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EXHIBITION

7-9 AUGUST 2024

ISTANBUL EXPO CENTER



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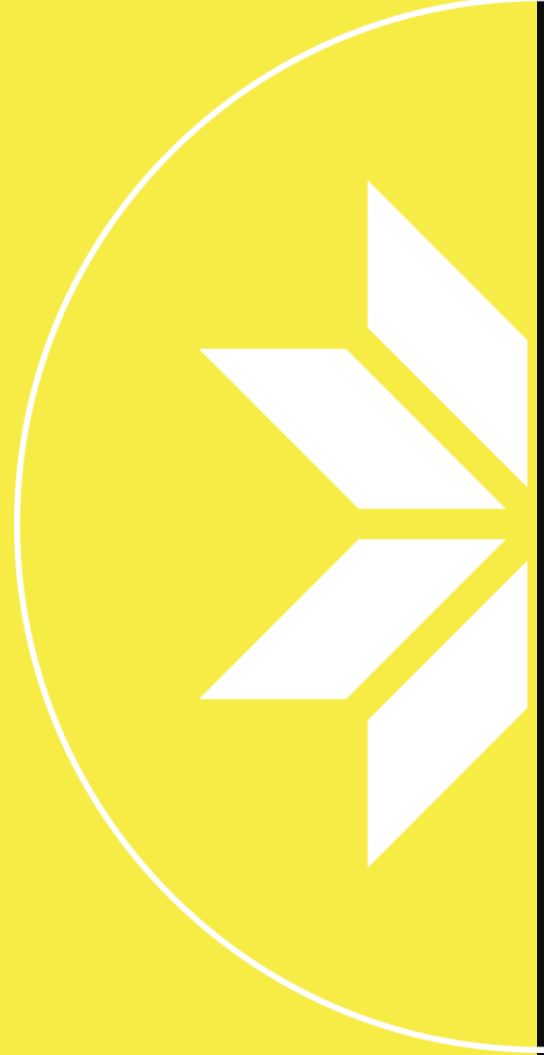
IFCO

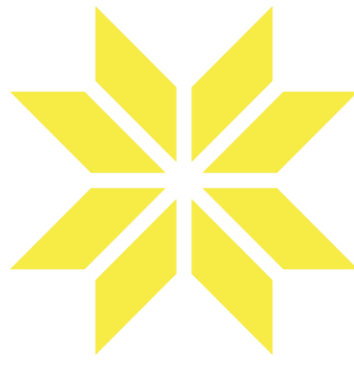
# IFCO AĞUSTOS 2024

TOPLAM 300+ YERLİ VE  
YABANCI KATILIMCI FİRMA

35.000 M2

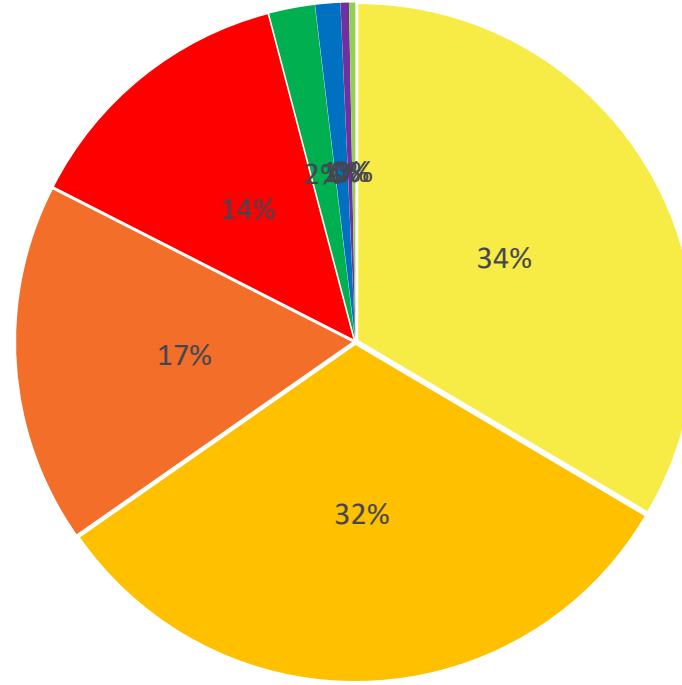
18.000 + YERLİ/YABANCI ZİYARETÇİ





## FUAR ZİYARETÇİLERİNİN BÖLGESEL DAĞILIMI

IFCO AĞUSTOS 2024



- Asia
- Middle East
- Europe
- North Africa
- Africa
- North America
- South America
- Oceania

# EN ÇOK ZİYARETÇİ GELEN 25 ÜLKE

IFCO AĞUSTOS 2024



Ülkeler Alfabetik sıralanmıştır.





