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Esen Çoruh
Neşe Çeğindir

Gazi University, Ankara-Turkey
coruh@gazi.edu.tr; cegindir@gazi.edu.tr

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İSTANBUL AS ONE OF THE FUTURE FASHION CENTERS

ABSTRACT

İstanbul, in the past four decades, has possessed significant experience and infrastructure in producing fashion items. Hence, İstanbul has made a significant contribution to the textile and ready-to-wear industry producing quality fashion goods. Several studies are being conducted to make İstanbul, a city with the historic privilege of being the capital of a number of empires, a fashion centre. İstanbul has the potential with its historical, cultural and artistic heritage that would inspire the fashion industry. Moreover, its considerable infrastructure in textile and ready-to-wear production strengthens the attempts to make İstanbul a fashion centre. The aim of this study is to analyze İstanbul as a fashion centre. To this end, its past and present have been explored within the framework of the fashion industry and suggestions for the future has been made accordingly. This study is considered important in terms of İstanbul being made a fashion centre on an international scale.

Keywords: İstanbul, Fashion, Fashion Industry,
Fashion Center, Ready-To-Wear

GELECEĞİN MODA MERKEZLERİNDEN BİRİ OLARAK İSTANBUL

ÖZET

İstanbul geçen kırk yılda moda ürünlerin üretiminde dikkate değer bir deneyime ve altyapıya sahip olmuştur. Bu nedenle İstanbul kaliteli moda ürünlerin üretiminde tekstil ve hazır giyim endüstrisine önemli katkılarda bulunmuştur. İmparatorlukların başkenti olma ayrıcalığına sahip tarihi bir kent olan İstanbul'u bir moda merkezi yapmak için bazı çalışmalar yapılmaktadır. İstanbul tarihi, kültürel ve sanatsal mirası ile moda endüstrisine ilham verebilecek potansiyele sahiptir. Ek olarak, mevcut tekstil ve hazır giyim üretim altyapısı İstanbul'un moda merkezi yapılması girişimlerini güçlendirmektedir. Bu çalışmanın amacı İstanbul'un bir moda merkezi olarak incelenmesidir. Bu amaca yönelik olarak, kentin geçmişi ve bugünü moda endüstrisi çerçevesinde ele alınmış ve buna göre gelecek ile ilgili önerilerde bulunulmuştur. İstanbul'un uluslararası ölçekte bir moda merkezi yapılması bakımından bu çalışmanın önemli olduğu düşünülmektedir.

Anahtar Kelimeler: İstanbul, Moda, Moda Endüstrisi,
Moda Merkezi, Hazır Giyim



1. INTRODUCTION (GİRİŞ)

İstanbul is progressing with sure steps towards becoming one of the select world fashion trend setting as cities such Paris, Milan, London, New York and Tokyo. Similar to leading fashion urban centers, İstanbul also is a common crossroads and central attraction point for those designing and marketing fashion to numerous locations around the world. For this reason İstanbul has a visible unique character which sets it apart from other cities and a related dynamic commercial life.

İstanbul's initial settlement dates back many millenia, as an urban center for approximately 3000 years, and as a capital city for 1600 years. For many centuries the city hosted various civilizations and cultures, and was a cosmopolitan metropolis of communities with various languages, religions and races living together. Consequently, since ancient times it has succeeded in every respect as one of the few settlement centers of the world that became a world capital [1].

Nowadays, İstanbul is the largest city in Turkey, forming the country's economic, cultural, and historical heart. With a population of 13.5 million, the city is at the center of the second-largest metropolitan area in Europe [2]. Furthermore, the city's advantages include its young, dynamic population, and its fast-growing economy. Its policymakers are keen to position it as both a city of culture and a world city [3].

As a city ranking first in the economic development of Turkey, İstanbul has been important since its establishment for visual and verbal self-expression of people from every community. Today, leaders of the textile and fashion sectors are making extensive efforts in design and brand identity formation based on their subcontracting experience since 1970s. The primary element of İstanbul's fashion and culture, its continuing historical infrastructure is, briefly summarized below.

