



WHERE FASHION CONNECTS APPAREL & FASHION EXHIBITION

7-9 AUGUST 2024

ISTANBUL EXPO CENTER



ISTANBUL
FASHION
CONNECTION

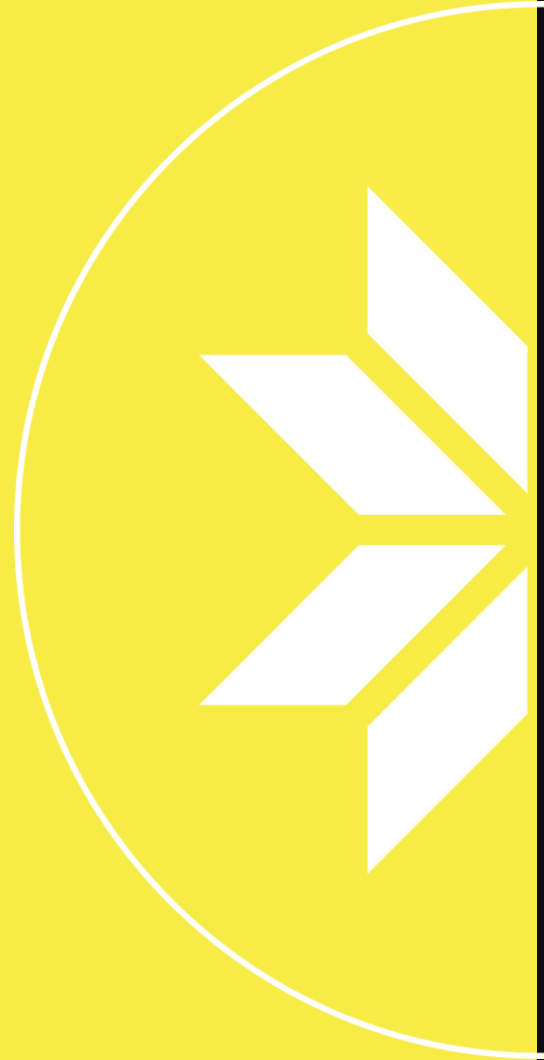


IFCO August 2024

TOTAL 300+ EXHIBITORS

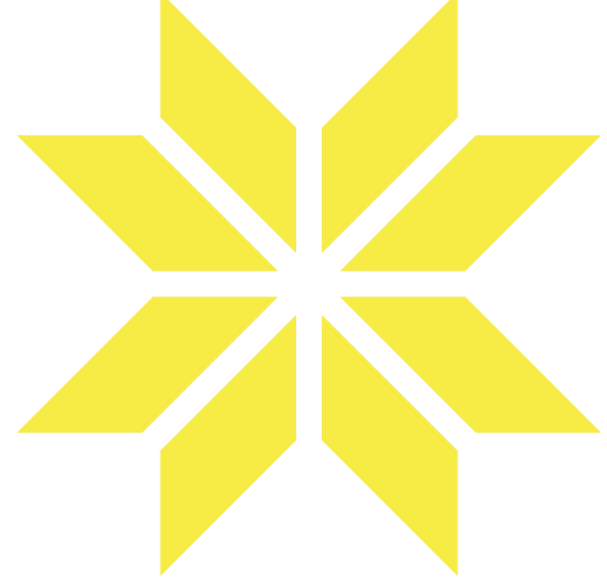
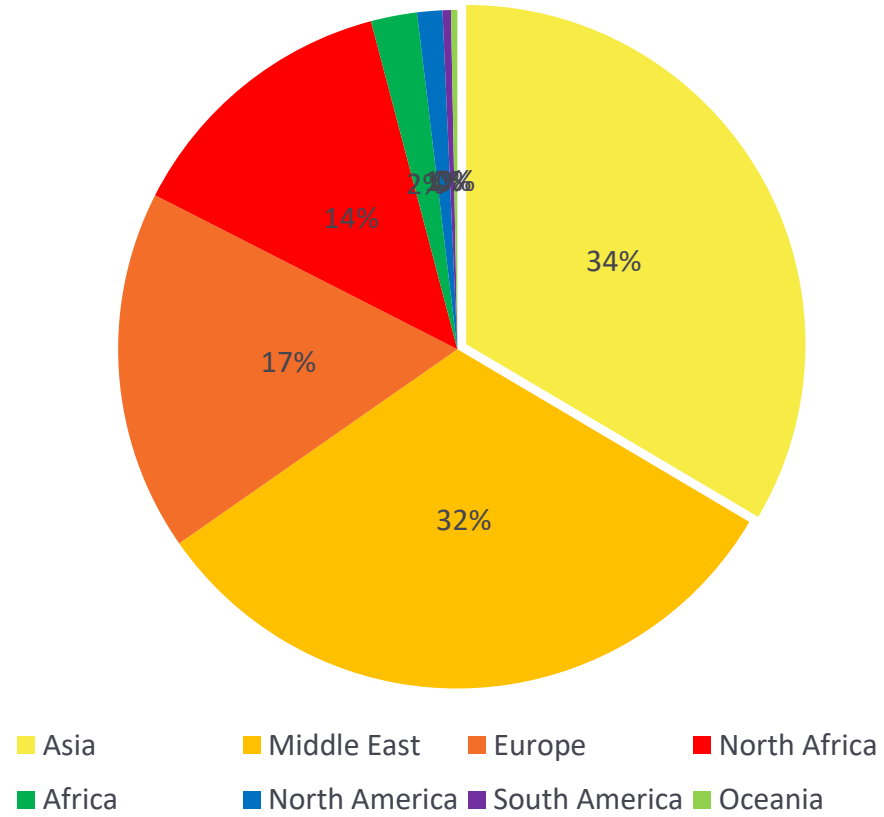
35.000 SQM

18.000 + DOMESTIC AND FOREIGN VISITORS



REGIONAL BREAKDOWN

IFCO AUGUST 2024

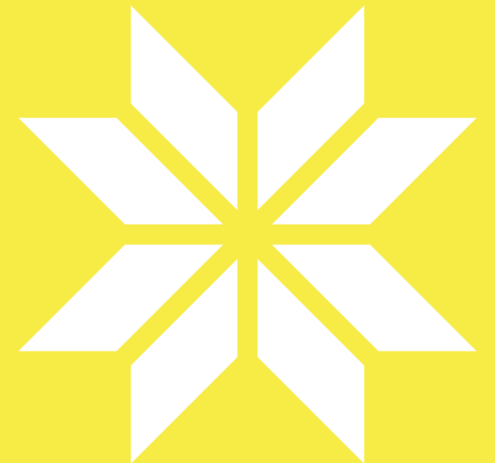


25 COUNTRIES WITH THE MOST VISITORS

IFCO AUGUST 2024

- 
- *Algeria*
 - *Azerbaijan*
 - *Bulgaria*
 - *Egypt*
 - *Iran*
 - *Iraq*
 - *Jordan*
 - *Kazakhstan*
 - *Kuwait*
 - *Lebanon*
 - *Libya*
 - *Morocco*
 - *Oman*
 - *Palestine*
 - *Poland*
 - *Romania*
 - *Russia*
 - *Saudi Arabia*
 - *Syria*
 - *Tunisia*
 - *United Arab Emirates*
 - *United Kingdom*
 - *Ukraine*
 - *Yemen*
 - *Kyrgyzstan*

The countries are arranged alphabetically.



The Core Istanbul

The Core Istanbul area, where Turkey's leading fashion designers are located, dazzled at this fair as well.



