



FASHION'S  
WAKE UP  
CALL!

Bloomberg HT Live

8-9 Ekim/October 2020

**13. İstanbul  
Moda Konferansı**

13th İstanbul  
Fashion Conference



8-9 October 2020

13th İstanbul Fashion  
Conference

**Final  
Report**



The Turkish Clothing Manufacturers' Association (TGSD) organized Istanbul Fashion Conference for the 13th time this year. The conference is one of the most prestigious international events of the Turkish Fashion Industry. This year, the conference focused on the "new normal" era after the end of the pandemic and new opportunities for the Turkish clothing sector.

Istanbul Fashion Conference was organized online for the first time due to the COVID-19 pandemic. The conference was broadcasted live from [www.BloombergHT.com](http://www.BloombergHT.com)'s masterhead area, YouTube and Periscope channels in Turkish and from [www.istanbulmodakonferansi.com](http://www.istanbulmodakonferansi.com) website in English. 41 different speakers from all over the world shared their experiences and opinions in 7 different panels, the conference hosted 150.000 viewers and received more than 6 million views in total. On the second day of the event, manufacturers held 627 online B2B meetings in total with 37 buying offices. The opening ceremony of the conference was held with the motto "Fashion's Wake Up Call" and Turkey's Minister of Industry and Technology said that clothing sector is Turkey's source of pride. Varank stated that the sector has 16.5 billions dollars of foreign trade surplus in 2019 and continued:

**"WE CLEARED THE WAY FOR 350.000  
ADDITIONAL EMPLOYMENT WITH OUR  
INCENTIVES"**



"Within the manufacturing industry sectors, clothing is the sector we export the most. On the other hand, we are one of the biggest players in the global clothing industry. Added value of this export is also very high. Turkey's export average per kilogram is 1.3 dollars, this figure is 13.2 dollars for clothing sector. More than a million employees are working in clothing and textile sectors. Its female labor force participation rate is 68 percent. Our government's support played a big part in this success. In 18 years, we supported 7.5 billion Turkish liras of fixed investment with our incentive certificates. By the help of certificated investments, we cleared the way for 350.000 additional employment. In line with our planned industrialization policies, we built textile specialized organized industrial zones in Bolu, Bursa, Diyarbakır, Kahramanmaraş, Yalova and Kilis and supported the sectoral clustering globally. We support the R&D and innovations projects of the sector with Scientific and Technological Research Council of Turkey (TÜBİTAK) and commercialization and entrepreneurship activities with Small and Medium Enterprises Development Organization of Turkey (KOSGEB). We provide tax reduction, insurance premium support and income tax withholding to R&D and design centers in clothing sector. With the change we did on Industrial Property Law in 2017, we made non-proprietary design protection right possible for fashion, jewelry and textile sectors. By this means, our companies are able to have the protection for their designs for 3 years without applying to the Turkish Patent and Trademark Office."



## “WE ARE ESTABLISHING A DESIGN CLUSTER WITHIN THE BODY OF TECHNOLOGY DEVELOPMENT ZONE”

Mustafa Varank underlined that clothing sector also has a critical function for regional development policies. Varank said that they support projects in clothing and textile sectors through the development agency, regional development office and attraction center support program and stated that they built textile centers in Van, Erzurum, Bingöl, Kilis, Silopi, Muş, Bitlis, Erzincan, Hakkari and Iğdır. Varank continued: “In order to carry our superiority in clothing sector forward, we have to focus on global innovative projects which have an influence. We need to seize the growth steps of the sector efficiently and take our steps in the right moments. This new era is providing us new opportunities. Global value chain changed with the pandemic and we now have to take more share from it. Focusing on fashion, fashion design and branding and acting accordingly is the path to success. That’s why, as the Ministry, we are taking a strategic step. We are establishing a design cluster within the body of Technology Development Zone. We finished our preparations. Hopefully, we will open it in November. In this cluster, there will be areas like design studios, business development centers, prototype production ateliers and exhibition areas and we will engage design and industry more strongly.

**Click the link below to listen to the full opening speech of Our Minister:**

**TR:** <https://youtu.be/qSvnCgdEZsY> **ENG:** <https://youtu.be/zAdjl85Smol>

## HADI KARASU: “WE THINK THAT THE INCENTIVE SYSTEM MUST BE REVIEWED”

**Host of the conference TGSD President and EURATEX Vice President Hadi Karasu** underlined the blockage in global business processes which has been going on for the last 15-20 years. Karasu stated that the pandemic created the urgent need of renewal, change, transformation and revival and continued:

“We realized this need years ago and focused on this issue in our fashion conference and in every platform. We are organizing our 13th conference online for the first time and our theme is “Fashion’s Wake Up Call”. One of the main dynamics of this transformation is digitalization. Our position is good in digitalization but in order to create an advantage we need to provide more opportunities for young people. In the pandemic process, we learned that we need to switch to fast but season-focused production rather than fast fashion. Therefore we urgently need to build an infrastructure which allows us to create





collections in three months time or even in shorter periods. In this process, we also saw that supplying from distant countries and long-term stockpiling creates major financial loss and destruction. For brands who are willing to stop their productions in distant regions like China and would like to get their demands fast from closer regions with minimum stock, Turkey is the best alternative. If we can get a 10 percent share from China's 170 billion dollar cake, we can double our 17 billion dollar export in a short span of time. In order to get a 10 percent share from this grand cake, we know that we need to create a capacity which is as big as our current export. We think that companies should have the advantage of using 3-4 year term loans with a grace period of a year for new investments and the incentive system must be reviewed and include our companies which are located in major cities. We believe that our Minister Mustafa Varank attending and supporting our opening ceremony as an understanding of our expectations and we thank him for being here."

