uzbekistan, including the Consul General of the Republic of Turkey in Almaty Ali Rıza Akıncı, Vice President of Istanbul Textile and Raw Materials Exporters Association «IHKIB» Mustafa Pashahan, Farhod Nurmuhammedov, Deputy Chairman of the Uzcharmsanoat Association, Kiran Mahmud, Director of Finance and Participation in Global Events, International Fur Federation, Sergey Stolbov, President of the Russian Fur and Fur Union (RFU).

The Autumn-Winter 2023/24 collections from Italy, Germany, France, Turkey, Russia and China were presented to professional buyers thanks to the strategic support of national fashion industry associations: «Istanbul Apparel Exporters Association» (IHKIB), Association of Fur Industry and Entrepreneurs KSIAD, Russian Association of Fashion Industry Participants (RAFI), Export Support Centre of Voronezh Region, National Footwear Union (NFU) of Russia, Uzcharmsanoat Association, as well as International Fur Federation (IFF) and Beijing Yabaolu International Chamber of Commerce (BYICC).

Mustafa Pashahan, Vice-President of Istanbul Textile and Raw Materials Exporters Association IHKIB, shared data and plans to increase the presence of Turkish brands in Kazakhstan: in 2015, 10 manufacturers from Turkey took part in the CAF business session, and in the autumn season 2023 there will be 76 fashion companies.

«Trade with Kazakhstan occupies an important place in our exports. Last year we exported \$250 million worth of goods to Kazakhstan. In the first half of this year, we increased exports by 80 per cent compared to last year. In six months, we have reached a volume of \$193 million. Of these, about 25 per cent of imports of ready-made garments to



Крупнейшие в центрально-азиатском регионе профессиональные выставки Central Asia Fashion Autumn-2023, а также Международная выставка обуви, меха, кожи и аксессуаров Elite Line объединили специалистов по закупкам, производителей, дизайнеров и других игроков индустрии моды из 10 стран мира. За три дня бизнес-сессии стенды 156 участников посетили 7100 профессионалов фэшн отрасли. В их числе байеры и представители fashion ритейла из Казахстана, Кыргызстана, Узбекистана, России, Таджикистана, Туркменистана и других стран. Безусловными лидерами по посещаемости уже не первый сезон становятся Казахстан, Кыргызстан и Узбекистан. Организаторы отмечают: интерес и общее количество профессиональных специалистов по закупкам в этих странах неуклонно растет, и, значит, рынок fashion ритейла здесь в активной стадии развития.

Павильон 32-й международной выставки моды Central Asia Fashion Autumn-2023 Официальную церемонию открытия посетили почетные гости из Турции, Великобритании, России, Узбекистана, в числе которых Генеральный консул Турецкой Республики в г. Алматы Али Рыза Акынды, Вице-президент Стамбульской ассоциации экспортеров текстиля и сырья «IHKIB» Мустафа Пашахан, заместитель председателя Ассоциации «Узчармсаноат» Фарход Нурмухаммедов, директор по финансам и участию в глобальных мероприятиях International Fur Federation Киран Махмуд, Президент НО «Российский пушно-меховой союз» (РПМС) Сергей Столбов.



Коллекции сезона осень-зима 2023/24 из Италии, Германии, Франции, Турции, России и Китая стало возможным презентовать профессиональным байерам благодаря стратегической поддержке национальных профильных ассоциаций индустрии моды: «Istanbul Apparel Exporters Association» (IHKIB), Ассоциации меховой промышленности и предпринимателей KSIAD, Русской ассоциации участников фешен-индустрии (РАФИ), Центра поддержки экспорта Воронежской области, Национального обувного союза (НОБС) России, Ассоциации «Узчармсаноат», а также Международной Федерации Меха International Fur Federation (IFF) и Пекинской международной торговой палате «Ябаолу» (BYICC).

Вице-президент Стамбульской ассоциации экспортеров текстиля и сырья IHKIB Мустафа Пашахан поделился данными и планами по росту присутствия турецких марок в Казахстане: так, в 2015 году в бизнес-сессии CAF принимали участие 10 производителей из Турции, а в осеннем сезоне 2023 года уже 76 fashion-компаний.

Торжественная церемония открытия 32-й Международной выставки моды CAF «Торговля с Казахстаном занимает важное место в нашем экспорте. В прошлом году мы экспортировали в Казахстан товаров на 250 млн долларов. В первом полугодии этого года мы увеличили экспорт на 80% по сравнению с прошлым годом. За полгода мы достигли объема в 193 млн долларов. Из них около 25% импорта готовой одежды в Казахстан осуществляется из Турции. Надеемся, что в ближайшие годы мы сможем увеличить этот показатель. Мы придаем большое значение выставке CAF, которая является самой важной в регионе», - подчеркнул Мустафа Пашахан.

Стенд производителя из Китая Все большим интересом казахстанские экспо-бизнес-проекты пользуются у производителей ближнего зарубежья: так, в текущем сезоне широко представлены марки из Китая и Узбекистана. Производители на стендах отмечают: Казахстан занимает одно из первых мест для экспорта.