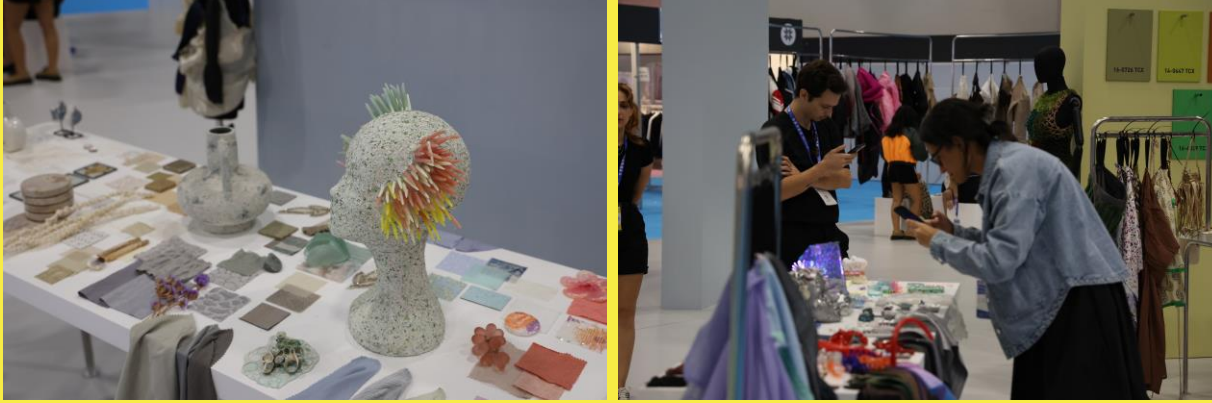
# *The Core Istanbul*

Türkiye'nin önde gelen moda tasarımcılarının yer aldığı The Core Istanbul alanı bu fuarda da göz kamaştırdı.



# Trend Alanı

Bugünün ve geleceğin moda eğitim platformu İstanbul Moda Akademi (İMA) tarafından hazırlanan **IFCO trend alanınlarında** zamansız tasarımlar, sektöre ilham katacak trendler, sürdürülebilirlik ilkeleri ve moda eğilimleri gelecek sezonun temalarında birleşti.



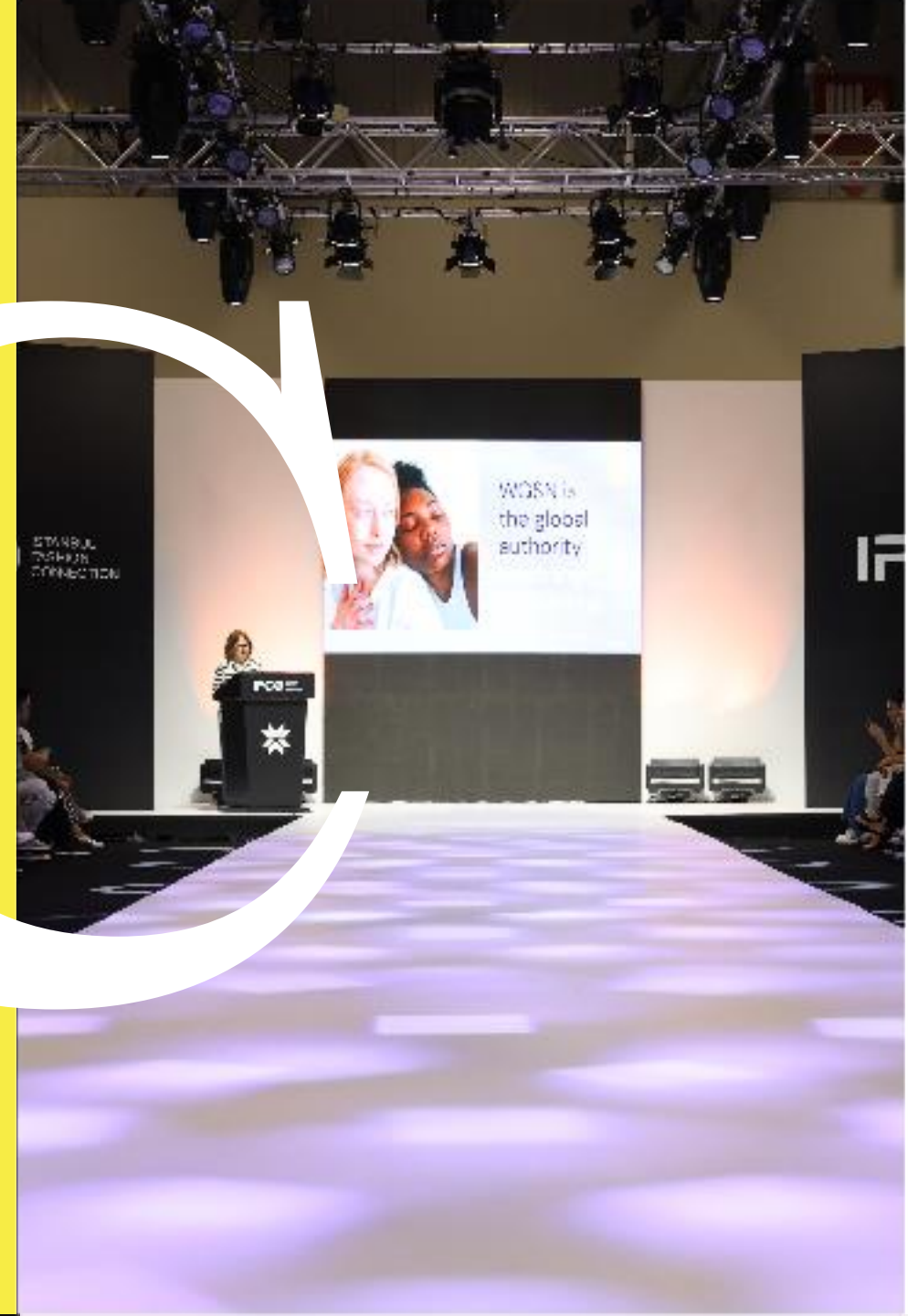
# FE





# Seminerler

Modanın önde gelen isimleri IFCO fuarında geleceği beraber şekillendirmek için buluştu.



# Defileler

Baştan sona moda rüzgarlarının estiği defileler IFCO fuarımızın en ilgi çeken etkinliklerindendi.