## **MUSTAFA GÜLTEPE: : "I HOPE 2020 WILL BE OVER WITHOUT LOSSES DESPITE THE PANDEMIC "**



**iHKiB**  
ISTANBUL APPAREL  
EXPORTERS' ASSOCIATION

**Istanbul Apparel Exporters' Association (iHKiB) President Mustafa Gültepe** once again supported the conference and in his speech he said that they saw the advantages of "constructing future starting from yesterday" understanding in the pandemic process. Gültepe continued:



"3 years ago, we recreated the strategy of the sector with the Apparel Vision Certificate. We set the goal of putting Turkey in the top 3 in the fashion industry. In the light of our new strategy, we created a roadmap with an action plan. Our roadmap has the goal of creating 33 billion dollars of export and our main objectives are automation and digitalization in production, digitalizing the supply chain, preparing equipped human resources, sustainability and scaling up the Turkish fashion perception. In other words, we constructed today starting from yesterday. Many sectors realized this transformation newly with this process but we started it 3 years ago. Change and transformation process was our main focus in all of our activities. We listed our projects accordingly and started applying them. Due to these activities, we are going through this pandemic process with minimum loss. We ended 2019 with a 17.7 billion dollars of export. With the contribution of masks and protective clothing, I hope 2020 will be over without any losses or with the same amount of export as last year despite the pandemic.

## FASHION'S WAKE UP CALL!



Other than our infrastructure being ready for digitalization and sustainability, the change in the supply chain showed us that we are even closer to our 33 billion dollar goal now.”

Mustafa Gültepe stated that they have been leading the sector in fashion too and Mercedes-Benz Fashion Week Istanbul which globalized Turkish fashion industry will also be in a digital platform just like Istanbul Fashion Conference. Gültepe said: “Our fashion week which is in world’s top 10, will be organized on October 12-16. 30 designers will exhibit their collections, we are expecting everyone to this digital fashion feast.”

**Click to listen to the full opening speech:**

**TR:** <https://youtu.be/qSvnCgdEZsY> **ENG:** <https://youtu.be/5ifnB36Yi3k>

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## STORY OF VAKKO

**Vakko Board President Cem Hakko** spoke on Istanbul Fashion Conference which is organized by TGSD with the support of IHKIB. Hakko said:

**“Discount campaigns which are implausible in the eyes of consumers must have specific rules.”**



Cem Hakko emphasized that the system which reduces the quality of the product and triggers dissatisfaction must be changed and said: “I believe, as it was in the past, limiting the year with two seasons and therefore extending the time and slowing down the system will create an extremely positive return to the both manufacturer and consumer. Vakko Board President Cem Hakko spoke in at the 13th Istanbul Fashion Conference which is organized by The Turkish Clothing Manufacturers’ Association (TGSD) with the support of IHKIB. He stated that this pandemic provides a big opportunity for the brands to start their own extensive transformation.

Hakko said that they would like to work with local suppliers and are able to reach out to every kind of quality within the borders of the country and continued: “I am not the only one who knows this, the world also knows this fact. Managing the economy within the country itself is more valuable now than ever before. I believe that we need to be united and start a series of transformation within the sector.” Hakko said that the first and most important step is to reorganizing the discount periods and continued:

**“The consumer is looking for a trustworthy brand”**

“As a result of global fast fashion and consuming habits, our calendars completely changed especially in the last 10 years. This system which reduces the quality of the product and triggers dissatisfaction must be changed. I believe, as it was in the past, limiting the year with two seasons and therefore extending the time and slowing down the system will create an extremely positive return to the both manufacturer and consumer. Other than main and interim season discounts, the discount campaigns which have no plausibility in the eyes of the consumer do not allow any discountless sale. The pandemic changed consumer habits and it showed us that the consumer are looking for trustworthy brands.



The consumer are shopping in minimum and specifically and they are ready to buy a product from its first sale price. Discount periods are of course special times for consumers. However, determining these times rightfully and sincerely and reorganizing the discounts with specific rules is very important for all of us.”

Cem Hakko stated that another important issue is the opening and closing times of the malls and said: “These hours should be redetermined according to the consumer habits and the data from the research results. This will benefit everyone. A revision like this will also contribute to our brands in terms of labor force. “

**Click to listen to the full speech:**

**TR:** <https://youtu.be/lvhGPhRbvtc> **ENG:** <https://youtu.be/CeQr2aoYtYY>

## NEW AGE SUPPLY STRATEGIES

“New Era Supply Strategies” session which was organized in moderation of **Mavi's CEO Cüneyt Yavuz** had these remarks:

**H&M Group, Head of Production David Savman:**

“SUSTAINABILITY WILL BE EVERYTHING IN THE FUTURE AND BRANDS WILL RADICALLY BECOME TRANSPARENT.”



Sustainability will be everything in the future, it will become a demand and brands have to become transparent in a radical way. Consumers will want to know and learn everything about the product they buy. This will have a very key importance in the future.



The brands have to take more responsibility and must change the way they do business. A brand has to protect its supply chain while going through these transformations. The way we do business will definitely change. You need to finalize these preparations before the crisis hits you. Production on demand will continue to increase and this is another important issue. We have stronger bonds with our supply partners now when compared to the era before COVID-19 pandemic, we have better relations with them. Solidarity under these hard times must strengthen your relations and I think this will even get stronger in the future.”