Заместитель председателя Ассоциации «Узчармсаноат» Фарход Нурмухаммедов Как подчеркнул Заместитель председателя Ассоциации «Узчармсаноат» Фарход Нурмухаммедов из Узбекистана: «Сегодня на выставке участвуют 13 предприятий ассоциации «Узчармсаноат». В прошлом



Kazakhstan are from Turkey. We hope that we will be able to increase this figure in the coming years. We attach great importance to the CAF exhibition, which is the most important in the region,» Mustafa Pashahan emphasized. Kazakhstanis expo-business projects are attracting more and more interest from producers from neighbouring countries: for example, brands from China and Uzbekistan are widely represented this season. Producers at the stands note: Kazakhstan occupies one of the first places for exports.

Farhod Nurmuhammedov from Uzbekistan, Deputy Chairman of the Uzcharmsanoat Association, emphasised: «Today, 13 enterprises of the Uzcharmsanoat Association are participating in the exhibition. Last year Uzbekistan exported more than 460 million dollars. And Kazakhstan is one of the first in this list: last year 16.5 per cent of exports went to Kazakhstan, after China and Russia. That is why participation in such a large event is a great opportunity for our enterprises and manufacturers».

«Expo/ Business/ show» - the three key components of the Central Asia Fashion International Exhibition, despite the lightness of the summer season, were reflected in the maximum number of deals, contracts and purchases made by buyers. Bright and commercially successful models of fashion brands received pre-orders literally from the catwalk. During three days of the exhibition, about 50 brands presented their new products non-stop on professional models.

«This season I didnt leave a single penny of budget reserve, because I channelled everything into pre-order. The budget for the new season was made quickly and confidently, I have been a client of this exhibition for more than 10 years and every time I find something new,» says Dinara Imanalieva, a buyer from Shymkent.

The fourth International Exhibition of Footwear, Fur, Leather and Accessories Elite Line also requires special attention this season. The project proves its efficiency and is gaining momentum, which is confirmed by the interest of international participants and partners. Thus, along with foreign participants of the event, for the first time business delegates from London visited Kazakhstanis exhibition: representatives of the world-famous International Fur Federation (IFF).

As Kiran Mahmood, IFFis Director of Finance and Global Engagement, noted: «We continually seek to partner with key players in the fur industry to promote best practices, ethical standards and sustainable growth. Kazakhstanis active role in the fur market is in line with our vision and we look forward to strengthening partnerships with the countrys fur industry stakeholders.»

Manufacturers of footwear and accessories also emphasise their interest in the region. Thus, for the first time this season, Euro Shoes, a specialised expo-project widely known to many buyers and fashion industry specialists, became a partner of Kazakhstanis Elite Line exhibition.

Industry professionals note - the industry requires unity and common solutions. «We see that the world is changing incredibly fast. And of course, we try to respond to these changes quickly. Therefore, we see further development of the industry as a whole only in unification. It is gratifying that we are coming to the exhibition in Kazakhstan for the second season already. In our opinion, this is the most rapidly developing, progressive, professional and long-standing exhibition among all regional expo-projects in the world,»

emphasised Jan Belyaev, General Director of the National Footwear Union (NFU) of Russia and Founder of the Euro Shoes premiere collection international footwear exhibition. The organizers achieved their goals: almost all exhibitors signed contracts with buyers and noted increased demand for some items.

году Узбекистан экспортировал на сумму более 460 млн долларов. И Казахстан занимает одно из первых мест в этом списке: в прошлом году 16,5% экспорта пришлось на Казахстан, после Китая и России. Именно поэтому участие в таком крупном мероприятии - большая возможность для наших предприятий и производителей».

Показ коллекции на CAF «Expo/ Business/ Show» – три ключевых компонента Международной выставки моды Central Asia Fashion, несмотря на легкость летнего сезона, выразились в максимальном числе заключенных сделок, контрактов и закупок со стороны байеров. Яркие и коммерчески успешные



модели модных марок получали предзаказ буквально с подиума. Все три дня выставки новинки наглядно на профессиональных моделях представили non-stop порядка 50-и брендов.

«В этом сезоне я не оставила ни копейки запаса бюджета, потому что все направила на предзаказ. Бюджет составила быстро и уверенно, я уже более 10 лет клиент этой выставки и каждый раз нахожу что-то новое», - делится байер из города Шымкент Динара Иманалиева. Особого внимания в текущем сезоне требует и состоявшаяся четвертая Международная выставка обуви, меха, кожи и аксессуаров Elite Line. Проект доказывает эффективность и набирает обороты, что подтверждается интересом международных участников и партнеров. Так, наряду с иностранными участниками мероприятия впервые казахстанскую выставку посетили бизнес-делегаты из Лондона: представители всемирно известной крупнейшей Международной Федерации Меха International Fur Federation (IFF).

Как отметила директор по финансам и участию в глобальных мероприятиях IFF Киран Махмуд: «Мы постоянно стремимся сотрудничать с ключевыми игроками меховой индустрии для продвижения лучших практик, этических стандартов и устойчивого роста. Активная роль Казахстана на меховом рынке соответствует нашему видению, и мы с нетерпением ожидаем укрепления партнерства с заинтересованными сторонами меховой отрасли страны».

Директор по финансам и участию в глобальных мероприятиях IFF Киран Махмуд Интерес к региону подчеркивают и производители обуви и аксессуаров. Так, впервые в этом сезоне партнером казахстанской выставки Elite Line стал широко известный многим байерам и специалистам fashion отрасли специализированный expo-проект Euro Shoes.