2. RESEARCH SIGNIFINANCE (ÇALIŞMANIN ÖNEMİ)

Directed to İstanbul's prominence as a fashion center, this study is important from the perspectives of assistance from the State incentives, sharing of commercial data through electronic transactions, creating of world brands, reduction of input costs, creation of fashion awareness and popularization of textile and ready-to-wear fairs. Additonally it is considered significant in terms of support for fashion designers, presentation of educational institutions, establishment of national Professional standards and graduation of fashion designers from vocational schools, and sectoral recruitment of new designers through competitions and awards. Furthermore, İstanbul's fashion center status is an important issue for the economy of Turkey.

3. THE HISTORY OF İSTANBUL (İSTANBUL'UN TARİHİ)

Founded on the Sarayburnu around 660 BC as Byzantium, the city now known as İstanbul developed to become one of the most significant cities in history. For nearly sixteen centuries following its reestablishment as Constantinople in 330 AD, it served as the capital of four empires—the Roman Empire (330-395), the Byzantine Empire (395-1204 and 1261-1453), the Latin Empire (1204-1261), and the Ottoman Empire (1453-1922). It was instrumental in the advancement of Christianity during Roman and Byzantine times, although after the Ottomans conquered the city in 1453, they transformed it into an Islamic stronghold from which the last caliphate ruled [2].

After Ottoman Turks conquered Constantinople, the city became the capital of the Ottoman Empire. Between the 15th and 16th



centuries, sultans built many mosques and public buildings, the population topping around half million by the mid 1500's [4].

As a capital of empires, İstanbul is one of the unique cities of the world in terms of cultural wealth. This cultural richness is owed to the city's location, forming a bridge between Asia and Europe as it is situated at the crossroads of land and sea transportation lines connecting the two continents [5]. Furthermore, İstanbul's strategic position along the historic Silk Road, rail networks to Europe and the Middle East, and the only sea route between the Black Sea and the Mediterranean have helped foster an eclectic populace. The population of the city has increased tenfold since the 1950s, as migrants from across Anatolia have flocked to the metropolis and city limits have expanded to accommodate them [2].

In 2010, İstanbul viewed the title of European Capital of Culture, as a means of enriching and diversifying its art-related infrastructure, making art accessible and achieving its widespread use throughout the city. The term "enriching the art-related infrastructure" refers to the libraries, publications, art experts, and activities bringing the world's cultures, arts and artists to İstanbul and its museums, exhibitions and festivals. Enhancing the prestige of art and artist, on the other hand, involves providing the support mechanisms an artist needs to perform better [5].

İstanbul is also a world city. The World Cities Culture Report 2012, a most comprehensive report, included İstanbul, Berlin, Johannesburg, London, Mumbai, New York, Paris, Sao Paulo, Shanghai, Singapore, Sydney and Tokyo. The report now turns to a series of short portraits of nine cities, exploring some of the recent developments in these cities, and the context in which cultural policy is made [6].

4. THE COMMERCIAL STRUCTURE OF İSTANBUL (İSTANBUL'UN TİCARİ YAPISI)

After The Republic of Turkey was born in 1923, the capital was moved to Ankara. However, İstanbul has continued to expand dramatically; today its population is over 13.5 million and is still steadily increasing. It continues to be the commercial center of Turkey (4). Today, with its globalized economy, İstanbul continues to attract manpower and minor investors from neighboring countries. It is the number one destination of new migration. Hence, the city is briskly turning into a megacity [5].

İstanbul attracts many multi-national companies, international banks, offices, shops and brand names. The city has several business centers for offices and bank branches in all of its districts. There are three major shipping ports, four free trade zones and two international airports every year. İstanbul is getting an increasing share of international trade for a number of reasons, particularly because of being a natural bridge between East and West [4].