**PANGAIA CPO & THEAN/CO CO-FOUNDER HANDE SADIÇ:**

*“DIGITALIZATION WILL RULE EVERYTHING”*

We are moving forward to an era where digitalization will rule everything. In this new era, we need to overcome some things. The first one is sustainability. The necessities of sustainability will take us forward and let us leave our traditional corporate responsibilities, we will be pushed forward to a circular economy. We will learn to reuse what we use now. Another important issue will be transparency. While digitalization is increasing and social media is gaining power, consumers will demand a lot more in the name of transparency. They will want to know what brands are doing in their supply strategies and chains. Until now, this subject was something brands managed backstage. But now, the consumer will want more transparency and this will start a new era. The circumstances will push us to design in a weak and start producing without physically seeing the prototype.”

**GALATA TRANSPORT CEO VITTORIO ZAGAIA:**

*“INVESTMENT TO TECHNOLOGY SHOULD NOT STOP”*



We learned that we need to diversify supply sources and bring flexibility in transportation and storage operations. The investments we made on digitalization and technology infrastructure before the pandemic helped us in this period. However, investment to technology should not stop. In the next 5 years, we have to triple the technological development we provided in the last 10 years.”



## WORLD TEXTILE INFORMATION NETWORK (WTIN) MIDDLE EAST AND AFRICA EDITOR PAUL COCHRANE:

*“A SLIDE WILL HAPPEN FROM MAJOR EXPORT POINTS”*

Everything went down the hill with the pandemic. In the new era, demand will have a key importance. Especially the sustainable products will be demanded more. But, will customer demands be met on this subject? Consumers will also want to see the sustainable source planning of the brands. How will the raised awareness on sustainability reflect on the prices? For example, will the cost of a 5 dollar product raise up to 10 dollars? When we look at it now, we don't know the answer to these questions. However, we can see that a slide will happen from major export points. That's why, we should not wait for the future to come and start taking the necessary steps.”

**Click to listen to the full session:**

**TR:** <https://youtu.be/8JWr3xjvd1w> **ENG:** <https://youtu.be/l4PTu3frbo0>

## COTTON MARKET OUTLOOK & SUSTAINABILITY



### COTTON COUNCIL INTERNATIONAL EMEAR REPRESENTATIVE NEZİHİ ASLANKESER:

*“WITHIN THE SCOPE OF OUR SUSTAINABILITY  
OPERATIONS, WE PUT IN U.S. COTTON TRUST  
PROTOCOL TO USE ON SEPTEMBER 15”*



We are going through a period where we're trying to find ways to save our planet. Especially EU is pressing for sustainability. With COVID-19 pandemic, consumers are now aware on sustainability and demand on sustainable products increased. Global cotton production has various sustainability programs. This is not enough for some brands and retailers. We thought that American cotton needed standard and verifiable data. Within the scope of these operations, as US cotton industry, we started a new sustainability program. Starting from September 15, US Cotton Trust Protocol is now in use. This protocol is built on data and monitored and it was designed for US farmers to use less resource while using the cropped areas more efficiently.”

**Click to listen to the full speech:**

**TR:** <https://youtu.be/i4pA76Q-1Qg> **ENG:** [https://youtu.be/bzN6YY\\_6cs0](https://youtu.be/bzN6YY_6cs0)



## THE NEW NORMAL BEGINS: MANAGING UNCERTAINTIES IN THE NEW NORMAL

### CENTRIC SOFTWARE EMEAR VICE PRESIDENT CHRISTOPHE THERREY:



“WE ARE TRYING TO OFFER OUR PRODUCTS TO THE MARKET WITH LESS COST AND MORE QUALITY”

*I am in charge of Centric Software’s sales organization in Europe. We are a company which provides solutions for outerwear and topwear businesses, we have 400 customers in the world and we provide our services to various different corporations. We are trying to offer our products to the market with less cost and more quality. Our common point with the world is that we are also going through the travel restrictions. They are keeping a very tight grip in South Africa. Could you please share your own experiences with us Renee?*



### CAPE UNION MART ENTERPRISE APPLICATION MANAGER RENÉE JAIN:

“QUARANTINE HELPED US TO PROLIFERATE PLM”

*When the quarantine started due to the pandemic, all of our connections were lost in almost one night. First, we had to learn the digital communication channels like Zoom and Skype, after that, we tried to manage our operations from these channels with the suppliers. At first, the decision processes in purchase prolonged because it was really hard to check out the quality control of a dress without touching and seeing it. Some of our smaller suppliers in China and India didn’t even have internet connection. In time, we found new ways to do things. We got addicted to applications. We didn’t expect to build our communication channels this fast. Especially through PLM, we made our communication easier. Quarantine helped us to proliferate PLM.*



**Click to listen to the full session:**

**TR:** <https://youtu.be/kj4n0QplzmU> **ENG:** <https://youtu.be/xwnBJgDdx68>



**DIFFERENTIATION IN COMPETITION  
WITH BIG DATA IN DIGITALIZING SECTORS**

**TURKCELL ENTERPRISE CLOUD SERVICES & IOT BUSINESS UNIT AT DIGITAL  
BUSINESS SERVICES VICE GENERAL MANAGER SÜHA BAYRAKTAR:**



**'WE CAN ANSWER THE "HOW DID THE CONSUMER HABITS CHANGE?"  
QUESTION WITH THE BIG DATA WE HAVE"**

As Turkcell, we had intense operations on digitalization. These operations which we carried on in a time where pandemic wasn't an issue helped us protect our business continuity. Customer habits changed during pandemic. Online consumers doubled. Now, many companies are looking for the answers to these questions: "How did the consumer habits change?" and "What channels do consumers use in e-trade, where do they buy from?" As Turkcell, we can answer these questions with the big data we have.