Профессионалы отрасли отмечают – индустрия требует объединения и общих решений. «Мы видим, что мир меняется невероятно быстро. И конечно, мы стараемся на эти изменения реагировать тоже быстро. Поэтому дальнейшее развитие индустрии в целом мы видим только в объединении. Отрадно, что мы приезжаем уже второй сезон на выставку в Казахстан. На наш взгляд, это самая быстро развивающаяся, прогрессивная, профессиональная и с многолетней историей выставка среди всех региональных expo-проектов мира», - подчеркнул Генеральный директор Национального обувного союза (НОБС) России и Основатель международной выставки обуви Euro Shoes premiere collection Ян Беляев.

CAF Eliteline Fashion Show





Ege Deri ve Deri Mamulleri İhracatçıları Birliği Başkanı Erkan Zandar;

Dünya'da ürüne talep kalmadı, bedavaya versekte alan yok

Türkiye'de ihracatın en kıdemli sektörlerinden olan, emek yoğun sektörlerden deri ve deri mamulleri sektörü, yüksek enflasyon, hammadde ve işçilik maliyetlerindeki artış, buna karşın düşük döviz kurları nedeniyle zor bir süreçten geçerken, dünya genelinde talebinde olmaması yüzünden ihracattaki düşüşün derinleşmesine engel olamıyor.



Ege Deri ve Deri Mamulleri İhracatçıları Birliği Yönetim Kurulu Başkanı Erkan Zandar, dünya genelinde deri ve deri mamulleri ürünlerine talep olmadığı için altını çizdi. Zandar, "İthalatçılarda da para bitti, sipariş veren, fiyat teklifi soran kalmadı. Bedavaya versekte alan yok" diyerek deri ve deri mamulleri ihracatının içinde bulunduğu durumu özetledi.

Ege İhracatçı Birlikleri'nde düzenlenen, Ege Deri ve Deri Mamulleri İhracatçı Birliği Mali Genel Kurul Toplantısında konuşan Zandar, "Türkiye'nin deri ve deri mamulleri ihracatı 2023 yılında yüzde 9,5'lük erimeyle 2 milyar 56 milyon dolardan 1 milyar 860 milyon dolara düştü. 2024 yılının ilk çeyreğinde ihracattaki

gerileme daha da arttı ve yüzde 28'lik ihracat kaybı yaşadık. İhracatımız 568,6 milyon dolardan 409,5 milyon dolara indi. 2024 yılının kalan diliminde de ihracat toparlanacak gibi durmuyor" diye mevcut durumu özetledi.

"Kimse sermayesini ürüne bağlamak istemiyor" şeklinde konuşan Zandar, sözlerini şöyle sürdürdü; "Pandemi sonrasında ithalatçılar bizlere normalin üzerinde sipariş verdiler. Küresel ekonomideki resesyon nedeniyle talep düştüğü için stoklarını eritemediler. İthalatçılar artık stok maliyetine katlanmak istemiyor, talep olmadığı ve finansman bulamadıkları için yeni sipariş vermiyorlar. Bu da ihracat gerçekleştirmelerinde kendini gösteriyor."

Ege Bölgesi'nin ihracat düşüşü daha sınırlı kaldı

Ayakkabı, saraciye, deri konfeksiyon ve post deri alt sektörlerini bünyesinde barındıran Ege Deri ve Deri Mamulleri İhracatçıları Birliği'nin ihracat performansının Türkiye genelinden göreceli daha iyi olduğunu dillendiren EDMİB Başkanı Erkan Zandar, "Ege Bölgesi'nden yaptığımız deri ve deri mamulleri ihracatı 2023 yılında yüzde 4,8'lik düşüşle 191 milyon dolardan 182 milyon dolara geriledi. 2023 yılında Türkiye'nin deri ve deri mamulleri ihracatındaki azalış yüzde 9,5 olmuştur. 2024 yılının ilk çeyreğinde Türkiye genelinde sektörümüzün ihracatı yüzde 28 erirken, Ege Bölgesi'nin deri ve deri mamulleri ihracatındaki iniş yüzde 18 seviyesinde kaldı. EDMİB olarak İtalya, Kazakistan, Almanya, Hollanda, Suudi Arabistan ve Türkiye'de Metaverse ortamında



gerçekleştirdiğimiz sanal ve fiziki pazarlama faaliyetlerinin ihracatımızdaki düşüşün sınırlı kalmasında etkili olduğuna inanıyoruz. 2024 yılında da bütçemizin izin verdiği çerçevede pazarlama faaliyetlerimizi dijitalleşmesinde desteğiyle sürdüreceğiz" şeklinde konuştu.





Deri ihracatının yıldızları ödüllendirildi

Ege Deri ve Deri Mamulleri İhracatçıları Birliği, sektörde bozulan morallerin düzelmesi adına 2023 yılı mali genel kurul toplantısıyla, “Deri İhracatının Yıldızları Ödül Töreni”ni birleştirdi.

“Deri İhracatının Yıldızları Ödül Töreni”nde; EDMİB, 2023 yılında 1 milyon dolar üzeri ihracat gerçekleştiren 39 üye firmayı ödüllendirdi. EDMİB’in 2023 yılı ihracatının yüzde 67’sini gerçekleştiren firmalar arasında ayakkabı sektörü 29 firmayla temsil edilirken, saraciye sektörü deri ihracatının yıldızlarına 4 firmasının girmesini sağladı. Deri konfeksiyon sektörü ve deri sektörü 3’er firmayla “Deri İhracatının Yıldızları Ödül Töreni”nde kendilerine yer buldular.