The headquarters of all private banks, and 21% of the total number of bank branches in Turkey, are located in İstanbul. İstanbul has central importance for both domestic and international trade. The added value created in İstanbul, reaches 26.5% of provincial total added value, and trade is the second most important sector in İstanbul after industry. In Turkey, 27% of the general added value created in the commercial sector is created by İstanbul. İstanbul is, at the same time, the most important export and import gate of Turkey. Exports from İstanbul make up 46% of Turkey's total and imports into İstanbul make up 40% of Turkey's total [7].

Due to its central position in commercial and economical activities and its global disposition İstanbul is also a centre of Turkish fashion where creative activities are located, various related



fairs, activities and fashion shows take place and where the initial steps for organising the sector are taken [8].

İstanbul will continue to accelerate the pace of becoming a financial center associated with liberalized financial markets and active stock markets. With the decision to move the Turkish Central Bank from Ankara to İstanbul, it is expected that İstanbul will become an important world financial center. The main objective is to turn İstanbul into a head office of the financial centre of the world [7].

5. THE FASHION STRUCTURE OF İSTANBUL (İSTANBUL'UN MODA YAPISI)

İstanbul has been an important center for Turkey since 1970s in the area of ready-to-wear and exporting. Today the focus is on transforming İstanbul into a world renowned fashion center. In this regard, much research and effort is being invested, utilizing the city's past cultural and economic experience.

There are significant moves taking place in the field of fashion design in İstanbul, a city with a rooted history in textiles and clothing. To put it in another way, İstanbul is among the prime cities with the potential for the development of this sector in Turkey. There is a vast accumulation of knowledge resulting from a history of production in the city, with the largest portion in exports in the textiles and clothing field in Turkey [8]. In addition, İstanbul is a city in which ready-to-wear and customized designers continue their work due to it being a very inspiring city [9].

İstanbul makes a significant contribution in the national economy with its ready-to-wear exports. According to the June 2012 data of the Council of Exporters of Turkey, textile and raw materials and ready-to-wear comprise 5.4% and 11.9% of total national exports respectively. When the export data is analysed by city, İstanbul is the national export leader in textile and raw materials and ready-to-wear [10].

6. EFFORTS FOR TRANSFORMING İSTANBUL INTO A FASHION CENTER (İSTANBUL'UN BİR MODA MERKEZİ OLMASINA YÖNELİK ÇALIŞMALAR)

Many official and civil organizations, associations, foundations and communities are making notable efforts to transform İstanbul into a world fashion center. Some of the current projects are touched upon and summarized below.

6.1. State Incentives (Devlet Yardımları)

In accordance with international rules and for the purpose of expanding Turkey's foreign trade, state financial support is provided through Incentives and Price Stability Fund. This includes funding for national and international branding initiatives of production businesses, fair and exhibition participation, advertising and marketing, employment creation, consultancy services, and expenses made in order to conform with environmental and human health statutes [11].

6.2. E-Union Project (E-Birlik Projesi)

E-Union project is an information and networking technology implementation for easy and fast exchange of data between the businesses and General Secretariats of Export Unions which speeds up formal transactions. The purpose of this project is to enable electronic transactions between the official authorities and private persons or legal entities through the method of digital signature [12].



6.3. Turquality® (Turquality)

Turquality is a branding development program with the intent and vision for the "Creation of 10 world brands in 10 years". This formulated platform aims to provide financial resources; strategy, operational, organizational and technology consultancy, support for human resources training; support for the creation of a positive "Made in Turkey" image and a furthering of international brand awareness [13].

6.4. Procurement Partnership Platform (Ortak Satınalma Platformu)

Istanbul Textile and Ready-To-Wear Exporters Union (İTKİB) has formed a Procurement Partnership Platform (OSAP) for the reduction of input costs of İTKİB member companies and the improvement of procurement conditions. Toward this end, active contracts have been awarded in the areas of electricity, drinking water, telecommunication, fuel, stationary, national and international cargo services, hotel reservations, construction market, vehicle tracking, operating system and human resources [14].