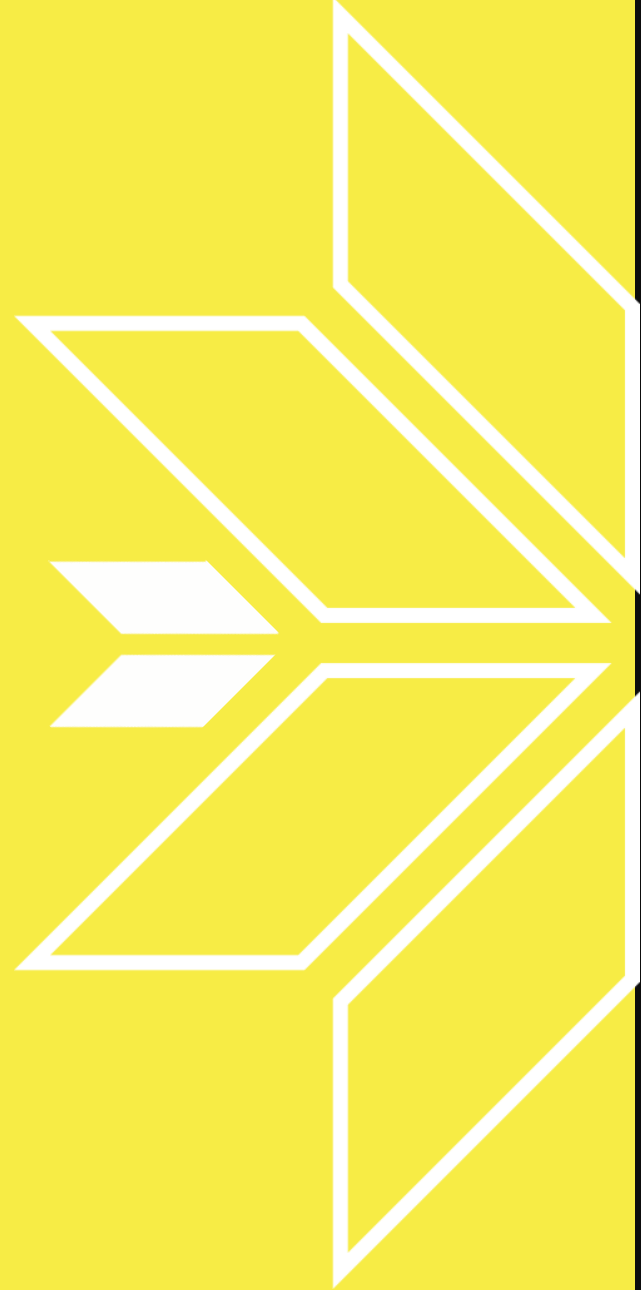
# B2B



Profesyonel yurt dışı alım grupları ile IFCO katılımcılarının bir araya geldiği B2B görüşme platformu, birlik ve bağlantı kurmak için fuarımızın en önemli buluşma noktalarından biri haline geldi.

# IFCO YURT DIŐI REKLAMLARI VE FUAR HABERLERİ

AVRUPA'DA BİR ÇOK MECRADA  
IFCO ÖZELİNDE REKLAM  
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- \* Textilwirtschaft - Almanya
- \* Fashion Today Man - Almanya
- \* Textilmitteilungen - Almanya
- \* Textillia - Almanya
- \* WWD - USA
- \* Sourcing Journal - USA
- \* Just Style - USA
- \* Drapers - İngiltere
- \* CWB - İngiltere
- \* Fashion Network - Fransa
- \* La Spola - İtalya



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-  
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- \* TOJ - Danimarka
- \* MuotiMaalima - Finlandiya
- \* Habit - İsveç
- \* Pinker Moda - İspanya
- \* Moda Es - İspanya
- \* Modem - İspanya
- \* Noticiero Textile - İspanya
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WWD Dergisi  
IFCO Tanıtım Görseli



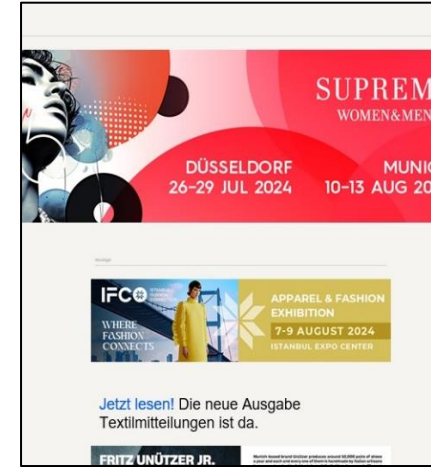
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# IFCO Newsletter Örnekleri



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**EUROPE'S BIGGEST APPAREL & FASHION EXHIBITION**  
7-9 AUGUST 2024  
ISTANBUL EXPO CENTER




WHATEVER YOU'RE LOOKING FOR IN FASHION, IT'S AT IFCO

The fashion world is coming together at 7-9 August IFCO, which offers a trade show experience where you can find everything you are looking for in the industry, from the latest trends and unique collections to inspiring events.


**THE BIGGEST EXHIBITION WITH THE GREATEST ONES**

As Europe's Biggest Apparel & Fashion Exhibition IFCO will allow you to experience industry developments, innovations, and top-tier products and designs with the sector's top professionals, designers, and brands, just as always.




**IF IT'S ALL PRODUCT GROUPS, IT'S IFCO**

Womenswear, menswear, kidswear, denim, activewear, underwear & socks, evening dresses, leather & fur garments, shoes, and more... The most special collections from all product groups will be presented for your appreciation at IFCO.




**WHY IFCO?**

At IFCO, you can meet with the leading names in the industry and expand your business network, follow the latest trends firsthand, and find the inspiration you seek with a full seminar and event program.



Click the link below for your online invitation to connect with the fashion world on 7-9 August at IFCO.