Ege Deri ve Deri Mamulleri İhracatçıları Birliği, “Deri İhracatının Yıldızları Ödül Töreni”nde ilk üç sırada;

“Lider Deri Ürünleri San. Tic. A.Ş., Sepiciler Çaybaşı Deri Sanayi ve Ticaret A.Ş. ve Ağamoda Deri Konfeksiyon San. Tic. A.Ş.” firmaları sıralandı.

Altın kategorisinde; Eskatek Deri San. Tic. Ltd. Şti., Marc Chantal Deri ve Tekstil Ürünleri San. Tic. Ltd. Şti. Narinbebe Ayakkabı Tekstil ve Gıda San. Tic. Ltd. Şti. firmaları ödüle hak kazandı.

“Asorti Ayakkabı Pazarlama San. Tic. Ltd. Şti., Hakem Ayakkabı ve Malzemeleri San. Tic. Ltd. Şti, On-Ar Ayakkabı Kalıp Sanayi ve Ticaret Ltd. Şti., Pollyboot İş Güvenliği Dış Ticaret



A.Ş., Sepici Grubu Deri Pazarlama A.Ş. gümüş kategoride ödül mutluluğu yaşayan firmalar olurken, bronz kategoride ödül alan firmalar; “Adnan Ayakkabı Çanta ve Deri Mamulleri San. Tic. Ltd. Şti., Aksin Kundura San. Tic. Ltd. Şti., Artkay Deri Mamulleri San. Tic. Ltd. Şti., Assa Ayakkabıcılık San. Tic. Ltd. Şti., Bertoni Ayakkabı ve Deri Mamulleri San. Tic. A.Ş., Burre Ayakkabı San. Tic. Ltd. Şti., Derkimpa Deri Sanayi Dış Ticaret A.Ş., Dogo Tasarım San. Tic. A.Ş., Duru Deri Ayakkabı Tekstil Ticaret ve Sanayi Limited Şirketi, Ertuğrul Deri ve Tekstil San. Tic. Ltd. Şti., Fatih Üstündağ Dış Ticaret, Gençler Deri Mamulleri Ayakkabı San. Tic. A.Ş., Gloria Deri Dış Ticaret A.Ş., Gündoğdular Deri Saraciye Tic. Ltd. Şti., HÇ Simin Dış Ticaret Ayakkabı San. Tic. Ltd. Şti., Hüdaverdi Spor Malzemeleri Sanayi Ticaret ve Pazarlama Limited Şirketi, Hüseyin Dündar Dündar Ayakkabı, LBR Ayakkabı İhracat ve İthalat Limited Şirketi, Levossa Ayakkabı İmalat Sanayi ve Ticaret Limited Şirketi, Murat Güler Güler Kundura, Nevzat Onay Ayakkabı ve Deri Mamulleri San. Tic. Ltd. Şti., Penta Ayakkabı Deri San. Tic. A.Ş., Seçkin Comfort Ayakkabı Otomotiv San. Tic. Ltd. Şti., Seray Ayakkabı ve Terlik San. Tic. Ltd. Şti., Ulutaş Deri Mamulleri İmalat Pazarlama San. Tic. Ltd. Şti., Yankı Dış Ticaret Ayakkabı İnşaat Sanayi A.Ş., Zandar Dış Ticaret Limited Şirketi” bronz kategorisinde ödül mutluluğu yaşayan firmalar oldu.

Ege Deri ve Deri Mamulleri İhracatçıları Birliği, 2023 yılı mali genel kurul toplantısında Yönetim Kurulu ve Denetim Kurulu, 2023 yılı faaliyetlerinden dolayı oy birliğiyle ibra edilirken, 2024 yılı iş programı benimsendi. EDMİB 2024 yılı bütçesi .. olarak kabul edildi.



SEUL FUAR

The International Fur Federation hosts its annual Fur & Leather fair in Seoul, showcasing luxury Fur & Leather collections from 10 different international markets.



The 4th edition of the International Fur and Leather exhibition, in Seoul, has just wrapped 3 days of exciting network opportunities, successful transactions, and a host of international exhibitors showcasing their collections to the thriving Korean market.

Hosted at the Grand Intercontinental Parnas, an iconic location fit to host this boutique luxury event, the fair focused once again on driving footfall that is fully focused on fur and leather products, and at attracting department store buyers, fashion boutiques, showroom buyers, designers, influencers, and media.

In attendance, were also a list of government officials, including Mr Konstantinos Daskalopoulos, Head of office of economic diplomacy at the Greek embassy in Seoul, a representative of the Turkish ambassador, as well as delegates of the Spanish chamber of commerce and Belarus.

A carefully select list of 20 premium exhibitors were on show, representing 10 foreign markets including Italy, Greece, Germany,

Spain, Turkey, China, Hong Kong, Canada, Belarus and Russia. Their collections showcased a wide range of women and men outerwear and accessories, mixing fur with other precious fabrics such as cashmere, wool, lace and silk. There was also a variety of collections of classics, trendy, modern and fashionable items. The types of furs presented ranged between Sable, Mink, Fox, Chinchilla, Bobcat, Shearling and others.



The international Fur Federation, was proud to see over 70% of exhibitors return to the 2024 edition, showing a strong confidence and support to the fair, and welcomed 3 new brands. Exhibitors conveyed a positive outlook, with the Korean market showing strong demand and interest.

We look forward to hosting the next fairs, returning to our loyal customers, and exploring new markets to open new business opportunities for our fur community.