6.5. İstanbul Fashion Week (İstanbul Moda Haftası)

İstanbul Fashion Week has been organized with an aim to promote Turkish designers and brands in the national and international arena and make a contribution to the Turkish economy while increasing the design power in the fashion industry [15].

Turkish textiles and ready-to-wear sectors have brought Turkey one-step closer to the target of becoming a center of fashion. The İstanbul Fashion Week event, the window of the Turkish fashion industry opening out onto the world, took place from 8-11 February 2012. Twenty-two designers and five brands participated in the Fashion Week. Among the designers represented on the podium were names widely known in the fashion world [16]. Another İstanbul Fashion Week held from June 9 to 29 this year contributed to an increase in tourist numbers of 200.000 people with 77% of all foreign tourists shopping [17].

6.6. An Open Air Fashion Fair-Osmanbey Textile and Ready-To-Wear Market (Osmanbey Açık Hava Tekstil ve Hazır Giyim Fuarı)

With approximately 40 years of history, Osmanbey textile and ready-to-wear market, is one of the most important vigorous and prestigious shopping centres of Turkey and İstanbul, it is formed from thousands of different sized companies and "An Open Air Fashion Fair". Most Turkish textile and ready-to-wear exports are made in Osmanbey. The most important thing that separates Osmanbey from other similar markets, that it is a "fashion creating, designing, production and marketing centre with quick working deadlines". Osmanbey is known in many countries for its production quality, capacity, employment and brand products with high accretion values and has become a preferable market. Within this scope, it is moving confidently to becoming a center which will determine textile and ready-to-wear standards by following the fashion trends in all around the world carefully [18].

6.7. Showroom34 Platform (Toptan Hazır Giyim Satış Yeri 34 Platformu)

This is an internet platform, which presents wholesaler's private e-showrooms to purchasers around the world. As a private sector enterprise this platform aims to gather on the internet the showrooms of Turkish ready-to-wear producers tracked by many thousands of national and international retailers. Due to this, 4000 national



ready-to-wear suppliers are conducting business with 300 thousand retailers in 50 countries, and collectively they have revenue of US\$10 Billion [19].

6.8. Fashion Designers Association (Moda Tasarımcıları Derneği)

This Association established in İstanbul aims to enable the national fashion industry to influence world fashion trends. The Association's primary objective is to make Turkey a "Fashion Design Base", and by taking the city as an object of design, to combine İstanbul's cultural layers with design [20].

The Association is active primarily in İstanbul since most fashion designers' studios are in this city. Among the aims of the Association are:

- Contribution to formation of creative brands,
- Matching designers with industry,
- Formulating vocational definitions and professional standards for the national fashion design sector,
- Setting the ethical values in fashion design,
- Forming an archive for the Turkish fashion history and fashion designers,
- Enabling communication and collaboration between the fashion designers and related disciplines [20].

6.9. Competitions and Awards (Yarışmalar ve Ödüller)

İstanbul Textile and Ready-To-Wear Exporters Union (İTKİB) has discovered important designers for the sector through the Young Cocoon Fashion Designer competitions for the last 22 years. Consequently in many regions competitions involving home textiles, carpet-designs, leather clothing and accessories, underwear and beach clothing are increasing every year.

Table 2. Design competitions in İstanbul
(Tablo 2. İstanbul'da tasarım yarışmaları)

Competition	Organizers
Fabric Design	İstanbul Textile and Raw Materials Exporters Union
Textile Design	İstanbul Textile and Raw Materials Exporters Union, National Council of Exporters
Home Textile Design	İstanbul Textile and Raw Materials Exporters Union
Young Cocoon Fashion Designers	İstanbul Textile and Ready-To-Wear Exporters Union
Leather Products Design	İstanbul Leather and Leather Products Exporters Union
Collection De Pierre Cardin- Men's Clothing Design	Pierre Cardin and Marmara University Faculty of Fine Arts Department of Textile
Academic Gown	İstanbul Kemerburgaz University
Dream Style Design	Metro City

Table 2 illustrates fabric, garment, home textile and leather products design competitions in İstanbul.

