



ISTANBUL
FASHION
CONNECTION

EUROPE'S BIGGEST APPAREL & FASHION EXHIBITION

9-11 AUGUST 2023

Fair Report



With its fourth edition, IFCO Istanbul Fashion Connection continues to underline its important position as a global exhibition center for the international fashion business.

IFCO has become the most stylish brand in Turkey, it has quickly found its place in the calendar of international buyer groups and as Europe's largest fashion and apparel fair, it hosts the gathering of brands, designers, export-oriented companies and buyers from all over the world.





IFC IN NUMBERS



100.000

SQUARE METERS



20.000+

VISITORS



125+

COUNTRIES



400

EXHIBITORS

EXHIBITORS FIGURES

- With over 400 exhibitors, the fourth Istanbul Fashion Connection event from August 9-11, 2023, at the Istanbul Expo Center on 35,000 sqm was again successful
- Clearly structured trade show segments in 6 halls:
Womenswear, menswear, kidswear, denim, sportswear, lingerie and hosiery, leather & fur, and FASHIONIST with occasionwear
- The Core Istanbul presents Turkey's design elite, The Exclusive Area shows the market leading retail brands with the current spring/summer 2024 collections.



THE EXCLUSIVE AREA

Leading Turkish retail brands, already internationally active, showed in The Exclusive Area such as B&G Store, Climber BC, Damat, Giovane Gentile, Hatemoğlu, Ipekyol, Kayra, Kiğılı, Lee Cooper, Lufian, Jakamen, Naramaxx and convinced with their high quality, sustainable and fashionable products, which were in great demand among international buyers.

Jakamen opened the IFCO Shows on the first day of the fair with its latest spring / summer collection for 2024.



THE CORE ISTANBUL



For the second time, The Core Istanbul, an exclusive design area originally introduced as part of Istanbul Fashion Week, made its presence felt at IFCO. The showcase featured a range of designers, including those in menswear, presenting their work.



With its own catwalk, the occasion fashion section FashionIst for women and men featured thirty leading brands and showed a cross-section of the latest designs in evening fashion with their innovative colors and dynamic styles.