Furmark® up and running: Over 50,000 labels to hit the shops of fur retailers across the globe as Furmark®, the global traceability system, sets its sights on expansion.



Since its launch in September 2021, Furmark®, the global certification and traceability system for natural fur, has managed to gather an impressive over 200 manufacturers to join the system and provide natural fur garments to a global network of retailers. This has resulted in over 50,000 Furmark® garments currently available in international markets; on shopfloors, in department stores, and online, and that number looks set to grow daily.

This expansion is expected to more than double in the next year, with an ambitious target of over a million labels going into markets in the next two years.

Following the growing demand from luxury brands and groups to expand the Furmark® certification, the IFF plans to further advance the system to incorporate additional fur types, including Chinchilla and Nutria, as well as working with the Shearling industry to develop new protocols to certify Shearling. Currently, the Furmark® system includes the following fur types: Mink, Fox, Finn raccoon, Swakara, Farm-raised Sable, Wild Sable and Wild Fur.

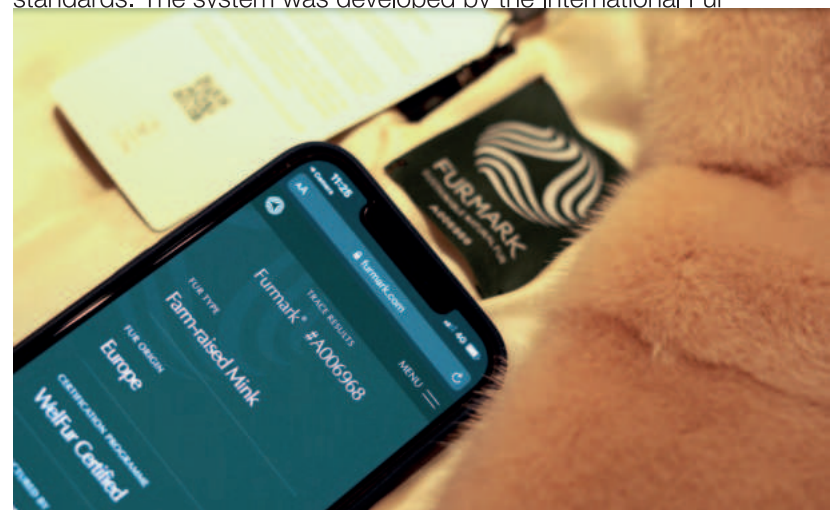


In addition, Furmark® will also be introducing a new aspect to the system, focusing on remodelling and repairing. The IFF has introduced a new functionality within the system, which will not only enable modification by Furmark® certified manufacturers using Furmark®

certified pelts, but will also hold a record of maintenance. This enables the consumer to have confidence that the fur they're purchasing is traceable as well as trackable with all its maintenance records on file, promoting longevity and durability.

Mark Oaten, CEO of the International Fur Federation (IFF) said: "It is excellent to see just how many businesses Furmark® has been able to engage over the past year alone, and as a result, we are able to already offer international fur consumers today a wide selection of fully-certified, natural fur garments. And this is just the first year. Our future growth and expansion plans give us the confidence in the future of fur fashion retailing. Furmark has certainly set a precedent amongst the fashion industry with the level of transparency we have been able to show through the supply chain."

The Furmark® system allows customers to buy and wear natural fur with total confidence that their garments are guaranteed to have met strict animal welfare standards and considerations for environmental standards. The system was developed by the International Fur



Federation (IFF) with input from a governance body; including luxury goods conglomerates, Baltic Control, Chainpoint, Nilorn, Filk, independent scientists, as well as experts in conservation, sustainability, and chemicals. Every Furmark® garment comes complete with a unique, counterfeit-protected, alphanumeric code, which provides full traceability details to the consumer, including the fur type, fur origin, which animal welfare programme it falls under, the manufacturer, and the place of manufacture.'

The IFF remains optimistic about the future. Mark Oaten concluded: "Amongst all the uncertainty and hardships we've faced, with the pandemic, the sanctions in Russia, and the multiple lockdowns throughout China, much like many other industries, the fur industry has certainly operated in ebbs and flows. However, behind-the-scenes, the people of this industry have shown incredible resilience, and have come together in a way that can only incite optimism and excitement. One thing is certain; the Furmark® system has shaken up the game. If people had doubts about buying or wearing natural fur, then they have been unequivocally answered with Furmark®."

The 49th Kastoria International Fur Fair exceeds all expectations, highlighting its role in the worldwide fur industry

The 49th Kastoria International Fur Fair (KIFF) ended on a positive note on Saturday, April 27, surpassing all expectations and highlighting its role in the industry worldwide. A total of 87 exhibitors from Greece, Italy, Hungary, Germany, China, Croatia and Finland participated, who had the opportunity to present their collections for the AW24/25 season.



With the number of visitors considerably increased compared to last year, significant business transactions and new customer introductions were made. It was the largest number of trade visitors recorded to date, coming from Austria, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Canada, China, England, France, Germany, Georgia, Italy,

Kazakhstan, Kuwait, Kyrgyzstan, Mongolia, Netherlands, Poland, South Korea, Romania, Russia, Serbia, Spain, Sweden, Turkey, Ukraine, and the USA. Exhibitors praised the standard of buyers who were interested in all the items on offer (fur garments, accessories, fur skins, and leather goods).



The Fashion Gala Show took place on Thursday, April 25 in the specially designed area of the International Exhibition Center of Kastoria with the participation of 11 fur manufacturing companies, which presented the AW24/25 trends. A cocktail party followed in honor of the exhibitors and trade visitors.