**Click to listen to the full speech:**

**TR:** <https://youtu.be/kaoa-syv47s> **ENG:** <https://youtu.be/cQC70lsRvBs>

**FASHION 2020 & BEYOND NEW REALITY:  
CONSUMER DRIVEN SUPPLY CHAIN**

**BROWZWEAR SOLUTIONS & BROWSWEAR 3D  
CO-FOUNDER & CEO SHARON LIM:**



**"SUSTAINABILITY, TRANSPARENCY AND TRACEABILITY IS  
COMING FORWARD FOR CONSUMERS"**

A withdrawal is seen in all over the world due to the pandemic. This brings out the seeking of providing supply from closer regions. Now, brands are tending to get their supplies from closer regions and in smaller amounts. End to end supply chain partners must be faster and swifter and if necessary, they should be able to change their situation and direction faster. On the other hand, in the new era, sustainability, transparency and traceability is coming forward for consumers."



**Click to listen to the full speech:**

**TR:** <https://youtu.be/kaoa-syv47s> **ENG:** <https://youtu.be/LEfysfuTCdg>



## METAMORPHOSIS OF CLOTHING AND TEXTILE

**TEKSTAR BOARD MEMBER AND TECHNOLOGY CONSULTANT PROF. DR. IŞIK TARAKÇIOĞLU:**

*“WELCOME TO THE AGE OF KNOWLEDGE INTENSIVE TEXTILE”*

Throughout history, humans wore clothes in order to cover up and fancy up. However, in 21st century, they now want clothing to provide them more service like health and protection. This surfaces functional and multifunctional textile products. Now, smart textile products which understand external influences or influence change and react accordingly are being researched and developed along with the simple textile products. In other words, there are now wearable electronic products in the market which are combined with data processors. Now, we are in the age of knowledge intensive textile. Welcome to the age of knowledge intensive textile.

**BAHÇEŞEHİR UNIVERSITY FACULTY MEMBER DR. ÇAĞLAR SİVRİ:**

*“WE CAN TRY TO GET INSPIRATION FROM THE NATURE RATHER THAN JUST CONSUMING IT AND ITS NATURAL RESOURCES”*

We can't end consumption but we can decrease our carbon footprint in the nature. We can try to get inspiration from the nature rather than just consuming it and its natural resources. Because when nature consumes, it can replace with less work. We can try to understand how nature develops these products which are wonders of engineering with minimum work. We can use these inspirations in development in future's high technology sustainable textile products. Textile is one of the first areas where these kind of nature-inspired activities can be developed and commercialized fastly.





**EVTEKS OWNER İSA DAL:**

**“INNOVATIVENESS IS THE MOST IMPORTANT AREA WHERE WE CAN HAVE AN EDGE OVER OUR COMPETITORS”**

Innovativeness is the most important area where we can have an edge over our competitors. We tried to build a system which focuses on sustainable resources that prioritizes humans and environment. While creating this system, we received the biggest support from the academy. However, the hardest part of our journey was that. Because the academy didn't believe in the seriousness of the industry and the industry didn't believe in the sincerity of the academy. It was not easy to crush this paradigm. That's why, I had to be a part of this situation. The hardest part of our job is the R&D process and commercializing the product. In this journey, we have to work without losing our faith. Even though we weren't able to commercialize our projects, since 2016 we received 4 awards including in areas like environment and innovation and that became a major motivation for us.

**RUDOLF CHEMIE GENERAL MANAGER GUNTHER DUSCHEK:**

**“WE FOCUSED ON PROJECTS WHICH CAN PROVIDE PROTECTION AND COMFORT TOGETHER.”**

Due to the pandemic, a metamorphosis happened in clothing and textile just as our session title says. Especially, a technical innovation regarding personal protective equipment was needed. Personal protective equipment should not only be thought for healthcare professionals like doctors and nurses. For example, garbage collectors and construction workers also need protective clothing and equipment. On the other hand, people would like to look good while protecting themselves. We worked on new concepts with our partners and engineers. We focused on projects which can provide protection and comfort.”



**FASHION DESIGNER ARZU KAPROL:**

**“IN WEARABLE TEXTILE, WE MAY USE THE ADVANTAGE WE HAVEN'T USED FOR BECOMING A BRAND”**

Today, we are talking about the transformation, design and future of textile and clothing. Turkey has a very important know-how and production infrastructure in textile and clothing. We are a country which can do multi-attribute production. In wearable textile, we may use the advantage we haven't used for becoming a brand. As Turkey, if we can focus our strength in this area we can create tremendous work.

**Click to listen to the full session:**

**TR:** [https://youtu.be/819VSs\\_ssMc](https://youtu.be/819VSs_ssMc) **ENG:** [https://youtu.be/E0u\\_I0ejeUA](https://youtu.be/E0u_I0ejeUA)



## END-TO-END DIGITAL SOLUTIONS FOR MASS AND ON DEMAND PRODUCTION

### GERBER TECHNOLOGY CHIEF COMMERCIAL OFFICER LEONARD MARANO:

*“TURKEY IS A REMARKABLE COUNTRY, ITS STAR IS RISING”*

COVID-19 pandemic thought us a lot of things. For example, value chain will transform, demands become different and trends and supply chain will change. Due to labor cost, the traditional approach is now changing, the companies are getting out of China. At this point, Turkey's star is really rising. It is a remarkable country. Especially, being close to European countries is increasing its advantage. However, in order to come forward and you need to digitalize in production. You need to digitalize all of your value chain and put this onto a sustainable base.



 **GERBER**  
TECHNOLOGY



GLENGO Teknoloji A.Ş.