Excluding the above, much public and private sector supports have made great contributions toward the goal of transforming İstanbul into a fashion and cultural center. At the same time, these supports legally shape the infrastructure for brand creation and gaining competitiveness in the world markets.



6.10. Universities Training Four Year Fashion Design Education in Turkey (Türkiye’de Dört Yıllık Moda Tasarımı Eğitimi Veren Üniversiteler)

There are many universities training in the fashion design area. Those training four-year university level education are given below.

Table 1. Universities training four year fashion design education in Turkey

(Tablo 1. Türkiye’de dört yıllık moda tasarımı eğitimi veren üniversiteler)

Number	City	University	Faculty	Department
1	İstanbul	İstanbul Technical University	Faculty of Textile Technologies and Design	Fashion Design
2	İstanbul	Mimar Sinan University	Faculty of Fine Arts	Textile and Fashion Design
3	İstanbul	Marmara University	Faculty of Fine Arts	Textile
4	İstanbul	Okan University	Faculty of Fine Arts	Textile and Fashion Design
5	İstanbul	Beykent University	Faculty of Fine Arts	Textile and Fashion Design
6	İstanbul	Aydın University	Faculty of Fine Arts	Fashion and Textile Design
7	İstanbul	Arel University	Faculty of Fine Arts	Fashion and Textile Design
8	İstanbul	Haliç University	Faculty of Fine Arts	Textile and Fashion Design
9	İstanbul	Gelişim University	Faculty of Fine Arts	Fashion and Textile Design
10	İstanbul	Yeditepe University	Faculty of Fine Arts	Fashion and Textile Design
11	İstanbul	Işık University	Faculty of Fine Arts	Fashion and Textile Design
12	İstanbul	İstanbul Commerce University	Faculty of Engineering and Design	Fashion and Textile Design
13	İstanbul	Nişantaşı University	Faculty of Art and Design	Fashion Design
14	Ankara	Gazi University	Faculty of Art and Design	Fashion Design
15	Ankara	Atılım University	Faculty of Fine Arts, Architecture and Design	Fashion and Textile Design
16	İzmir	Dokuz Eylül University	Faculty of Fine Arts	Textile and Fashion Design
17	İzmir	İzmir University of Economy	Faculty of Fine Arts and Design	Fashion and Textile Design
18	Antalya	Akdeniz University	Faculty of Fine Arts and Design	Fashion and Textile Design
19	Eskişehir	Anadolu University	School of Industrial Arts	Fashion Design
20	Isparta	Süleyman Demirel University	Faculty of Fine Arts and Design	Textile and Fashion Design
21	Mersin	Mersin University	Faculty of Fine Arts	Textile
22	Çanakkale	On Sekiz Mart University	Faculty of Fine Arts	Textile

As can be seen in Table 1, there are 22 universities training four-year textile and fashion design education in Turkey. Of these, 13 universities are located in İstanbul. This is an indicator of İstanbul's embrace of fashion and formation of scientific infrastructure.



6.11. National Professional Standards (Ulusal Meslek Standartları)

Another educational activity in support of the fashion industry is the development of National Professional Standards. A standard is the minimal norm establishing the required knowledge, skills, attitude and conduct for successful execution of a profession. İTKİB has been authorized to prepare the National Professional Standards by the Professional Competence Institution of the Ministry of Labour and Social Security. Competence levels are being prepared in accordance with the European Union Competencies Framework. Standards in support of ready-to-wear production are being developed within the scope of these National Professional Standards [21].

7. DISCUSSIONS (TARTIŞMALAR)

The apparel industry is a broad-based global system of merchandising, marketing, producing, and distributing [22]. Any bottlenecks experienced in this global system also impact the İstanbul fashion industry at every stage.