The 49th KIFF was co-organized by the Kastorian Fur Association, TIF-HELEXPO, the Region of Western Macedonia, the Regional Unit of Kastoria, the Municipality of Kastoria and the Municipality of Voio.



The support of Enterprise Greece and the sponsorship of SAGA FURS OYJ Auction House — strategic partners of the exhibition — significantly contributed to meeting objectives.



The year 2025 will be a milestone as KIFF will be celebrating its 50-year anniversary in the global fur industry. The event is to take place at the state-of-the-art International Exhibition Center of Kastoria, the most contemporary and only certified exhibition center in the Balkans. The date of the 50th event is to be announced.



Kastorya Fur Fashion Show



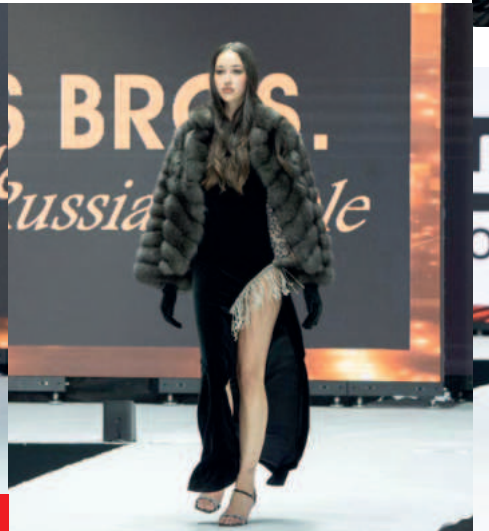
PT QUALITY FURS



SOU LIS FURS



TSOUKAS BROS





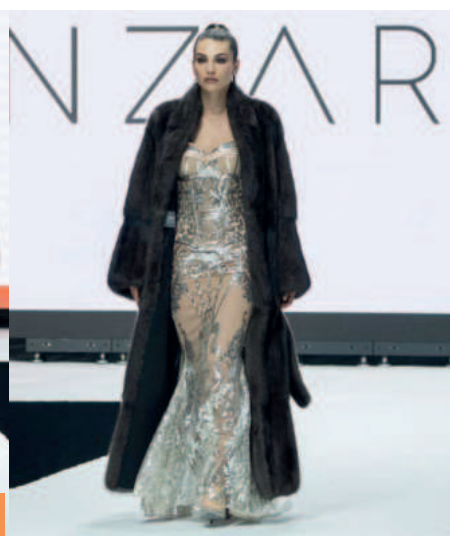
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*** ALMATI-KAZAKISTAN ***

5. ULUSLARARASI DERİ-KÜRK & AYAKKABI FUARI

**KAZAKİSTAN VE ORTA ASYA’NIN EN BÜYÜK DERİ – KÜRK, AYAKKABI FUARI
CENTRAL ASIA FASHION İLE AYNI TARİHTE AYNI YERDE!**

***Genel Bilgiler :

Fuar, 34. sù düzenlenecek olan, Kazakistan ve Orta Asya’nın en büyük moda fuarı **Central Asia Fashion** ile aynı tarihlerde ve aynı yerde düzenlenmektedir.

Geçtiğimiz dönemlerde; Türkiye başta olmak üzere 15 ülkeden toplamda 200 marka ve Kazakistan başta olmak üzere Orta Asya bölgesinden 7000 civarında (tek kayıt) alıcı yer almaktadır.

Fuar ile ilgili video ve detaylı bilgilere;
<http://eliteline.kz/en/> web sitesinden ulaşabilirsiniz.

Ürün Grupları:

Deri ve Kürk Giyim, Ayakkabı, Deri Çanta, Kemer vb..
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Deri ve Kürk Aksesuar vb..

Fiyat / Teşvik:

Fuar katılım bedeli m2 fiyatı: İHKİB tarafından açıklanacaktır.
İHKİB Milli katılımı ile devlet desteğinden faydalanabilirsiniz.
2024 Milli Katılım Desteğe Esas Tutar: 12025 TL* m²
(Mikro ve Küçük İşletmeler Desteğe Esas Tutar : 12883 TL*m²)

Katılım:

Öncelikle m2 talebinize istinaden tarafınıza yerleşim planı gönderilecektir. Yerinizi onayladıktan sonra belirtilen tarihe kadar, İHKİB tarafından fuar kaydınızı ve sözleşmenizi yaptırabilir, katılımınızı kesinleştirebilirsiniz. Ödemeler sadece İHKİB tarafından firmalara iletilecek hesap numaralarına yapılacaktır.



“ Özellikle Kürk & Deri ve Ayakkabı sektörünün Orta Asya’da vazgeçemediği ihracat pazarında ;
Türkiye’nin Hedef Pazarında siz de yer almak için;
ELITELINE “18 - 20 Ağustos 2024” deki fuarda yerinizi ayırtın!..”