**Click to listen to the full speech:**

**TR:** <https://youtu.be/fVA5D5vF6ul> **ENG:** [https://youtu.be/\\_3jGsltHfNA](https://youtu.be/_3jGsltHfNA)

## SUSTAINABLE FASHION

### FASHION DESIGNER MEHTAP ELAIDI:

Being the moderator of the Sustainable Fashion session is a great honor for me because today's subject is in the agendas of everyone for a while now. We will look at Sustainable Fashion from 3 different perspectives in this session. The first subject is the sustainability of fashion education. Sustainable business strategies and operational areas of fashion schools in the new period. Our second subject is the way we are going to manage our relations with retailers in the new era and the total effect of fashion on marketing, sales and fashion industry itself. Our last subject is sustainability from the eyes of a producer and its effects on their own production process. By these subjects, we are hoping to look at this topic from all perspectives.



**PARSONS SCHOOL of DESIGN PREVIOUS DEAN OF FASHION, THEAN/CO  
CO-FOUNDER BURAK ÇAKMAK:**

**“DESIGNING MODEL HAS TO CHANGE”**

Designers shouldn't settle with just designing something attractive, they should also consider the effects their product have in its production process. Nowadays, we have a lot of designers and a lot of designs. Design model has to change and designers have to change according to the expectations of the new age. However, designers can't see the total effect this situation creates.

**JOOR CEO KRISTIN SAVILIA:**

**“THROUGH OUR COLLABORATION WITH MBFWI, WE PROMOTED TURKISH BRANDS TO A GLOBAL AUDIENCE”**

The pandemic became an opportunity in fastening the potentiality of digital in fashion industry. As Joor, we created virtual exhibition areas. We use 360 degrees visualization video and present the products to 86.000 retailers. In other words, you don't have to prepare a different sample for each retailer anymore. This season, we collaborated with MBFWI and we were able to promote Turkish brands to a global audience. If we didn't have the potentialty of digital, we couldn't have done that much work with a little budget and with a minimum harm to the environment. Now, the retailer can purchase from its own couch. I really care about the potentiality of digital. Of course some of the big events will be organized in actual venues. The upcoming period will use some of the potentials of digital but some of the physical gatherings will also happen, so it will be hybrid.



**TYH TEXTILE BOARD PRESIDENT MEHMET KAYA:**

**“WE APPROACH SUSTAINABILITY IN 3 TITLES: ECOLOGICAL, SOCIAL AND DIRECTORIAL”**

TYH, we approach sustainability in 3 different titles: ecological, social and directorial. We started using renewable energy like solar and wind in our new facilities. We are planning to build the same system in our other facilities. We compensate our yearly average 80-85 days water need with rain water deposition. We especially increased our work in vocational high school levels. We opened up courses to give trainings in our own ateliers. We also started building industrial ateliers in schools. On the other hand, we made our young friends more effective in decision-making processes.

**Click to listen to the full session:**

**TR:** <https://youtu.be/-fc8ccy4mIE> **ENG:** <https://youtu.be/jFkJkejMPGY>



## SUSTAINABILITY PART-1

### **PURPOSE SUSTAINABLE IDEAS FOUNDER DİLEK BİL:**

*“I AM VERY HAPPY TO BE THE MODERATOR OF THIS SESSION”*

The world is going through an extremely hard process but fashion and luxury consumption were harmed disproportionately from this situation. In this context, Sarah Willersdorf from Boston Consulting Group will share her views on these hardships and if 2020 sales will close with a 30-40% loss or if we will actually have a 500-650 billion dollars of loss. When we consider that such numbers are multiple times bigger than the numbers during the great depression, we are wondering what the expected scenarios are. We will listen where sustainability is positioned within such scenarios from her. Laura Balmond from Ellen McArthur Foundation will tell us why clothes are now a part of our daily lives and became a personal medium of expression, how can we position this when we consider it specific to pollution and environmental pollution. We will also learn about producing target clothing from safe and renewable materials when the Make Fashion Circular program begins and the kinds of new business models which will be developed accordingly.

### **BOSTON CONSULTING GROUP PARTNER AND GENERAL MANAGER SARAH WILLERSDORF:**

*“DUE TO THE PANDEMIC, THE WORLD WENT THROUGH A 3-YEAR LONG CHANGE IN 3 MONTHS”*

Due to the pandemic, the world went through a 3-year long change in 3 months. Digitalization and e-trade fastened greatly. This of course varies from country to country, but almost 30-40 percent of the consumers shopped online for the first time during the pandemic. In this process, awareness also increased and now the consumers are doing more research before buying a product. This period brought various problems for retail brands. They tried to focus on protecting the cash reserves they have and their employees while trying to change the way they do business.

### **ELLEN MACARTHUR FOUNDATION PROGRAM MANAGER LAURA BALMOND:**

*“AWARENESS ON RENEWABLE ENERGY AND CIRCULAR ECONOMY INCREASED WITH THE PANDEMIC”*

Textile industry has a major effect on the increase of environmental pollution. With the pandemic, people started to think more about this issue. The search for supporting the renewable energy with different materials and circular economy fastened. The awareness in e-trade platforms increased. Our program is focused on using clothing for a longer time. Our platform became popular due to the increased interest on sustainability with the pandemic.

**Click to listen to the full session:**

**TR:** <https://youtu.be/aMuwc-HVc-k> **ENG:** <https://youtu.be/QFjmEH-ALEw>



## SUSTAINABILITY PART-2

### LENZING VICE PRESIDENT GLOBAL BUSINESS MANAGEMENT TEXTILES FLORIAN HEUBRANDNER:



**“WE DECREASED CARBON EMISSION BY 60-80 PERCENT IN OUR PRODUCTION FACILITIES”**

We saw that climate change and carbon emissions create a major problem. In different climate conferences, decreasing the carbon emissions by 50 percent until 2030 and zeroing it until 2050 is being discussed. In order to limit the carbon emission to a minimum level and solve a very important problem of textile industry, we recently developed a fiber. In addition, we brought green energy to our facilities and increased our energy efficiency. We decreased carbon emission by 60-80 percent in our production facilities.

