

**Fashion:  
Where Old  
Meets New  
&  
East Meets  
West**



## The Story of Turkish Apparel

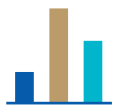
Asia Minor, the cradle of civilization, is now becoming the dazzling global hub of fashion. With ultimate quality raw materials, a young and dynamic team of designers and thousands of producers, Türkiye is steadily moving towards the top of the pret-a-porter league, exporting to nearly 200 countries all over the world.

Blending edgy design with solid knowhow, production flexibility and the best price per value, the new age of fashion industry is in full bloom where East meets West, and the old

## Turkish Apparel Facts



Türkiye's biggest industry in terms of net foreign currency inflow



Türkiye's 2<sup>nd</sup> and world's 5<sup>th</sup> largest with 17 billion USD export



Exports to 190+ countries around the world

3

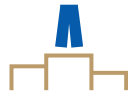
3<sup>rd</sup> largest supplier of the EU



Over 30,000 producers, about 10,000 exporters



Among world's top 4 in terms of brand value



World's leading denim producer



World's 2<sup>nd</sup> largest manufacturer of hosiery



World-class innovation and design lab



Export markets: EU, USA, Iraq, Middle East countries and Turkish Republics



72% of total apparel export goes to the EU



World's 7<sup>th</sup> biggest cotton producer



Worldwide leader in cotton blended apparel goods



Knitted clothing and accessories hold 59,8% of the export



Woven clothing has a share of 40,2%

## 10 Reasons Why Importers Prefer Turkish Apparel

**01** High product quality

Easy access to high quality raw materials

**06**

Trending brand value

**02**

**07** Proximity to world's leading markets

**03** Young and dynamic fast fashion design

Qualified personnel and organizational capacity

**08**

Solid price/value balance

**04**

**09** On-time delivery & ultimate reliability

**05** Extreme production flexibility with minimum stocks

Social responsibility and sustainability of production development

**10**



