



ISTANBUL
FASHION
CONNECTION

APPAREL & FASHION EXHIBITION
24-26 AUGUST 2022

ISTANBUL EXPO CENTER



We are honored to host the Istanbul Fashion Connection Exhibition, the international fair that the apparel industry has been longing for since many years.

The first edition of **IFCO** was held between **February 9-11, 2022**.



35.000
SQM
EXHIBITION
AREA



25K
VISITORS



12K
FOREIGN
VISITORS



500
EXHIBITORS

Opening Ceremony of IFCO was attended by TİM President Mr. İsmail Gülle, İHKİB President Mr. Mustafa Gültepe, ITO President Mr. Şekib Avdagiç and, esteemed managers and representatives the industry.

NEW GEN Fashion Show, which is a platform that brings new talents trained in fashion design in **Istanbul Fashion Academy (IMA)** and the industry together and gives these young designers the opportunity to present their collections at Mercedes Benz Fashion Week Istanbul, was held during the Opening Ceremony.



ATÖLYE N°6



A total of 48 companies from Evening and Wedding Dresses, Leather and Fur Garments Apparel and Underwear exhibitors had the opportunity to exhibit their products in **five sessions** held for **three days** in the Fashion Show Area.



In the Seminar Area, the seminars held in **6 sessions** over three days brought together the sector stakeholders.

Many topics, especially **sustainability and new trends**, were discussed with Ekoteks Seminars, WGSN Trend seminars and IFF seminar, which were held with the participation of more than





Concept products of the participating companies that will shed light on the 2022/23 Autumn/Winter period were exhibited in the Trend Area created by the Istanbul Fashion Academy with the theme of "**AW22 23 MACRO TRENDS**".

In the Fashion Week Istanbul area, products of leading Turkish designers were exhibited.

Gala Event of IFCO was held at the **Sapphire Hall** of the **WOW Convention Center** with the participation of nearly **1500 guests**. Anadolu Motifleri dance group, Giselle Tavilson and Nebi Birgi Band took the stage at the night.





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WE WOULD LIKE TO INVITE YOU TO IFCO!

JOIN US WHERE;

- Brands meet **collaborators**,
- Business meet **new partners**,
- Sustainability meets **quality**,
- Colors meet **trends**,
- Fashion meets **passion!**



WHY VISIT?

Istanbul Fashion Connection is an international event where design, trends and brands are being presented in İstanbul but impact all over the world. IFCO brings its export-oriented exhibitors with buyers from all over the world especially EU Countries, Russian Federation, Ukraine & CIS Countries, UK, US and MENA Region.

EXHIBITOR PROFILE

- ✦ WOMEN & MEN APPAREL
- ✦ BABY & CHILDREN APPAREL
- ✦ DENIM & ACTIVEWEAR
- ✦ UNDERWEAR & SOCKS
- ✦ EVENING DRESSES
- ✦ WEDDING DRESSES
- ✦ LEATHER & FUR GARMENTS, SHOES

VISITOR PROFILE

- ✦ Purchasing managers of international chain stores & departments stores,
- ✦ Managers of international brands and chains that put orders for their collections.
- ✦ Manager of stores specializing in certain product groups.
- ✦ Online sales platforms, managers of online merchandising companies,
- ✦ Importers, wholesalers, distributors,
- ✦ Boutique store owners and buyers,
- ✦ Designers, fashion brands, social media influencers,
- ✦ Apparel industry professionals.

To add new collections to your existing brand and build lasting collaborations, join us at the IFCO Exhibition!

WHY ISTANBUL?

Istanbul Fashion Connection is designed to be an international exhibition where you will witness the power of Turkish design, production and service quality.

Turkey is one of the leading countries in apparel design and this exhibition will introduce participants' own collections and designs to new locations and customers through buyers from all around the globe, which will be beneficial for all parties.

Istanbul is the perfect location for this exhibition since it is one of the most accessible and attractive cities of the world. Visitors will meet thousands of established and upcoming designers; discover new collections and textiles, meet new business and solution partners.

Istanbul, the fashion capital of Turkey, is the ideal center to bring together trends, fashion, design, brands, trade and collaborations together.

İHKİB aims to open a new era in the apparel industry with the Istanbul Fashion Connection Exhibition, which will introduce this vibrant center to the whole world. The clothing industry, of which İHKİB is the representative, unites all product groups from women's and men's wear to baby and children's wear, from evening dresses and wedding dresses to leather apparel, from denim to sportswear, from underwear to socks, from shoes to bags, all under one roof.



A photograph of a fashion store interior. In the foreground, several mannequins are dressed in various styles of clothing, including jackets and hoodies. The store has a modern aesthetic with vertical poles in red and blue. The background shows more clothing racks and a person walking through the aisle. The lighting is dramatic, with strong highlights and deep shadows.

WHY ISTANBUL?

Manufacturers and exporters who can develop collections introducing new designs with high international operational capabilities are on the scene with a strong production capacity and logistics advantages.