### İPEKER TEXTILE BOARD MEMBER İHSAN İPEKER:

**“I BELIEVE THAT SUSTAINABILITY IS A MENTALITY ISSUE”**

I believe that sustainability is a mentality issue. Everyone, all of the industrialists, consumers and all of the shareholders within the chain must ask themselves this question: Where are we in our sincerity about sustainability. If you put sincerity at the center of all of your operations, the rest becomes easier to shape. When we understand the “less is more” concept, when we focus on circular economy and when we use energy and resources in the right way, the balance we create will turn into a more successful change.



### PEFC TEXTILE SUSTAINABILITY CONSULTANT DEEPA HINGORANI:

**“2.2 PERCENT OF TEXTILE PRODUCTION IS COMPOSED OF WOOD FIBERS”**

2.2 percent of textile production is composed of wood fibers. Many of the brands use these fibers in 5-10 percent of their collections. This is a very serious percentage. It is foreseen to decrease the use of wood fiber 30 percent in textile industry by 2032. In this process, not limiting the use of wood fiber will be a major loss of reputation for companies. For a responsible industry, more collaboration between the shareholders is needed. I work in this area. We provide grants and donations to suppliers, other organizations and companies.



**Click to listen to the full session:**

**TR:** <https://youtu.be/ZXu0P5BC3ms> **ENG:** <https://youtu.be/vkVOYvrnx8s>



## YOUNG TGSD – SUSTAINABILITY

### PURPOSE - SUSTAINABLE IDEAS FOUNDER DİLEK BİL

**“AS YOUNG TGSD SUSTAINABILITY PLATFORM, WE DECIDED TO FOCUS ON CIRCULAR ECONOMY”**

We were very excited to build the Young TGSD Sustainability Platform. I would like to thank TGSD Board and especially Board President Hadi Karasu for supporting us. We all knew that if we want a system change, we need to integrate youth into the fashion industry. While we were creating our mission with our friends, we decided to focus on circular economy and business models and activities to popularize these models. We chose focus areas in a very short period of time. Each of our friends worked on their own area.

### MODEGA ÖRME CUSTOMER REPRESENTATIVE LEON AYDIN:

**“NEW GENERATION CONSUMER HAS VERY DIFFERENT VALUES”**

The consumer, plays determining part in sustainable business model. The new generation consumer which consist individuals which are environmentally-conscious, interested in ethical problems and were raised in a digital universe have very different values when compared to other generations. The reason sustainability of the textile industry became the number one theme is because this consumer audience chooses by focusing on these factors. New generation consumer consider the long-term use of products, their resources, production conditions and ethical values. The companies must be very transparent if they would like to gain the trust of these consumers. The pandemic will also directly affect the consumer habits so clothing companies will have the opportunity to reset this situation.





**TYH TEXTILE R&D PROJECT DEVELOPMENT EXPERT AYŞEGÜL KAYA:**

**“WE DECIDED TO CREATE A SAMPLE GUIDE BASED ON THE INDEXES RECOGNIZED BY GLOBAL TEXTILE SECTORS”**

Textile is one of the sectors which harm the environment the most. We are living in a world where the resources are very limited. Now and in the future, in order to live in a more habitable world, we all need to move forward on sustainability subjects as groups, corporations and governments. This is a must for all of us. So we decided to focus on sustainability. As Young TGSD, we focused on the indexes which are recognized by global textile sectors. We decided to create a sample guide which will be easily used. In the next phases of our work, we will develop this guide and share it with the sector

**SUGLOBAL TEXTILE SUSTAINABILITY AND CORPORATE RELATIONS EXECUTIVE BÜŞRA KARASU:**

**“WE FOCUSED ON RECYCLING THE EXPIRED PRODUCTS”**

99 percent of the materials used in the clothing production in the world can't be used again in clothing so there is a value loss of 100 billion dollars every year. We knew that we needed a model which is based on circular economy, so we focused on recycling the expired products as an application area. In this closed cycle where all of the clothes are collected in a single gathering and decomposing network, we saw that there isn't an ecosystem where the raw material cost and carbon emission isn't minimized and all of the waste is recycled. That's why, we dreamed of an innovation based central system where all of the private sector, public and civil society collaborates without putting the responsibility on a single shareholder and which encourages active participation of all shareholders. On the other hand, we considered UN's sustainable development goals as a guide.

**PAMEKS CLOTHING SENIOR CUSTOMER EXECUTIVE ÇAĞIL KARAHASANOĞLU:**

**“HALF A MILLION MICROFIBER SYNTHETIC PRODUCTS ARE WASHED EVERY YEAR AND GET MIXED INTO THE OCEAN.”**

Microfibers which come out after washing are mixed in the nature and unfortunately they can't get decomposed. 35 percent of these ocean polluting plastics come out of the microfibers which are created washing of these synthetic products. According to research, half a million microfiber synthetic products are washed every year and get mixed into the ocean. Today, it is presumed that 1.4 quadrillion microfibers are in the oceans. It is foreseen that by 2050, oceans will have more plastic than sea creatures. If the clothing sector continues to grow at this pace, 22 million tons of microfiber will get to the oceans by 2050. This situation openly alerts itself.



**SEZER TEXTILE PRODUCT DEVELOPMENT MANAGER YASEMİN SEZER:**

**“THERE ARE SOLUTIONS WHICH WILL SLOW DOWN THE PROBLEMS SYNTHETIC TEXTILE INCREASES”**

Almost 70 percent of textile products are made out of synthetic. It is hard to displace a major source with a different product in a short period of time. The radical solution is long-term but there are solutions which will slow down the increasing problem. Supporting academic work and measurements, increasing the quality in synthetic products and supporting our work with more detailed data is our main goal. We are also focusing on increasing the adaptation of filter systems which can be used to prevent the release of microfibers during washing. The third alternative solution we are working on is to inform the consumers on the products and materials by collaboration of producers and brand owners.



