

recently didn't have the type of collection that we have in leather goods. We have a very wide range of products, from casual to formal, leather and formal dress

In your endeavors in Turkey your leather designs are at the forefront? What is the source of your interest in Leather?

In Turkey, leather is a sector that is not moved in the domestic market. The game is played according to the rules of the external market. The world's best leather companies are in Spain and Turkey. The Turkish leather market is an iceberg. Italy is out of the leather market. They only engage in boutique work. In other words there is only Spain and Turkey left. China is making a huge effort in order to steal our market share. They are not bad in Zig but not good enough in the double face at the moment. There have been changes in the Turkish leather market also. It may be perceived as otherwise but



according to me all the stones are in place in this sector. Before there were far too many companies in the market, more than the market could bear and the level of professionalism of many of these companies was lacking. The decrease in the Russian market in parallel with the economic

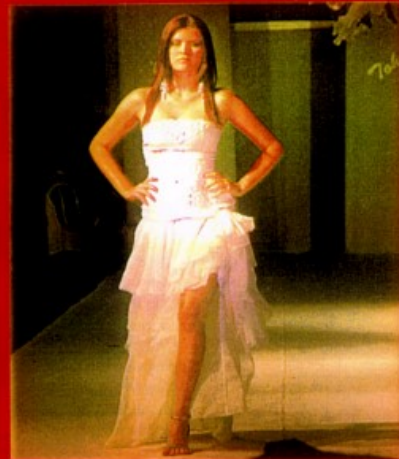
crisis and the change in the direction of the Turkish market has led to the emergence of a new generation of designers. These designers are not only interested in leather goods but also in formal dress. They are not only interested in leather goods but also in formal dress. They are not only interested in leather goods but also in formal dress. They are not only interested in leather goods but also in formal dress.



able to meet the requirements of the sector in the best possible way. In Turkey I work with the best of the companies in the sector such as Lale, Anilap, Kicilar, Renk, Deikon, and Emeida. Outside of this I have my own companies in Russia. Because in this market the sector that requires the most original design is the leather sector

You are preparing collections under your own name as well. What is the theme of these collections?

My own collection is completely formal. In any year I prepare a total of 400 designs in total. I prepared 70 pieces for my own collection. I prepared a fashion show at the end of May. In my own design workshop I work exclusively haute couture. I don't just prepare pieces with certain design lines for my customers. I prepare designs to meet their



needs. We have a customer base that is very specific. I have a customer portfolio that is very elite.

What are the keynotes of your designs?

The difference of my designs and what people say the most that here is "you are very different from the market". Trends are of course very important but your interpretation is very important. I especially think that formal design must very specific to the person wearing it. Here the products are the result of the person's choice. They choose the cloth and the colour. All products are hand made. Because the person wearing it wants to feel special. This is what I provide.