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**WHERE FASHION CONNECTS**  
**APPAREL & FASHION EXHIBITION**  
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Discover the future of fashion at 7-9 August IFCO! Join us in Istanbul to meet industry leaders and expand your network, explore cutting-edge trends with efficient seminars and stay up to date through unique collections of leading designers. Reserve your spot now and be a part of the Europe's Biggest Apparel & Fashion Exhibition.

125+ COUNTRIES	30,000+ VISITORS	400+ EXHIBITORS	5 HALLS
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**DRAPPERS**

**WWD**



## Turkey's IFCO Fashion Fair Prevails With Asian, Middle Eastern Buyers



● The sixth edition of the Istanbul Fashion Connection championed upcoming and established homegrown talent with Arzu Kaprol, Tuba Ergin, Essin Baris, Seydullah Yilmaz and Ezgi Karayel.

BY HIKMAT MOHAMMED

**ISTANBUL** – Almost 40 minutes away from the hustle and bustle of Istanbul's Egyptian Bazaar and The Grand Bazaar – which attracts 250,000 to 400,000 visitors daily – there was another equally eager crowd made up of government ministers, journalists, buyers and students waiting to poke their noses through rails of new discoveries from Turkey's fashion talent.

The Istanbul Fashion Connection, otherwise known as IFCO, is a biannual fashion fair that's been taking place since 2022 highlighting artisans, brands and designers across the country.

The sixth edition of the fair took place between Aug. 7 and 9 with 18,000 visitors from 121 countries and a boom from international visitors, with an increase of 13.9 percent when compared to

last August's event.

The fair showcased womenswear, menswear, kids'wear, denim, leather, sportswear and lingerie across four halls. Interest in the fair has been increasing as buyers from the Asia-Pacific and Middle Eastern markets each represent 31.1 percent of sales, respectively followed by Europe at 16.4 percent; North Africa at 13.4 percent, and North America, South America and Africa each coming together at 3.1 percent, respectively.

"In the two years of the fair so far, the profile of the buyers has changed as they're now seeking larger and better quality manufacturing and design," said Mustafa Pasahan, vice president of the Istanbul Apparel Exporters' Association, otherwise known as İHKİB.

The fair also pushed for emphasizing Turkey's up-and-coming and established designers. In the center of one of the halls, a marked-off space gave a handful of labels their own square to display their creations.

Two of Turkey's biggest designers, Arzu Kaprol and Tuba Ergin, had neighboring stalls.

Kaprol, who has previously been part of the Paris Fashion Week schedule and had a Paris-based office, has returned to her

### Sayın Mustafa PAŞAHAN İHKİB Başkan Yardımcısı



home country to reorganize her business as a result of the COVID-19 pandemic.

She now has a small production with a team of 10 people working with local producers and manufacturers. "The luxury map is changing. There is a lot of effort coming from the Middle East and a lot of the designers here are mainly working with Middle Eastern and Russian-speaking clientele," said Kaprol.

In comparison, Ergin is now in expansion mode. She's been in the business for 23 years and has built a strong and tight business that deals mainly with Spain, Italy and Eastern European countries.

She calls IFCO a great meeting point for her to connect with international buyers. She's been part of the showcase since its inception and has seen good results from it.

"I've had contact with over 20 buyers at the fair so far this year, so I think that's a

good start," she said.

For the young designers at the fair, it was about joining their efforts together and coming up with a sustainable idea that opens them to new audiences.

Designers Essin Baris, Seydullah Yilmaz and Ezgi Karayel joined together to create Couveuse Studio, a store in Istanbul that also acts as a showroom and design studios for the designers.

The space has been drenched in the color red and showcases each of the designer's creations, which range from Baris' poised tailoring to Yilmaz's handknit techniques on sweaters that could easily be mistaken for 3D and Karayel's deconstructed garments.

Couveuse Studio shows a charming and hidden side to Istanbul, one that gets lost in the noise of the spice markets, gold shops and luxury counterfeit stalls.

# IFCO ULUSLARARASI MEDYADA ÇIKAN FUAR HABERLERİ



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6TH EDITION OF ISTANBUL FASHION CONNECTION 31.07.2024

**IFCO** 6th edition of Istanbul Fashion Connection

- 300 exhibitors from all fashion sectors in clearly structured areas in four halls
- More than 30,000 visitors from over 100 countries are expected
- Set event: B2B meetings in speed dating mode - intensive networking support between fashion brands and buyers arranged by IFCO
- THE CORE once again inspires with collections by established and young designers
- IMA Trend Area with the theme "Ascension SS/26" showcases innovations and trends reflecting the significance and influence of the current moment, perception of the now, uniqueness of cultural backgrounds, consideration of the reality revealed through new developments and their adaptation
- WGSN informs on the latest international fashion trends, fashion industry experts discuss recent innovations in the fashion on the occasion of IFCO Talk
- IFCO Shows inspire the fashion world with latest trends and designs

More than 30,000 visitors from over 100 countries are expected to attend the sixth edition of IFCO, Istanbul Fashion Connection with 300 exhibitors at Europe's largest fashion trade fair from 7 to 9 August 2024.

In 4 halls covering 30,000 sqm top designers and brands will present the latest fashion trends in womenswear, menswear, kidswear, denim, activewear and shoes in clearly divided product areas.

THE CORE, the exclusive designer area of the trade fair, has already creatively staged the Turkish design talents at previous editions of the fair. Over 20 designers will present their latest creations in hall 7, such as Arzu KAPRIOL, Meltem OZBEK, or Tuba ERDOL, who are represented internationally.