**BİLSAR OPERATION DIRECTOR ASSISTANT SİNA BİLAL:**

**“WE WOULD LIKE TO CONTRIBUTE TO THE FOUNDATION OF A CLEANER FUTURE BY PROVIDING SUSTAINABLE ALTERNATIVES WITH NEW FIBERS”**

In our country, we use recognized products and methods in Europe and the world rather than using R&D activities in innovative fields. Due to this, companies take less risk in short-term but in the long-term we become foreign-dependant in technology. We have the goal of showing the world what we can do and underline our potential. On this subject, we would like to present sustainable alternatives with new production and branding opportunities through fibers which will be developed in local companies and we would like to contribute to the foundation of a cleaner future and growth of our export.



**FATTO CLOTHING INNOVATION CONSULTANT AND INDUSTRIAL DESIGNER ENGIN KARAHAN:**

**“EVEN THOUGH CANNABIS IS AN ORGANIC MATERIAL, IT IS 3 TIMES DURABLE THAN COTTON AND GROWS MUCH FASTER.**

I would like to focus on what's being done in textile sector. It is possible to process plastic garbage into fabric. Even though cannabis is an organic material, it is 3 times durable than cotton and grows much faster. Chemicals are not used while growing it, so it doesn't harm the soil. It grows much faster and creates a lot of oxygen. There are cellulose-based fabrics. These are made out of recycled trees and papers. Seaweed in the oceans can be turned into quality fabric. It also provides vitamins for the skin. Also, coffee beans can be turned into fabric.

**Click to listen to the full session:**

**TR-1:** <https://youtu.be/UjAi2Jx-nf4>    **ENG-1:** <https://youtu.be/OZDTEajhYo>

**TR-2:** <https://youtu.be/l4rTxliQrIU>    **ENG-2:** <https://youtu.be/kEyqYqZyB0I>





## IMPORTANCE OF USING SOLAR ENERGY EFFECTIVE

In “Importance of Using Solar Energy Effective” session, the main focus was the contribution this limitless source provides to companies and countries. Speakers made these remarks on the issue: :

### SCHMID PEKINTAŞ ENERGY BOARD PRESIDENT ÖZHAN OLCAY:

*“THE FACTORY WHICH SELF-PRODUCES ITS ENERGY WILL BE MORE COMPETITIVE”*

When you compare a factory which self-produces its energy with its competitors, such company will be in a more advantageous place. These corporations will become more advantageous in export and more competitive in price. Textile and clothing producer really need clean and quality electric. They mass produce with developed electronic machines. In that process, there shouldn't be any disruptions. Each and every day, setup cost of solar energy is decreasing and allows our businesses this opportunity.

### SOLAR ACADEMY CO-FOUNDER KERİM BARAN:

*“IF WE SAVE TURKEY'S 1 PERCENT TO SOLAR, THERE WOULDN'T BE AN ENERGY PROBLEM”*

In the next decades, millions of buildings will transfer to solar energy. 10 years ago in US, only one-thousandth of the energy was coming from the sun but today this ratio increased up to 2 percent. We have a country which is 1600 kms long from east to west and 600 kms long from north to south. When we save one-thousandth of this to solar energy, we are able to compensate all electric demand of Turkey. 10 years ago, a panel which was 750 dollars is now 150 dollars. Investment costs are lower. So, it is now easier to benefit from solar energy.

**Click to listen to the full session:**

**TR:** <https://youtu.be/Q7ooDaCcGxw> **ENG:** [https://youtu.be/-GFrm7Mw\\_xg](https://youtu.be/-GFrm7Mw_xg)





**TGSD BOARD VICE PRESIDENT MURAT AYDIN:**

*“THIS WAS OUR FIRST EXPERIENCE, I HOPE WE WERE SUCCESSFUL”*

2020 has showed us a year which we would like to forget and it is still going on. A lot of things changed in our lives. In our conference, you listened to the types of changes we've been through in our sector and how this situation will change the ways we do business. One of these necessary changes was carrying our fashion conference which we have been doing physically for the last 12 years to an online platform due to the pandemic. This experience was a first for all of us. I hope we were successful.

I would like to thank our sponsors, our association's professional team, our organization committee members, speakers, moderators and BloombergHT family for their work and support. We will see what will happen next year but I would like to invite all of you to the 14th Istanbul Fashion Conference in advance.



**PERSEUS TEXTILE BOARD PRESIDENT BÜLENT ALKANLI:**

*“ISTANBUL FASHION CONFERENCE PROVED THAT IT IS SUSTAINABLE”*

Istanbul Fashion Conference is a very important part of TGSD and with today's 13th conference, it proved that it is sustainable. For the last 12 years, the conference was held with offline unique themes with speakers from various countries. This year, we used channels and infrastructures like YouTube, [www.istanbulmodakonferansi.com](http://www.istanbulmodakonferansi.com), BloombergHT and Periscope very successfully. That's how, by using one of the strongest TV channels of Turkish media BloombergHT's infrastructure and studios, we reached out to more than 2 million viewers in a day. Other than 38 valuable speakers from 9 different countries, dear Cem Ceminay was also with us from his balcony. This pandemic taught us using different platforms at the same time and made us explore new competences we didn't know we had. At this point, we see that in a year where events like UEFA Champions League, Wimbledon Tennis Tournament are either cancelled or postponed, we organized Istanbul Fashion Week with the support of our committee members who worked backstage and a big team which supported them for months. That's how we proved that we are sustainable.