FASHIONIST



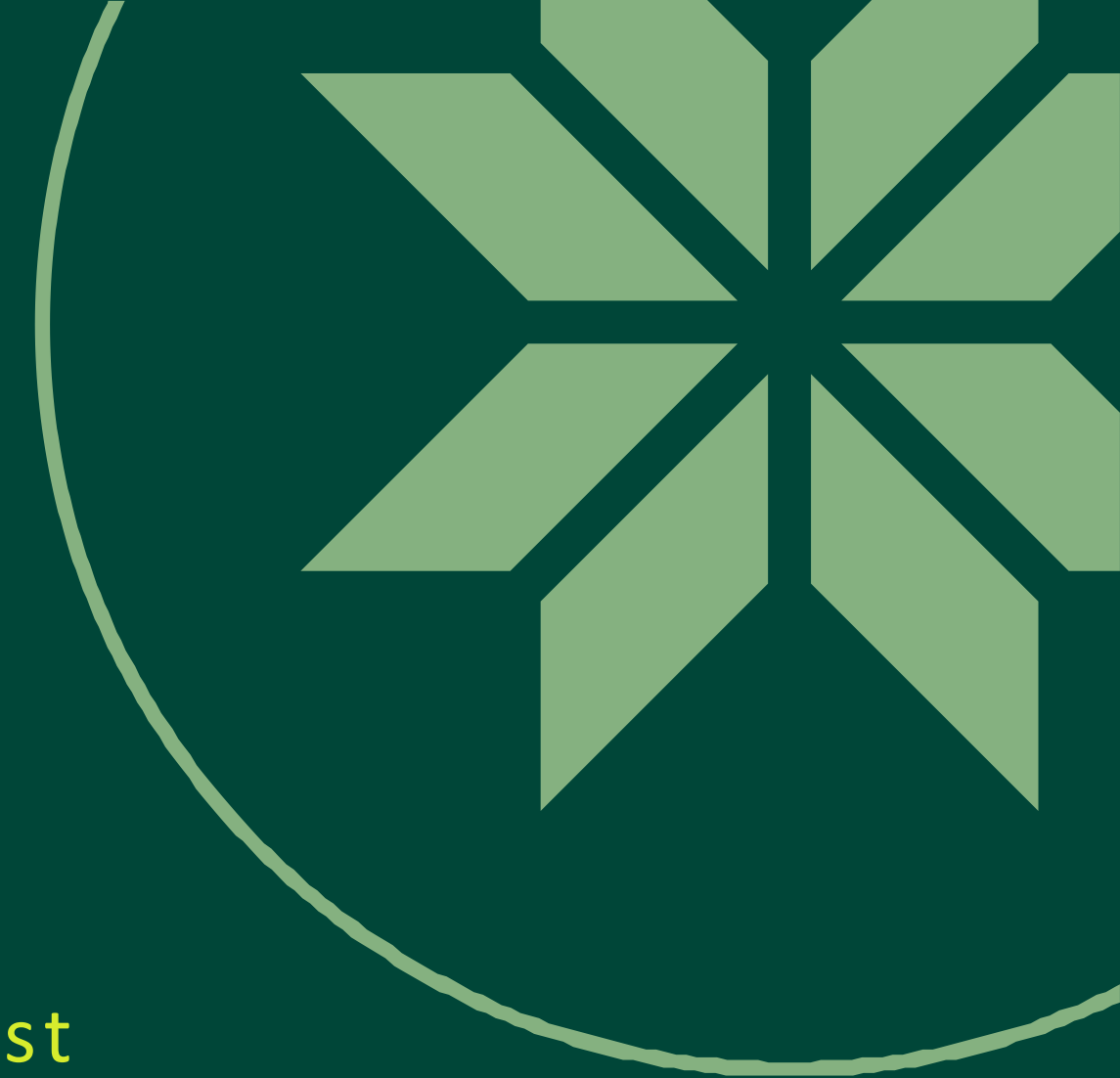
VISITORS FIGURES

Over 20,000 visitors from 125 countries, a total visitor increase of 30% compared to the edition in August last year, international share with 5,600 visitors more than doubled.

With over 20,000 visitors from more than 125 countries, IFCO recorded an increase in visitors of over 30% compared to August last year.

International visitors more than doubled, with the largest visitor groups coming from Asia and the Middle East at **33% each, Europe at 17%, Africa 11% and the Americas at 6%.**

All retail channels were represented at the show, from large shopping mall and department store groups to wholesalers, international retail chains, multi-brand boutiques and online platforms.





B2B

The **B2B Match Making** at IFCO took place in speed dating mode and was well received. Exhibitors were efficiently networked with buyers from all over the world such as **Inditex from Spain, Wal- mart, Quicksilver, Teddy Fresh or Wilbo from the USA, Sains- bury's from the UK, Cihuah from Mexico, the Apparel Group and Safari Group from the United Arab Emirates, Ria Miranda from In- donesia, Hi Style and Zalora from Malaysia, Musinsa from South Korea, Ackermans from South Africa etc.** The event was ideally tailored to the needs of the participants, numerous orders were placed, cooperation opportunities were explored.

IFCO Promotion Activities

- National Media Advertisements
- Outdoor Advertisements
- E-Newsletter Campaigns
- Social Media Campaigns
- International Promotion Activities
- Digital Advertisements
- Events



International Promotion Activities



International PR Agency
Based in Dusseldorf

- Germany
- America
- France
- Spain
- Italy
- United Kingdom
- Netherlands
- Portugal
- Sweden
- Denmark
- Finland



Sample IFCO Newsletter Campaigns

IFCO **ISTANBUL FASHION CONNECTION**
PRELIMINARY PRESS RELEASE 16.08.2023

WGSN TREND SEMINAR
Kim Marins, Director of Trend Curator of WGSN, presented 2024 - 2025 Autumn - Winter Menwear and Womenwear trends. Displaying the power of Turkish Apparel sector, seminars and programs by various important names of the industry at the IFCO Exhibition. At the seminars where all developments in the fashion industry is discussed, themes are covered with the most current trends. Many subjects were discussed from organic and sustainable products to technological and digital approaches and climate-free designs.



FASHION SHOWS
Domestic and foreign visitors enjoyed IFCO Fashion Show that presented special collections of Ankara companies. The Fashion Show that hosted modular designs, effective colors, selections from Ankara in different textures presented in enjoyable and quality Ankara appearance to fashionistas.





ABOUT IMA:
Meeting point for the fashion professionals of today and tomorrow Istanbul Moda Academy (IMA), is one of the most competent fashion schools of Turkey, conducting training activities with an innovative and modern approach in the field of fashion and all other fields related to fashion, recognized in international platforms. As a member of the International Association of Fashion Schools (IAPFS), IMA maintains a strategic partnership with the University of the Arts London/London College of Fashion in the academic field and aims to train fashion designers with high awareness of fashion, design and art, awareness of international markets and introduce creative and innovative labor in textile and garment industry that will shape the future of the industry. Experienced teaching staff of local and foreign experts, up-to-date training curriculum designed in line with the needs of the industry, industry support, state-of-the-art training building and Turkey's largest fashion library in it are just a few of the features that make IMA one of the world's exclusive schools in fashion training.