Market leaders and retail brands such as Naramax, BSG Store, Kayra, Jakamen, Globali, Amine, NCS, 7Camille will use IFCO as a global platform to network with international industry leaders and expand their customer contacts, presenting their individual stand designs.

Programme

The co-operation with the renowned Fashion Designer's Association MTD for the IFCO Trend Area will be continued with this year's theme Ascension SS/26 creatively designed by IMA Istanbul Moda Akademisi. Through the power of the present moment and the conscious experience of the moment, the emphasis is placed on cultural identities. At the same time, the acquired reality that is revealed in the process of adapting to new developments is taken into account. The works created by the industry with this design language reflect this dynamic.

WGSN informs on the latest international fashion trends and developments for A/W 25/26. Next to this trend seminar fashion industry experts discuss recent innovations in digital art and fashion, new opportunities in fashion exports as well as the new face of Turkish fashion. A panel discussion is dedicated to the topic of denim and focuses on pioneering solutions for the new century in the denim industry.

More information: [Source: IFCO - Istanbul Fashion Connection / JANDALI MODA MEDIEN MESSEN](#)

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**IFCO: Turkish fashion world sees Europe as a market with many opportunities and challenges**

By Sylvana Lijbaart  
Aug 13, 2024



FAIRS | REPORT

The sixth IFCO edition took place from 7 to 9 August. Credits: FashionUnited / Sylvana Lijbaart

CWB: CATEGORIES INFORMATION f @ v in

23/08/2024 / BUSINESS

**IFCO – Istanbul Fashion Connection sixth edition**

BY LAURA TURNER



From 7-9 August 2024, IFCO Istanbul Fashion Connection successfully presented its sixth edition, hosting 300 exhibitors across four halls of the Istanbul Expo Centre. With this event, Istanbul Fashion Connection underlines its importance as a hub for the international fashion industry. In comparison to the previous year's show, the proportion of international visitors increased by 13.9%. In total, almost 18,000 visitors were in attendance, 35% of whom came from overseas.

The most represented region was Asia at 31.3%. This was followed by the Middle East (31.3%), Europe (16.4%), North Africa (13.4%), and North America, South America and Africa (11%). High-ranking buyer groups from a total of 101 countries came to IFCO to find out about the latest fashion trends, network and place orders.


Commenting is Mustafa Paşahan, vice president of the Istanbul Apparel Exporters' Association (İHKİB).

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**TM**

**IFCO: Globale Brücke für neue Märkte**

23. August 2024



IFCO B2B Meeting

Vom 7. bis 9. August 2024 fand die sechste Ausgabe der IFCO Istanbul Fashion Connection im Istanbul Expo Centre statt. Die Veranstaltung zog 18.000 Besucher:innen aus 121 Ländern an, darunter 35 Prozent internationale Gäste, was einem Anstieg von 13,9 Prozent im Vergleich zum Vorjahr entspricht. Mustafa Paşahan, Vizepräsident der İHKİB, betonte die Bedeutung der Messe: „Unsere Bekleidungsbranche hat lange auf eine Messe wie die IFCO hingearbeitet. Es ist uns gelungen, das scheinbar Unmögliche zu verwirklichen, indem wir alle wichtigen Akteure unserer Branche zusammengeführt haben. Heute sind wir stolz darauf, eine Marke wie die IFCO ins Leben gerufen zu haben. Mit ihrem raschen Erfolg entwickelt sich die IFCO kontinuierlich weiter und verbessert ihre Qualität mit jeder neuen Ausgabe. Sie erobert

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**IFCO cumpre expectativas**

A feira turca atraiu milhares de compradores de mais de 120 países e contribuiu para reforçar a estratégia de posicionamento da Turquia como player mundial não só no produção, mas também no design de moda.

Setembro 3, 2024



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TEXTIL MODA EMPRESAS MERCADOS FERIAS TENDENCIAS

**IFCO presenta el balance de su sexta edición, celebrada del 7 al 9 de agosto**

Creció ligeramente el número de asistentes a la feria turca del textil y la confección IFCO, o lo que que potencio su capacidad de atraer a visitantes internacionales.

La sexta edición de Istanbul Fashion Connection registró, del 7 al 9 de agosto, un notable aumento de visitantes internacionales respecto a la cifra del año pasado, alcanzando los 18.000 asistentes.



El salón IFCO acogió propuestas del textil y la moda para el sector profesional, incluyendo también diseños y presentaciones. (Continúa de la feria)

El principal atractivo fueron sus más de 300 expositores, que presentaron en cuatro pabellones todas sus novedades, un ámbito del textil y la confección como ropa de mujer, ropa de hombre, moda infantil, denim, deportes, moda nupcial y de ceremonia, terciario, prêt-à-porter y textil home.

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**IFCO quer firmar posição**

Na sexta edição, a Feira de moda de Istambul espera acolher mais de 30 mil visitantes provenientes de cerca de 100 países, que poderão conhecer as propostas de 300 expositores de diferentes segmentos.

Setembro 3, 2024



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JustStyle

Features

## Empowering Türkiye's SMEs to digitalise the fashion supply chain

Just Style discovers how Istanbul Moda Academy (IMA) fashion school in Türkiye is helping to boost the digital capabilities of the country's small to medium sized fashion businesses (SMEs) and is ensuring they are in line with global industry standards.

Shemona Safaya | August 20, 2024

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Gülün Girişmen, education coordinator at IMA, tells Just Style the project aims to elevate Türkiye's retail and supply chain sectors to align with global industry standards. Credit: Just Style.

In his [opening address at the 6th edition of the Istanbul Fashion Connection \(IFCO\) trade show last week](#), the president of the Istanbul Chamber of Commerce (ITO) Şekip Avdaviç quoted Donatella Versace: "Fashion is about dreaming and making other people dream."



