



Designer Ipek Tohumcu

## American Origin Turkish designs

How long have you been designing? How did you start?

I received my education in Fashion in USA. I am from Fashion Institute of Technology. I am publicizing this school as the school of Calvin Klein. I started designing in the USA. I am the first and only Turk to have won award in this subject over there. I won the Tailor Design Award given in the name of Ilie Wacs. This is a very important award in the New York ready to wear sector. I worked there for 10 years. I also worked with the top brands. I designed for important companies such as St. Angelo and Scaasi Co. In other words I am of American origin.



Then you are one of the best names that can compare fashion design between Turkey and USA. ...

USA system is based more on the design house concept. In Turkey the tendency is towards the contract manufacturing/design. What does this imply?. It implies specialization in sub branches. In other Works a company that produces knitwear only does this, a company manufacturing combed cotton textiles is only engaged in combed cotton product production. It's not like



that in the USA. They have leather, casual wear and many other branches of apparel. They then present the whole product range as a company.

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are late as it is at the moment. In the USA the company pushes the name of its designers to the public arena. Here however the designer feels the need to prepare their collections under their own name. There are only a few companies doing this in Turkey at the moment. And even those have started recently.

Can you compare the fashion design education in both countries. ?

In the USA you need different talents than those needed in Turkey to become a designer. Primarily you must get a good education. Without education you can't enter the front door of any company. You also need education plus talent. In Turkey is sufficient to have good taste. There education is an absolute must because you are entrusted with a serious organizational structure and personnel. Time is the most expensive material. You have to use this in the most effective way. In Turkey you can have a product redone a and time, there you don't that luxury. You cannot to make an error. more you must know ing necessary. In the USA and leather as a group receive different training,