SAVE THE DATE!
Next Event of IFCO: 11 - 15 September 2023
Venue: Istanbul Expo Center
For more information: www.ifco.com.tr/en


istanbulfashionconnection www.ifco.com.tr

IFCO ISTANBUL FASHION CONNECTION

THE EUROPE'S LARGEST APPAREL AND FASHION EXHIBITION
IFCO / ISTANBUL FASHION CONNECTION WAS HELD ON
AUGUST 09-11, 2023

- Fourth edition of IFCO, Istanbul Fashion Connection with **400 exhibitors** on **35.000 sqm.**
- More Than **20.000 visitors** from **125 countries.**
- In this August, IFCO number of visitors increased by **30 %** compared to previous August fair.
- In this August, IFCO number of foreign visitors increased by **143 %** compared to previous August fair. Asia (33%), Middle East (33%), Europe (17%) and Africa (11%); America (6%)
- **72%** domestic visitors; **28%** foreign visitors.
- B2B meetings in speed dating mode: the brands and manufacturers networked with special international buyers.



IFCO IS AN INTERNATIONAL EVENT THAT MAKES AN
IMPACT ALL OVER THE WORLD AND WHERE DESIGN, TRENDS
AND BRANDS

The largest Apparel and Fashion Exhibition of Europe, IFCO hosted the meeting of big fashion industry in Istanbul for the 4th time on August 09-11. Brought together all groups of Apparel and fashion industry under a single roof, IFCO provides a significant added value to exports of the industry with the business volume it creates.



IFCO is preparing to sign a record number of participants and visitors this year by bringing together the leading companies, brands and designers of the sector under a single umbrella with its wide participant company profile in the field of apparel and fashion sectors. IFCO, will host companies from various product groups such as women's, men's, and children's apparel, denim, sportswear, evening wear, bridal wear, groom's wear, lingerie, socks, leather, and fur garments, as well as footwear and haberdashery. IFCO will bring together the apparel industry in a wide range for the fifth time on February 07-10, 2024. The companies will have the opportunity to meet with international buyers.



SAVE THE DATE!

Next Event of IFCO: 07-10 February 2024
Venue: Istanbul Expo Center
For more information: www.ifco.com.tr/en

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IFCO International Newsletter Campaigns

ISTANBUL FASHION CONNECTION

IFCO

EUROPE'S BIGGEST APPAREL & FASHION EXHIBITION

9-11 AUGUST 2023

ISTANBUL EXPO CENTER

IFCO Istanbul Fashion Connection Apparel and Fashion Exhibition is set for August 9-11, 2023 at the Istanbul Expo Center. Organized by İTKİB Fairs Inc., a subsidiary of İHKİB, it will unite all product groups in the fashion industry, serving as a key meeting point for prominent players.

100K

EXHIBITION AREA

30K

VISITORS

BUYERS

FROM OVER 100 COUNTRIES

9

SEPARATE HALLS

600+

EXHIBITORS

PRODUCT GROUPS

The product groups that you can examine during our exhibition are as follows:
Women & Men Apparel, Baby & Children Apparel, Denim & Activewear, Underwear & Socks, Evening Dresses, Wedding Dresses, Leather & Fur Garments, Shoes

This exhibition is organized by İTKİB Fairs Inc.

Scan the QR code to get detailed information about our fair.

Instagram

istanbulfashionconnection

Facebook

istanbulfashionconnection

Twitter

istanbulfashionconnection

www.ifco.com.tr

ifas@itkib.org.tr

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TÜRKİYE) IN ACCORDANCE WITH THE LAW NO. 5174.

IFCO

ISTANBUL FASHION CONNECTION

APPAREL & FASHION EXHIBITION

7-10 FEBRUARY 2024

ISTANBUL EXPO CENTER

The Most Important Fashion Meeting of 2024: IFCO Istanbul Apparel and Fashion Exhibition!

Scheduled for March 7-10, 2024, at the Istanbul Expo Center, the IFCO Istanbul Apparel and Fashion Exhibition is set to bring together the international fashion industry. With its extensive range of products and high business volume that meets industry expectations, IFCO has become an indispensable fashion gathering for both domestic and international buyers.

Don't miss out on Europe's biggest Apparel and Fashion Exhibition!