JustStyle

Interviews

## Interview IHKIB VP: Türkiye's only competition is Türkiye itself

Istanbul Textile and Apparel Exporter Association (IHKIB) vice chairman Mustafa Paşahan reveals Türkiye is embarking on the next chapter of its apparel industry journey.

Shemona Safaya | August 21, 2024

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Paşahan says the goals of ready-made clothing manufacturers are never ending but there's always a new goal on the horizon to meet and a new project. Credit: Getty Images.





Just Style

News

## Türkiye apparel industry remains resilient despite global challenges

During the opening ceremony of the sixth Istanbul Fashion Connection (IFCO) in Istanbul, Türkiye industry leaders and ministers reaffirmed their commitment to boosting garment exports despite ongoing global challenges.

Shemona Safaya | August 12, 2024

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IHKIB's Paşahan is confident that purchasing and trade will continue as the industry continues to thrive with IHKIB and the Turkish government's ongoing support. Credit: Just Style.

The Istanbul Apparel Exporters' Association (IHKIB) vice president Mustafa Paşahan told Just Style and fellow attendees that if global fashion brand buyers come together it can create a new synergy of huge exports.

Just Style

Interviews

## Interview IHKIB VP: Türkiye's only competition is Türkiye itself

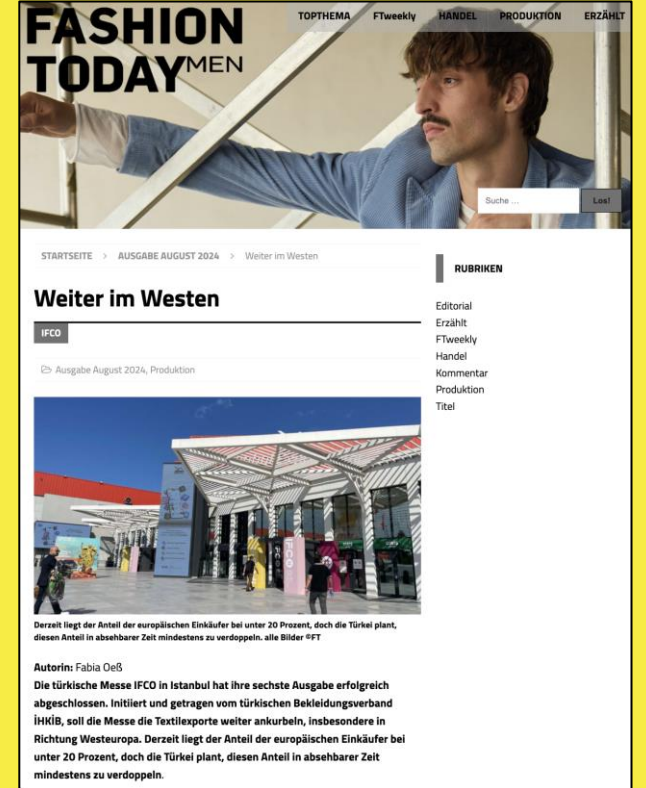
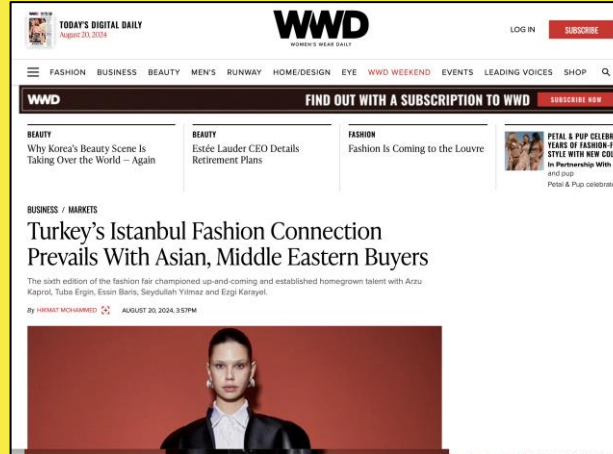
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Shemona Safaya | August 21, 2024