The balances in the ready-to-wear production have changed quickly since the world quotes have come to an end in 2005. The ready-to-wear industry, which carries the utmost importance in terms of the Turkish economy, has been considerably influenced by the change in the balances of world production. In this changing environment, the Turkish ready-to-wear businesses have adopted new approaches in order to be successful and meet the needs of customers as swiftly as possible [23]. As a matter of fact, the end of the world quotes has also required rapid adaptation of İstanbul fashion industry to this new situation.

The most important problems of ready-to-wear businesses are inabilities of finding qualified personnel both in fashion-brand design and brand management subjects, the problems encountered in design and product quality, insufficient financing, insufficient brand promotion studies and public relations studies, complexity of studies of brand establishing and brand registry [24]. In the final analysis, such important problems indicate the need to emphasize the branding efforts.

Paris, New York, Milan, London and Tokyo are recognized as the world leading fashion centers. Custom-made luxurious clothing came to symbolize Paris, eventually leading to the origin of the haute couture fashion business. Probably the greatest New York contributions have been sportswear, particularly swimwear [25]. Milan now enjoys a reputation for technical leadership in knits and woven fabrics, creative couture, and quality pret-a-porter [26]. London is an interesting, innovative and lively fashion center due to the opportunities it affords the young designers [27]. Whereas Tokyo influences fashion with softer colour and diffusionary designs without compromising visionary western style cuts [26]. In addition to these centers other fashion guiding centers are also emerging.

Among the number of themes and insights the contributors offer are elucidations on how cities provided added value to the fashion industry, on how photography and new communications media contribute to the popularization and iconic status of high fashion, on the linkages between haute couture and urban culture, on the efforts and stakes required to claim the status of fashion capital, and finally on the role of fashion in urban renewal [28].

The French State has always been more supportive of the textile sector. French fashion industry and the sub-industries achieved mutually beneficial collaborations. The State television in France provides free advertising to the fashion industry in order to expand



the national and international sales. The State also provides subventions to the designers utilizing French textile in excess of 90% [26]. As seen, behind Paris' fashion center popularity stands various State supports. Supports are also given by the Government to render İstanbul a fashion center. These supports will increase the effectiveness of the fashion industry.

The various French textile manufacturers cooperate by providing fabrics to the designer free of charge for the first model [25]. In Turkey, the fashion designers' creative ideas are needed supports both fabric and prototypes productions by textile and ready-to-wear businesses. Furthermore, the businesses ought to be willing in production of fewer products for the emergence of novel designs.

Presence of textile and ready-to-wear production in İstanbul has made a significant contribution to the development of fashion design in the metropolis [8]. The fashion industry in İstanbul has specialized in quality ready-to-wear area. It is important to appear ready-to-wear products with designer characteristics in recent years. This development will lead to high quality fashion design and production in İstanbul.

British designers are particularly successful in changing fashion trends [26]. Talented young designers should be afforded more opportunities to make İstanbul a lively and dynamic fashion center and should also be supported by big institutional sponsors.

The artists of fashion design find inspiration in the priceless collections of art found in the hundreds of museums in France [25]. Another significant aspect is the presence of inspiring historical, cultural and nature wealth in İstanbul which could enhance the effectiveness of İstanbul as a fashion center.

The French fashion industry is supported by devoted and skilled dressmakers. Dressmaking is a most honourable profession in France; legions of well-trained seamstresses are available to execute a designer's work [25]. Many university level fashion design departments have been opened particularly in İstanbul recently. But these departments only aim graduation of fashion designers and neglect dressmakers or seamstresses to assist the designers' critical work. Dressmaking in Turkey could be raised to a respectable and honorable profession as in France and university departments can support this as a profession at the university level. The improvement of dressmaking perceptions will also enhance the quality of employees.

İstanbul Fashion Week organizations to create sufficient number of brands and to establish İstanbul as a fashion center is a constructive step forward during this restructuring process [29]. At the fashion centers around the World, fashion weeks are organized at least twice a year. Continuation of such events in İstanbul will contribute to the fashion consciousness.