**Click to listen to the full session:**

**TR:** <https://youtu.be/y04BFPQtdEw> **ENG:** <https://youtu.be/3iD9NS-5NmQ>



## B2B PLATFORM

The organization was fully online due to the pandemic and this year's theme was "Fashion's Wake Up Call". The conference focused on transformation, digitalization, sustainable environmental-friendly production and branding and also sustainability in cotton. On the second day of the conference, almost 40 buyer groups which include international brands like H&M, Lee Fung, Spring and Bestseller and local brands like LCW, Mavi and Defacto will meet with companies online this time. On this session, it is foreseen that there will be more than 1000 meetings and with the advance orders there will be a 250 million dollar contribution to clothing export. Other than IHKIB, the conference is supported by the Istanbul Metropolitan Municipality, Cotton Council International, Centric Software, Turkcell, Galata Transport, PEFC, Polytropon, Lenzing, YKK, Glengo - Gerber, Aykaya Plastic, İpeker, Dupont, Genç Textile, Permess, Uğur Machinery, Bregla, Flomak, Polsan, Swedish Consulate and Swedish Institute. Media sponsor of the conference is Bloomberg HT and its solution partners are Browzwear and Prosoft.

## BUYING OFFICES

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# 13TH ISTANBUL FASHION CONFERENCE IN NUMBERS

**6 MILLION  
VIEWS**

*94% from Turkey, 6% from abroad*

**150K  
VIEWERS**

**627  
B2B  
MEETINGS**

**37  
BUYING  
OFFICES**

**7  
PANELS**

**23  
INVITED  
SPEAKERS**

**41  
SPEAKERS**

**25  
SPONSORS**



**Broadcasted live from Bloomberght.com area**

**Broadcasted live from Bloomberg YouTube and Periscope channels**

**3 hour-long collage was broadcasted from Bloomberg TV on the weekend.**

**Simultaneous English broadcast was live on [www.istanbulmodakonferansi.com](http://www.istanbulmodakonferansi.com)**

**Live broadcasts with speakers which are located in 4 different continents**

- Hong Kong
- Singapore
- United States of America
- South Africa
- United Kingdom
- Austria
- France
- Germany

**70 publications, 7 magazines, 1 e-newspaper, 62 newspapers in total.**



# WHAT DID THEY SAY?

It was a great pleasure to work with you. I am so glad that the conference was a success. We organized a perfect broadcast under hard circumstances. I would like to congratulate you and all of your team. I am always at your service.

Respectfully,

**Cem Ceminay**

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My father Mr. Vitali is one of the founders of TGSD and it was a big honor for me to give the opening speech of the 13th Istanbul Fashion Conference. I would like to thank you, the board and everyone who contributed. See you at the 14th Fashion Conference.

Best regards,

**Cem Hakko**

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We will always be right next to TGSD which is working for Turkey with devotion. I wish you continued success.

**M. Aykut VURAL**

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This activity is very important and beneficial for our country and our sector. I would like to thank you, TGSD board and everyone who worked in this organization and for letting us be a part of it. We wish to see more of it in the upcoming years.

Respectfully,

**Güçlü Karavelioğlu**



I would like to thank Mr. Hadi and his colleagues for this organization. It was a great pleasure to work with you. We hope we can raise the bar even higher together in the next organizations.

Warm regards,

**Bariş Esen**

*Presenter, Bloomberg*

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I would like to thank Mr. Hadi and Mr. Murat Aydın for inviting me. The organization was a real success.

Warm regards,

**Kerim Baran**

*Founder, SolarAcademy*

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The results are amazing; thanks for sharing. I followed up the event from the link on your web site; it had a very fruitful, strong content and a very smooth flow.

Raising awareness about sustainable fashion production and consumption is always an important priority for us; we truly appreciate that you have provided us with the opportunity to place the Fashion Revolution Exhibition on the event page.

We are also looking forward to continuing our collaboration in the future.

Have a lovely week,

Kind Regards

**Şevin Yalçın**

*Commercial Officer*



Dear Hadi Karasu,

It was a great pleasure and honor to speak at the Istanbul Fashion Conference. As usual, the event was extremely well organized.

Looking forward to next year.

**Florian Heubrandner**

*Vice President, Global Business Management Textiles at Lenzing Group*

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Dear President and the Board,

Being together with you like this and contributing to the sector is extremely valuable for us. I would like to thank you in the name of my company and myself. I would also like to congratulate our colleagues who were a part of this, you created a very precious organization. As Aykaya Plastik, we are always here for you. We wish you continued success.

Respectfully,

**Ayfer Karakoyunlu**

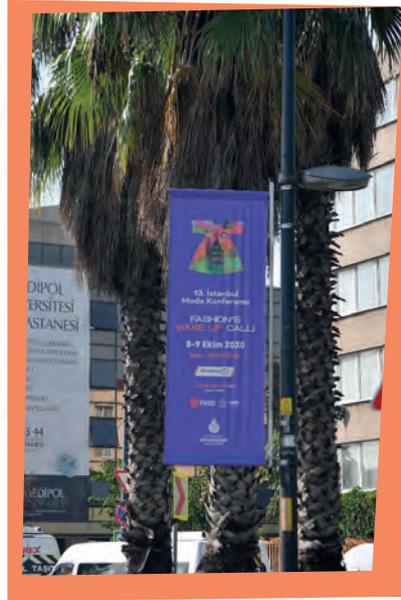
*Aykaya Plastik*



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## ELECTRIC POLE



## OVERPASS



FASHION'S  
WAKE UP  
CALL!



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**13. İstanbul  
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13th İstanbul  
Fashion Conference



**TGSD**