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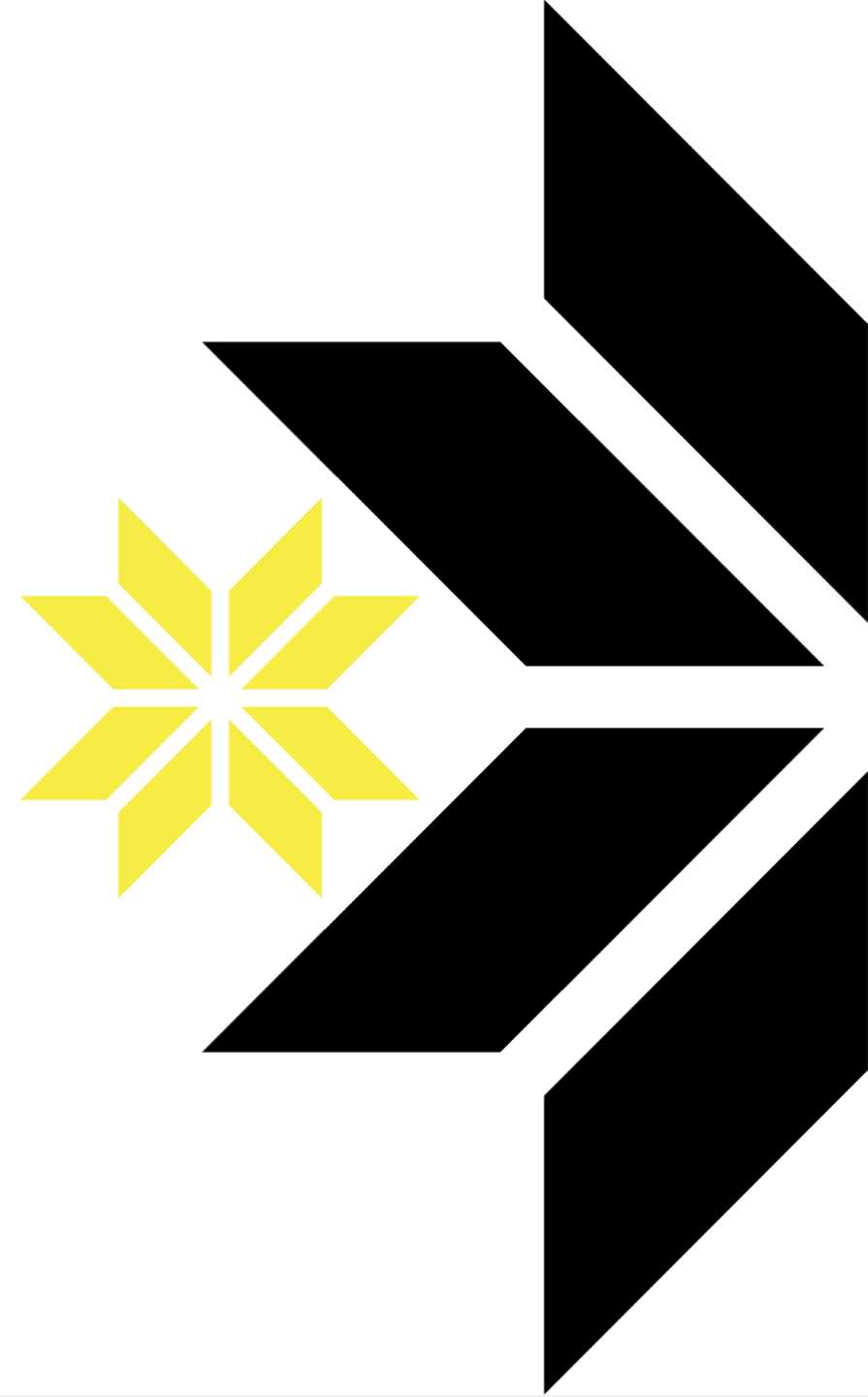
Paşahan says the goals of ready-made clothing manufacturers are never ending but there's always a new goal on the horizon to meet and a new project. Credit: Getty Images.





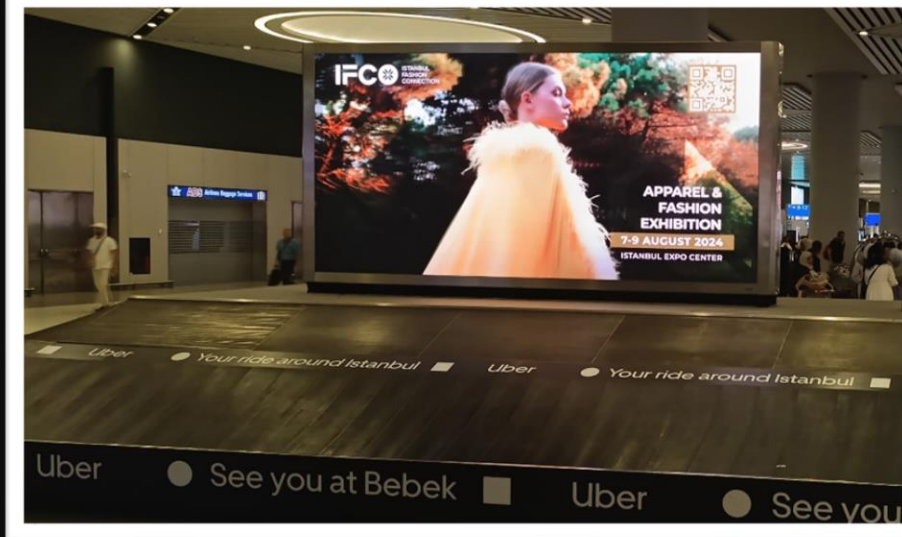
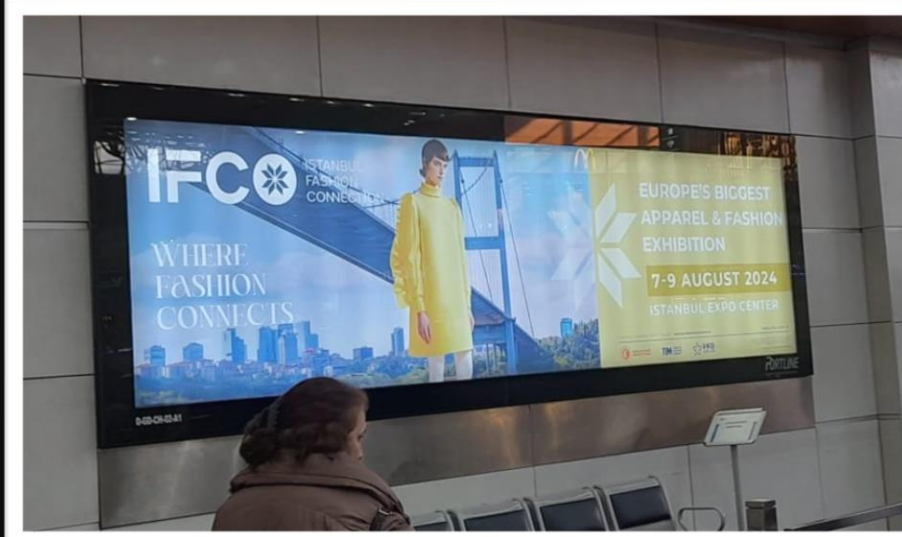
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- **DERGİ REKLAMLARI**
- **AÇIK HAVA REKLAMLARI**
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- **E- BÜLTEN VE SMS KAMPANYALARI**
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## SEKTÖRÜN EN BÜYÜK BULUŞMASI IFCO'DA DEFİLE RÜZGARİ

Moda dünyasının nabzını tutan IFCO'da, en yenilikçi tasarımlardan en güncel trendlere ve markalara kadar aradığınız her şeyi bulmak için 7-9 Ağustos 2024 tarihleri arasında sizi de fuarımıza bekliyoruz.