IFCO IN NUMBERS

100.000

EXHIBITION AREA

9

SEPARATE HALLS

600+

EXHIBITORS

5

CONTINENT

30.000+

VISITORS

PRODUCT GROUPS

Women & Men Apparel

Baby & Children Apparel

Denim & Activewear

Underwear & Socks

Evening Dresses

Wedding Dresses

Leather & Fur Garments, Shoes

Download on the App Store

GET IT ON Google Play

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TOBB

TİM

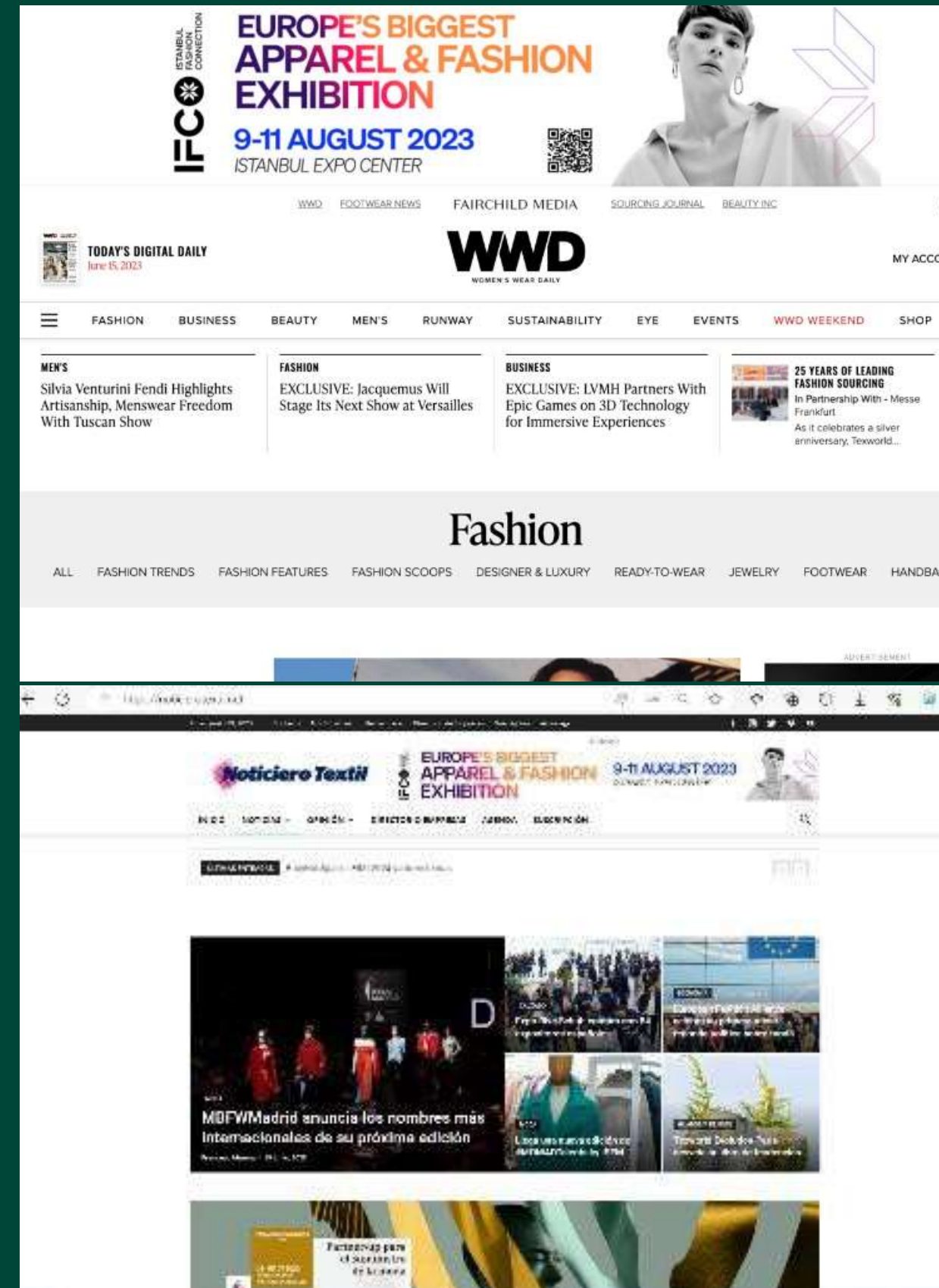
3C

İHKİB

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TÜRKİYE) IN ACCORDANCE WITH THE LAW NO. 5174.
This exhibition is organized by İTKİB Fairs Inc.



