



not just a simple 'design'. There is a great deal of experience beyond a design. A designer, who is not equipped with all these information, cannot be very helpful the firm he/she is working for. Moreover, such people create a general negative impression about the other professional designers. Such designers are regarded as creators of products, which cannot be put. Their designs are seen as extreme items, which can only be exhibited. Certainly, such designs have a special place within the fashion sector. However, one should bear in mind that the fashion shows, in which such designs are presented, are basically the part of the "show-biz". There are two types of fashion shows. One, for the image creation and the other, for selling products. In fact, the so-called image shows are much less in number. The objective of 80 % of the fashion shows organized abroad is to sell. In these selling-oriented shows, the products are made a little bit more attractive through certain accessories etc. However, despite the accessories, the function of the product is always kept as the main concern. The correct design leads to the correct pricing. In this case, the optimal product is presented to the appropriate market, manufactured with the minimal cost. If all these conditions are fulfilled, then you can be differentiated from your rivals. Hence, designing and the person who creates it are very important.

What, do you believe is the role of design in the Turkish leather sector? At this point I cannot draw a line between the leather and textile sectors. Unfortunately in Turkey, in both of these sectors, companies first started to produce items on behalf of well-known international firms. The first concern of the companies was the machinery supply. After the necessary infrastructure was established, all the production centers founded started to manufacture items for foreign companies. Since all the investments were made with this objective, the company names have always been the main reference point. They want to run the entire business based on the name of their brands or firms. As this is their understanding and perspective, the company avoids investing in designers. They regard the designer as some sort of tool. On the other hand, the case is completely the other way around in other countries. Abroad, they do invest in designers and designers. Therefore, the names of the