Sektörde oluşturduğu iş hacmi ile ardından sıkça söz ettiren IFCO, ticari bağlantılarını yanı sıra organize ettiği etkinliklerle de ilgiyle takip ediliyor. Bu sezon IFCO Defilesinde katılımcı firmalar, en özel koleksiyonlarını yurt dışından davet edilen özel alıcılara ve sektörü ilgilile takip eden ziyaretçilere sunacak.

## ÇOCUK GIYİMİNİN GENİŞ KATILIMCI KİTLESİ IFCO'NUN YENİ GÖZDESİ

Hazır giyimde dair tüm kategorilerin bir arada bulunacağı fuar; kadın ve erkek giyimden çocuk giyime, denim ve spor giyimden, ayakkabıya kadar tüm ürün grupları bir arada yer alıyor. Bu sezon çocuk giyim firmalarının yoğun katılım sağlayacağı IFCO her geçen gün sektörde yerini sağlamlaştırma devam ediyor.

Devamını gör



## DENİM GIYİMDE GÜVENLİ ROTA TÜRKİYE

Denim giyim ihracat pazarının yükselen yıldızı Türkiye'nin en büyük alıcılara da modaya yön veren ülkelere ulaşıyor. 2023'te Türkiye'nin toplam denim giyim ihracatının %70.3'ü AB ülkelerine yapılırken, pastada en büyük pay İspanya ile Almanya'ya ait. Baş yıllık dönemde ABD'ye denim ihracatında da dikkat çekici bir büyüme var.

Devamını gör

## İSPANYOL KADINLARI TÜRKİYE GYDİRİYOR!

Türkiye'nin Hazır Giyim ve konfeksiyon ihracatının yüzde 28.3'ünü oluşturan kadın giyim ürünlerinin en büyük alıcısı Avrupa ülkelerinden oluyor. Dünyanın en büyük üçüncü kadın giyim alıcısı İspanya'nın tedarikte ilk tercihi Türkiye olurken, Almanya ve Hollanda da Türkiye'nin diğer iki büyük pazarı olarak öne çıkıyor.

Devamını gör



## ONLINE ZİYARETÇİ KAYDINIZI ŞİMDİ TAMAMLAYIN!

7-9 Ağustos'ta IFCO'da buluşmak için aşağıdaki bağlantıyı kullanarak online davetiyenizi hemen alabilirsiniz.



## MODANIN KALBI IFCO'DA ATTI!

7-9 Ağustos'ta İstanbul Fuar Merkezi'nde altıncısı düzenlenen İstanbul Hazır Giyim ve Moda Fuarı (IFCO), onlarca alım grubunun yanı sıra 150'yi aşkın ülkeden binlerce seçkin alıcıyı İstanbul'da buluşturdu.

Devami...



## THE CORE İSTANBUL YİNE GÖZ DOLDURDU

Türk moda tasarımcılarına özel olarak ayrılan The Core İstanbul, dünya modasının trendlerini ve bakış açısını yansıtan koleksiyonlar ile ziyaretçilerin büyük beğenisini topladı.

Devami...

## 4 TREND "ASCENSION SS-26" TEMASINDA BULUŞTU

IFCO'nun altıncı sezonunda da trend alanı, İstanbul Moda Akademisi (İMA) tarafından hazırlandı. "Ascension SS-26" teması ile hazırlanan trend alanı, dört ana trendi ele aldı.

Devami...

## IFCO, ETKİNLİKLERLE MODA VE BİLGİYİ BULUŞTURDU

IFCO fuarı kapsamında düzenlenen seminerlere katılımlar oldukça yüksek oldu. Temalar ve son moda trendlerin aktarıldığı seminerlerde, organik ve sürdürülebilir ürünlerden teknolojik ve dijital yaklaşımlara ve iklimden bağımsız tasarımlara kadar birçok konu ele alındı.

Devami...

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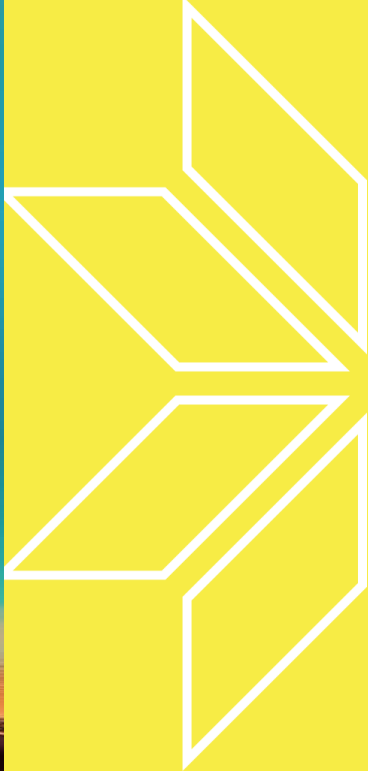
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