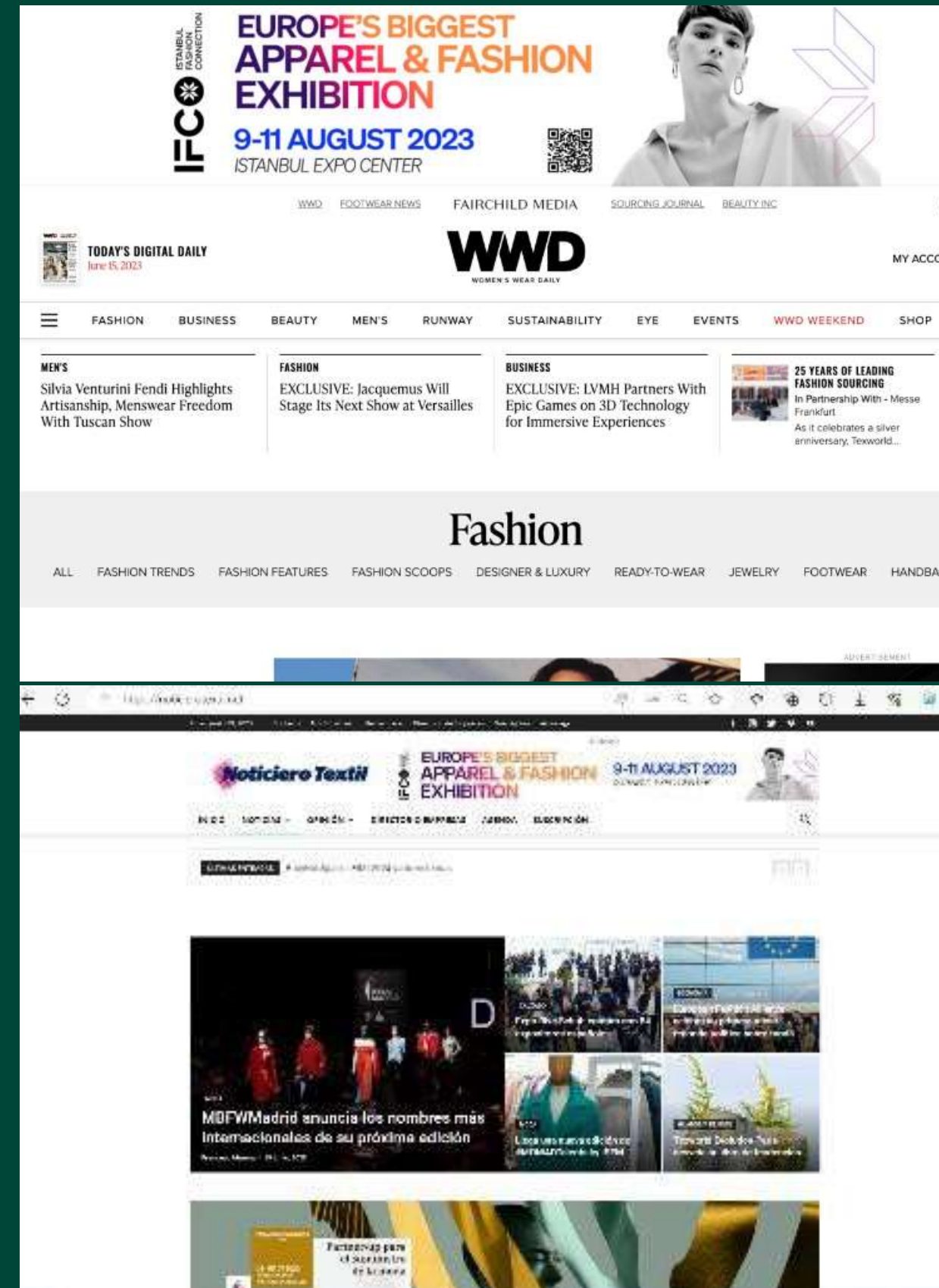
IFCO Banner Ad Campaigns



IFCO Banner Ad Campaigns



IFCO Banner Kampagnen



BUSINESS

IFCO Trade Show to Fuel International Standing of Turkish Fashion Brands

• The Istanbul Fashion Connection fair, now in its fourth edition, is kicking off Wednesday with around 400 brands.

BY MARTINO CARREIRA

MILAN – A well-known apparel manufacturing hub, Turkey is perhaps less in the spotlight for its designer brands, a gap that IFCO, the Istanbul Fashion Connection trade show, aims to fill.

“IFCO is making significant strides towards becoming the new hub for the global fashion industry, attracting both domestic and international participants with its diverse product range and innovative events,” said Mustafa Paşahan, vice president of the Istanbul Apparel Exporter Association, the fair’s organizer.