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2024 DERİ VE DERİ MAMÜLLERİ FUAR LİSTESİ

13/16 OCAK	EXPORIVASCHUH	GARDA
31 OCAK 1 ŞUBAT	LINEAPELLE	NEW YORK
06/08 ŞUBAT	PREMIERE VISION	PARIS
18/21 ŞUBAT	MIFUR	MILANO
18/21 SUBAT	MICAM	MILANO
20/22 SUBAT	LINEAPELLE	MILANO
19/22 SUBAT	EUROSHOES	MOSKOVA
28 ŞUBAT 02 MART	AYMOD	ISTANBUL
19/21 MART	APLF	HONG KONG
20/22 MART	IFF FUR FAIR	SEUL
25/27 NISAN	KASTORIA FUR FAIR	KASTORYA
01/04 MAYIS	AYSAF	ISTANBUL
21/23 MAYIS	UZCHARMEXPO	TAŞKENT
04/06 HAZIRAN	LESHOW	MOSKOVA
15/18 HAZIRAN	EXPORIVASCHUH	GARDA
02/04 TEMMUZ	PREMIEREVISION	PARIS
18/20 AGUSTOS	ELITLINE	KAZAKISTAN
21/23 AGUSTOS	PREVIEW IN SEOUL	SEUL
15/17 EYLUL	MICAM	MILANO
17/19 EYLUL	SIMAG	MILANO
17/19 EYLUL	LINEAPELLE	MILANO
02/04 EKİM	AMSTERDAM LEATHER SHOW	AMSTERDAM
15/17 EKİM	UZCHARMEXPO	TAŞKENT
13/16 KASIM	AYSAF	ISTANBUL



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CHANEL





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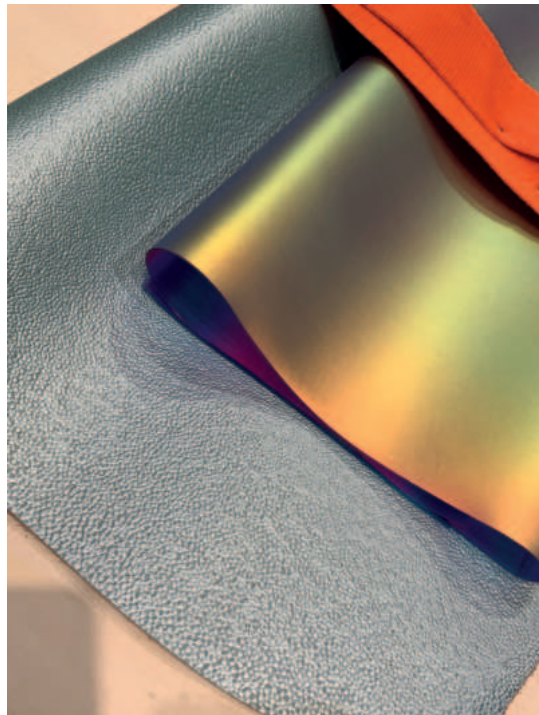
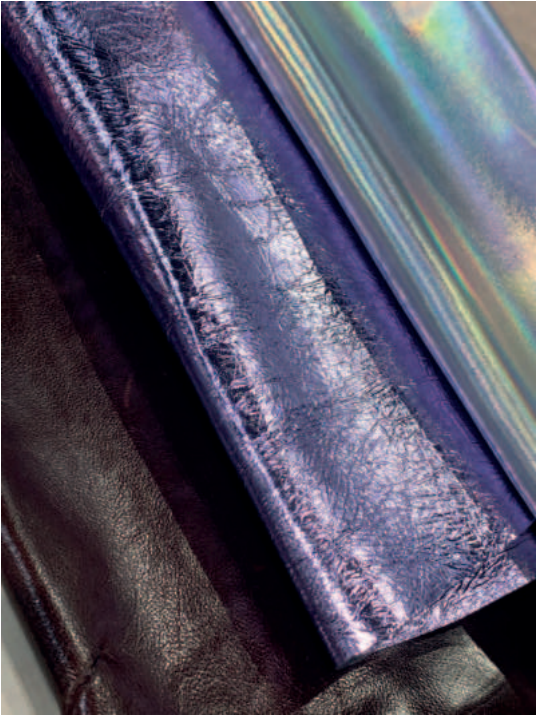
LOUIS VUITTON