Around the world there are high-profile non-profit commercial unions such as French Federation of Fashion, British Fashion Council, and Council of Fashion Designers of America [26]. In Turkey and based in İstanbul there fashion sector supportive associations such as İstanbul Textile and Ready-To-Wear Exporters Union (ITKIB), İstanbul Textile and Rawmaterial Exporters Union (ITHIB) and İstanbul Leather and Leather Products Exporters Union (IDMIB). These unions can also push İstanbul's design identity to the forefront next to its ready-to-wear production character.

Many governments have encouraged and subsidized designers because of the important economic benefits for their country [25]. Government assistance for fashion industry in Turkey has become more prominent in recent years. Continuation of Government support is



necessary to increase this sector's contribution to the national economy.

A complex, multibillion-dollar, worldwide industry has been created to produce and distribute the vast number of apparel and accessory designs for men, women, and children. The fashion industry is the largest manufacturing employer in the world. Millions of people are employed in the production of textiles, clothing, and accessories and in the staffing of stores that sell this merchandise [30]. At every stage of the fashion industry in İstanbul, thousands of workers are employed. Therefore, in-service trainings of employees by the companies of this sector are important to raise work quality.

In conclusion, it is known that fashion centers are emerging in developing countries in addition to traditional fashion centers such as France, England, Italy, USA and Japan. For İstanbul to become an important niche fashion center, it is vital to create Western and Eastern synthesis fashion designs instead of importing western style fashion.

8. RESULTS AND SUGGESTIONS (SONUÇLAR VE ÖNERİLER)

İstanbul is the primary host of events in the fashion and design arena. Its rich cultural heritage and strong and dynamic commercial infrastructure makes İstanbul a primary point of attraction in the world. One of the leading goals for İstanbul is its transformation into a "Global Fashion Center".

As stated there are many efforts underway to make İstanbul a fashion center. Among these are E-Union project to simplify foreign trade, TURQUALITY® program for developing branding, Procurement Partnership Platform for reduction of input costs, and National Professional Standards for the successful execution of vocation. Additionally, İstanbul Fashion Week organizations for businesses and fashion houses, supporting of Fashion Designer Association, gathering most of İstanbul's fashion design education institutions and contributing of Osmanbey's open textile and ready-to-wear market are also among the efforts invested. Furthermore, İstanbul hosts various fashion and textile design competitions.

To position İstanbul as a Global Fashion and Production Center, some suggestions are provided below:

- Supply chain management can be created from suppliers to consumers.
- Computer technologies can be used more effectively during the production processes.
- Fashion products can be marketed and sold on-line via daily updated company web sites.
- A "Fashion Council of Turkey" supported by the State can be established.
- Cooperation agreements at university levels can be reached to raise the institutional standards above international levels.
- Fashion brands can be introduced to global markets and promoted by international advertising campaigns.
- Fashion brands can be presented more in important fashion exhibits around the World.
- Haute-couture, ready-to-wear, diffusion brands can be created to meet the demands of different income groups.
- Flagship shops can be opened at important world fashion centers by applying one type store concept.



- Manufacturers can be cooperated partner with businesses abroad and utilized distribution channel experiences in those countries to control sales.
- Distribution policies can be combined both branded productions and common products concepts.

In summary, in addition to being a cosmopolitan city of culture, embracing people of various religions, languages, backgrounds and with its dynamic commercial infrastructure, İstanbul is a global world capital. Due to these characteristics, it is a strong contender for becoming a fashion center such as London, Paris, New York, Milan and Tokyo. İstanbul's ability to contribute great energy, inspiration, colour and variety to the world fashion industry is beyond any doubt.

NOTICE (NOT)

A proceeding was previously prepared "An Analysis into the Creation of İstanbul as a Fashion Centre" by Çoruh, Çeğindir and Serdar for "Fashioning The City: Exploring Fashion Cultures, Structures, and Systems-An International Inter-disciplinary Conference", supported by Royal College of Art in London. After, this paper was differently developed by Çoruh and Çeğindir.

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