He stressed how the local fashion industry has grown beyond just manufacturing to incorporate design skills. “In this sense, the industry is providing more than full package service to global buyers,” Paşahan said. “Most of the companies in the Turkish apparel industry have their own brands, in addition to serving as manufacturers,” he added.

The three-day fashion and accessories trade show kicks off Wednesday at the Istanbul Expo Center, gathering more than 400 brands and expecting to draw



The scene at the most recent IFCO trade show in February.

about 30,000 buyers from more than 100 countries. By comparison, last February the fair displayed almost 600 brands and attracted the same number of visitors.

Displaying the best of Turkish fashion across categories, as well as exhibitors from Eastern European countries, the trade show offers representation to men’s and womenswear, kidswear, sportswear, underwear, as well as leather and fur accessories and footwear.

Now in its fourth edition, IFCO is prioritizing brands that have proved

“creativity, quality production, [ethical] supplying processes and marketing prowess,” Paşahan said. These include B&G Store, Climber BC, Damat, Giovane Gentile, Hatemoğlu, Ipekyol, Kayra, Kigili, Lufian and Jakamen Naramaxx, to name a few of the brands which have managed to scale up their business and stand out on the international scene.

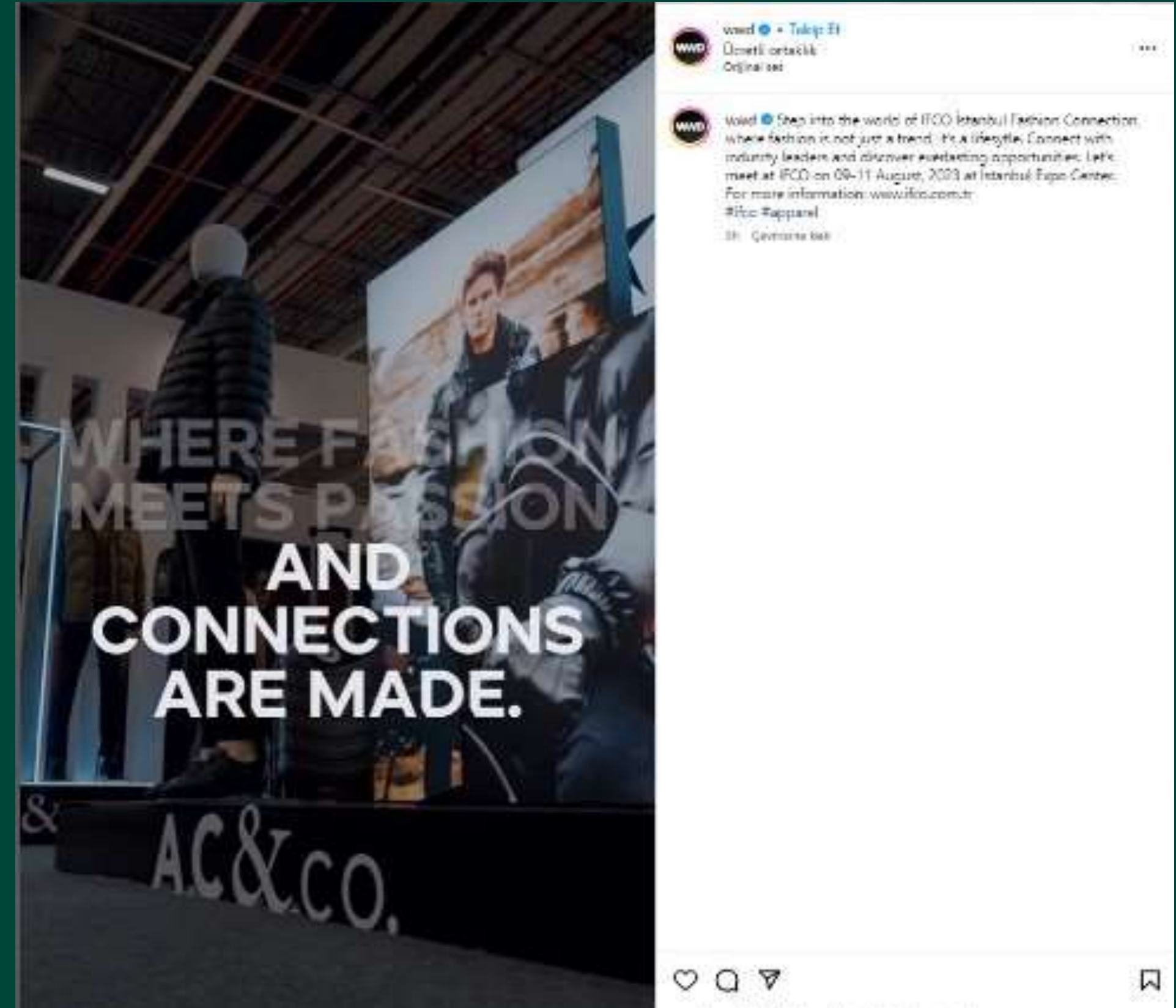
A dedicated area in Hall 7 of the Istanbul Expo Center fairgrounds will spotlight Turkish designer brands, as part of a broader goal to wave the “Made in Turkey”