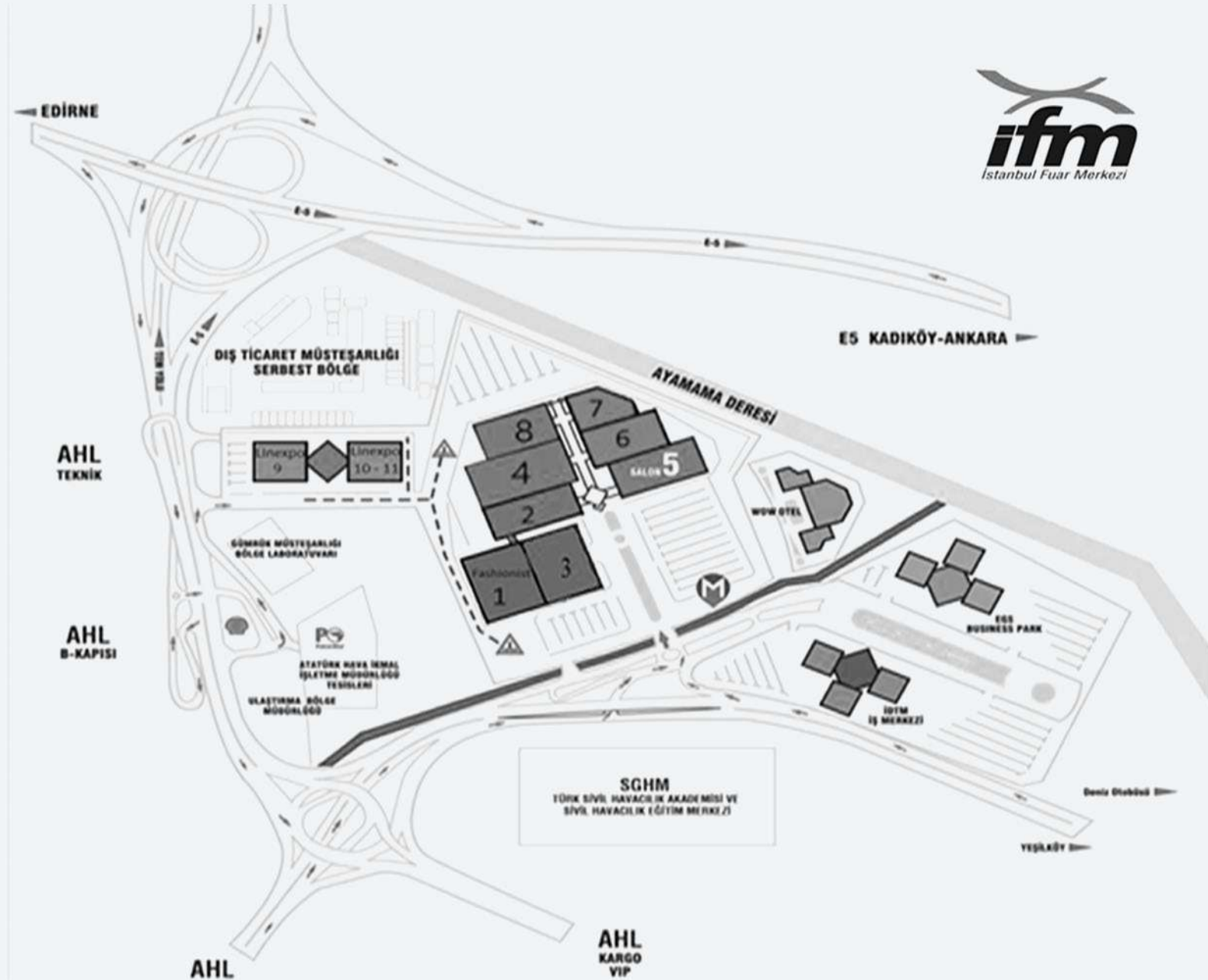
At the Istanbul Fashion Connection Fair, international ready-made clothing buyers will be able to find what they are looking for in all types of purchases on a single platform; those looking for a branded exporter, those looking for an exporter to have their brand produced, those looking for a design, etc.

One of the important elements that distinguish this fair from other international fairs is accessibility: Accessibility in design, accessibility in production, accessibility in terms of brand, accessibility in price-quality balance, accessibility with service speed, quality and reasonable price, logistics advantage, accessibility with deadlines.

In addition, IFCO is easily accessible from all over the world with the advantage of Turkish Airlines that flies directly to most cities in the world, to and from Istanbul, one of the most precious cities of Turkey as the country of tourism.

THE EXHIBITION AREA

Hundreds of exhibitors, which will take place in a net area of **20.000 m²**, will meet with buying committees of thousands of companies from many regions, especially from **EU Countries, Russian Federation, Ukraine & CIS Countries, UK, US and MENA Region.**



THANK YOU!



C O N T A C T

Please contact us if you have any further questions or if you would like to register directly.

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