

# We create the fashion in leather

Turkey is one of the leading leather and leather products producers of the world. Today, nobody discusses the quality, efficiency, variety or strength of the leather goods produced in Turkey. At this point, is Turkey creating the fashion and trends in leather goods? We looked for the answer to this question as we spoke with designer Ipek Tohumcu...

**T**oday "design" is the magic word to opening the gates of the world. Design is the key for many processes: appropriate production of a product, presenting it to the world markets via effective channels, being unique and noticeable compared to the rivals etc. Furthermore, designing is the best means for revealing the potentials of the Turkish leather sector. After having graduated from the reputable Fashion Institute of Technology at the New York State University, Ms. İpek Tohumcu worked as a designer in the US for many years. She decided to move back to Turkey five years ago. Now, she creates designs mainly for the leather sector. Her motto is "design is the basis for everything." With Ms. İpek Tohumcu, we discussed the relationship between fashion and leather and Turkey's skill of trend creation in leather, the future of the leather sector...

As a trained designer, who has worked in the sector for many years both in Turkey and abroad, what do the words 'design' and 'designing' mean to you? In fact, design is the basis, the first step to everything. Without a design, it is impossible to present a product properly and make money out of it. The key that differentiates from being commonplace is the design of the product. If you want to be different from other firms or countries, you have no alternative other than to create designs. However, design creation is regarded as a very simple process. It is assumed that people who have stylish tastes or who can draw elaborate pictures can also be designers. This is certainly not true. Designing involves a serious training program. A designer is not only taught how to draw. The training program teaches the designer how to create an item out of a certain material, how to present it in a refined style, or which mould to use, how to determine the appropriate material for the product, the techniques of knitting or sewing, how to decide on which technique to employ for the designs to be created, etc. You definitely have to design the product keeping all of these issues and many other details in mind. I mean, a design is