flag. Called The Core Istanbul, it intends to favor business relationship between international buyers and brands that have already presented their collections elsewhere, including at London, Paris and New York fashion weeks. They include, among others, Arzu Kaprol, Ceren Ocak, Essin Banş, Fulya İlkmen/F.İlkk, Mehmet Emiroğlu, Murat Aytulum, Nejla Güvenç/Nej, Özlem Erkan, Selin Küçüksoz, Tuba Ergin and Yakup Biçer/Y Plus. A dedicated section called Fashionist will give credit to the flamboyant creations of eveningwear and bridalwear brands.

Activities on the fairground are poised to be zuzhed up by lectures and panel conversations on various topics including sustainability, gala nights, a trend area curated by the Istanbul Fashion Academy, or IMA, as well as the IFCO Fashion Show grouping different exhibitors on the catwalk.


The sustainability spotlight will be curated by Ekoteks, a Turkey-based nonprofit, independent laboratory known for providing fashion companies throughout the supply chain with research and development, product certifications, control on environmentally harmful chemicals, material analysis and more.

IFCO is organized by ITKIB Fairs, a subsidiary of Istanbul Apparel Exporter’s Association, the organization representing the Turkish fashion and apparel industry, which bills itself as the third-largest European exporter with sales of \$19 billion.



la Spola

IL SETTIMANALE DEL TESSILE ABBIGLIAMENTO



Se molte fiere europee hanno stentato sul fronte visitatori, tendenza opposta per la fiera di Shanghai che ha registrato 95.000 visitatori da 117 regioni.

[In Saloni](#)

Connection

neozelandesi

6 anni di tessuti etici

pinkermood

21 SEP 2023

TEMAS DEL DÍA: Aalier Couture Cinde Textilestil Carrington Textiles Premio Empresarial AITEEX

IFCO Estambul Fashion Connection mejora un 30% su cifra de visitantes

08/09/2023

IFCO Estambul Fashion Connection, celebrado del 9 al 11 de agosto, reunió a más de 400 expositores y 20.000 visitantes (+30% en comparación con la edición de agosto de 2022).

En su cuarta edición, IFCO Estambul Fashion Connection ha registrado un aumento superior al 30% tanto en la cifra de expositores como de visitantes, incluido un aumento de asistentes internacionales de más del 140%. Además, la feria, que se celebró en Estambul del 9 al 11 de agosto, registró un aumento del área expositiva del 120%.



«Estamos en el buen camino hacia nuestro objetivo de establecer Estambul como un centro internacional de la moda con IFCO. Ya el primer día de la feria, registramos en IFCO a más de 2.500 compradores internacionales de todo el mundo, incluida Alemania, Israel, Kanda, varios países latinoamericanos, Malasia, Sudáfrica, Reino Unido, Estados Unidos, Emiratos Arabes Unidos...». Son palabras de Mustafa Pasahan, vicepresidente de IHKIB.

PUBLICIDAD

EMPRESAS PREMIUM





Las noticias más leídas

Más de 800 firmas se citan en Hábitat Valencia y TextilHogar

Finalistas del Premio a la Innovación en ROSE

Adidas ha lanzado el 1 de septiembre sus zapatillas 4DFWD

Copenhague: otro paso para el reciclaje de poliéster

Mercedes-Benz Fashion Week Madrid clausura su 78ª edición

FASHIONUNITED

TOP STORIES

Turkey asserts its position as global fashion leader at IFCO



Turkey's fashion industry has achieved a strong global position, ranking fifth in textile industry supply, and consolidating its position as a key supplier to Europe, neck and neck with Bangladesh, beaten only by China. FashionUnited attended the recent Istanbul Fashion Connection (IFCO), a leading textile trade fair that took place from August 9 to 11 in the Turkish capital.

LATEST NEWS

TJX posts Q2 sales and profit growth, raises outlook

The TJX Companies, Inc. net sales for the second quarter were 12.8 billion dollars, an increase of 8 percent versus the same quarter of fiscal 2023. The company's comp store sales increased 6 percent. For the first six months, the company's net sales were 34.5 billion dollars, an increase of 6 percent, while comp store sales increased 4 percent.