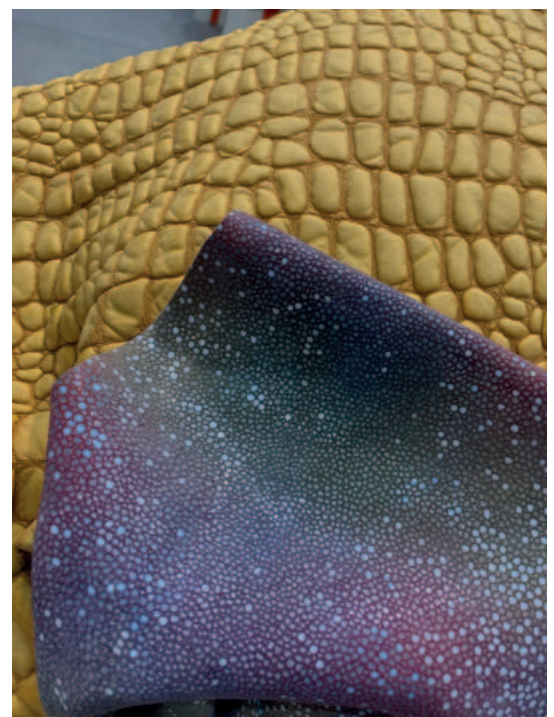
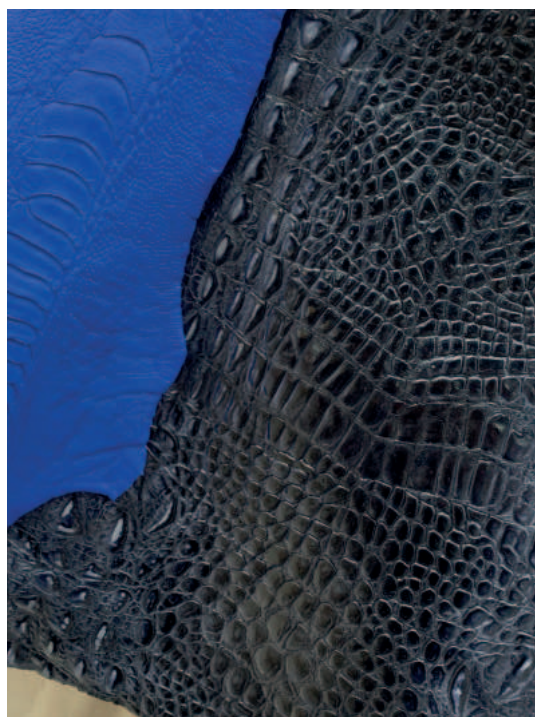
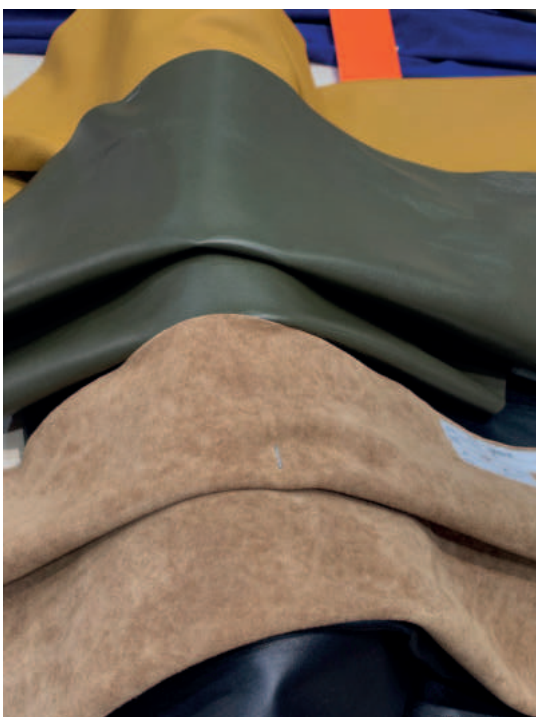
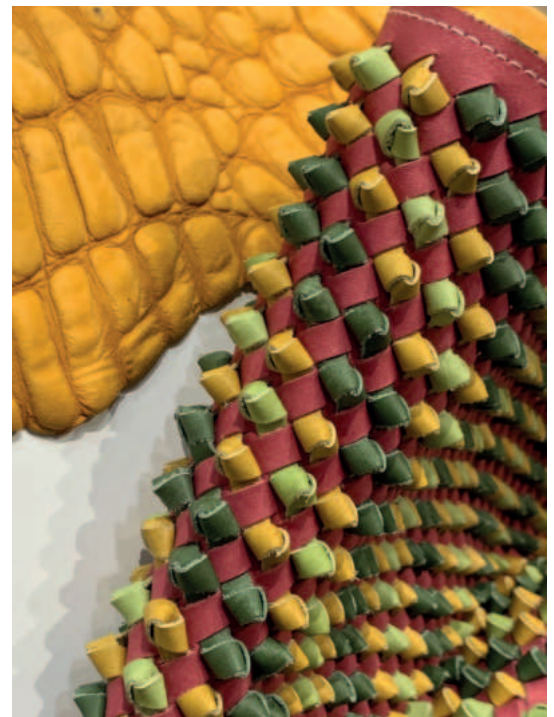


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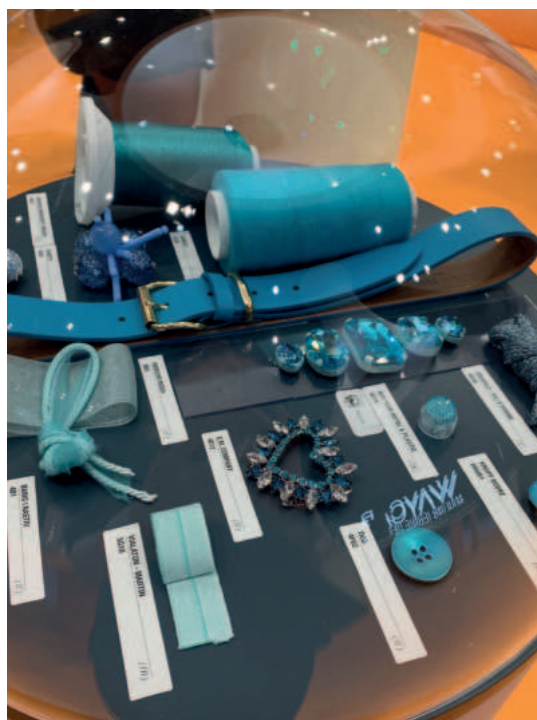
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PREMIEREVISIONPARIS AKSESUAR





Katıldığımız Fuarlar



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KAZAKISTAN



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Neşe ŞENYURT
Türkel Fuarçılık A.Ş.
Cep: +90 553 640 70 99
E-mail: nese@turkel.com.tr

Gül BAYKARA
Türkel Fuarçılık A.Ş.
Cep: +90 533 248 11 59
E-mail: gul@turkel.com.tr

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✉ info@ziyaleather.com.tr
z.dogan@violenzia.com.tr

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