Birkenstock UK posts jump in FY sales, but narrowing profits amid IPO rumours

The UK division of German footwear retailer Birkenstock has reported a jump in sales but narrowing profits amid speculation the company could go public. Birkenstock UK reported a 49 percent increase in revenue to 34.55 million pounds despite "a challenging business environment" in the year to September 30, according to filings at Companies House.

Decathlon, the financial implications of its Transition

TM

TEXTIL MITTEILUNGEN

(<https://www.textilmitteilungen.de>)

Sie können hier einen oder mehrere Suchbegriffe eingeben

IFCO: Wachstum und mehr Internationalität



12.09.2023 | Die vierte Ausgabe der IFCO (Istanbul Fashion Connection), die vom 9. August bis zum 11. August 2023 im Istanbul Expo Center stattfand, konnte in mehreren Bereichen mit Zuwachs punkten. 20.000 Besucher:innen aus 125 Ländern erkundeten auf über 35.000 Quadratmeter Ausstellungsfläche die Kollektionen der 400 internationalen Marken und Unternehmen, die verteilt auf sechs Hallen, in die Bereiche Womenswear, Menswear, Kidswear Sportswear, Denim, Leder und Pelz eingeteilt waren. Unter dem Strich bedeutet das ein Aussteller:innen- als auch Besucher:innenplus von 30 Prozent, darunter ein über 140-prozentiger Anstieg von internationalen Besucher:innen und eine Vergrößerung der Ausstellungsfläche um über 120 Prozent im Vergleich zur vorjährigen Augustveranstaltung.

Internationales Fashionzentrum

„IFCO ist zur stylischsten Marke der Türkei geworden, sie hat schnell ihren festen Platz im Kalender internationaler Einkäufergruppen gefunden und ist als Europas größte Mode- und Bekleidungsmesse Gastgeber für das Zusammentreffen von Marken, Designer:innen, exportorientierten Unternehmen und Einkäufer:innen aus der ganzen Welt. Wir sind auf gutem Weg zu unserem Ziel, Istanbul mit IFCO zum internationalen Fashion Zentrum zu etablieren. Bereits am ersten Messetag haben wir mehr als 2.500 internationale Einkäufer:innen aus der ganzen Welt auf der IFCO verzeichnet, unter anderem aus Deutschland, Israel, Kanada, mehreren lateinamerikanischen Ländern, Malaysia, Südafrika, der UK, den USA, den Vereinigten Arabischen Emiraten etc.“, erklärt Mustafa Paşahan, Vizepräsident IHKİB. Zum zweiten Mal wurde im Rahmen des exklusiven Designbereichs

Just Style

News August 11, 2023

Türkiye confident on added value apparel offering despite global order softness

Istanbul Apparel Exporters Agency (IHKİB) president tells Just Style exclusively he is optimistic Türkiye's order volumes will return and possibly surpass previous levels.

By Hannah Abdulla

Hannah Abdulla



Just Style speaks exclusively to Istanbul Apparel Exporters Agency (IHKİB) president Mustafa Paşahan during IFCO. Credit: Just Style.

Türkiye's apparel exporting sector is experiencing a dip in order volumes on the back of economic pressures being faced across the globe, but Istanbul



IFCO Fair
Promotion
Campaigns
Conducted
in 6 Different
Languages

August IFCO Fait Events



FASHION
SHOWS



SEMINARS



GALA
NIGHT



TREND
AREA

SEMINARS



Distinguished professionals in the industry, including Kim Mannino from WGSN, Tülin Kermen, and Elif Can Edge, offered valuable perspectives on the most recent advancements and shifts in the fashion sector and consumer behaviors. They delved into subjects like sustainable fashion, technology's role in the industry, design approaches, and a variety of other topics.

FASHION SHOWS



TREND AREA



The trend zone in hall 4 under this year's theme Antidote / Poison designed by IMA convinced both visitors and exhibitors. Visitors had the opportunity to see the "New Gen" collections of the young generation of IMA graduates, discovering the color codes, shapes, textures, fibers, materials and accessories that will become current in summer 2025.



GALA EVENT



Gala event held on the first evening of the fair is an essential and much-anticipated feature, marking the commencement of IFCO Istanbul Fashion Connection. The gala event is not only a celebration but also an ideal launch for a trade fair season characterized by innovation, creativity, and collaboration.



**SEE
YOU
ON**

**APPAREL & FASHION
EXHIBITION**

7-10 FEBRUARY 2024

ISTANBUL EXPO CENTER



ISTANBUL
FASHION
CONNECTION