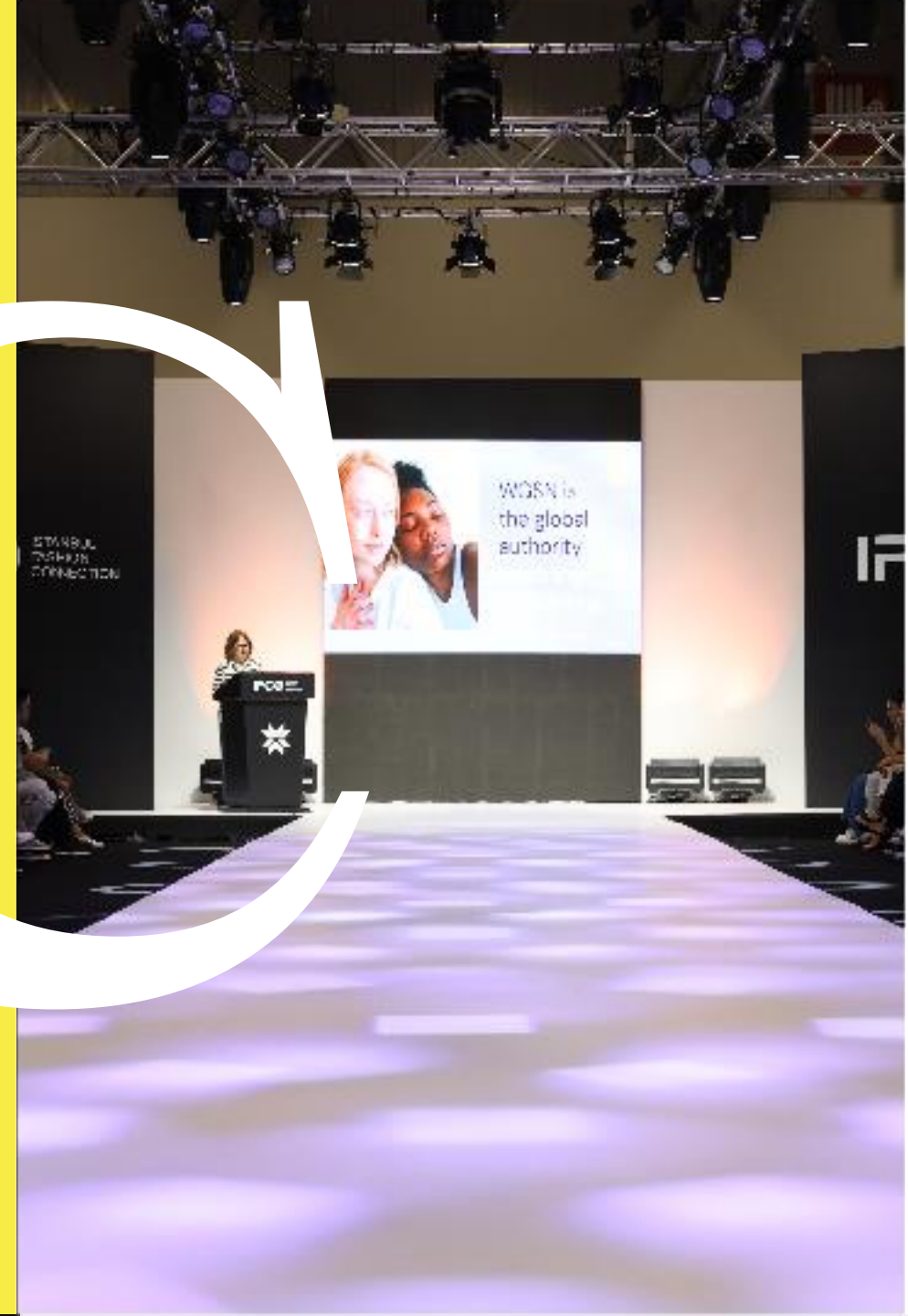
Trend Area

Prepared by Istanbul Moda Academy (İMA), the fashion education platform for today and the future, IFCO trend areas bring together timeless designs, trends that will inspire the sector, sustainability principles and fashion trends in the themes of the next season.



Seminars

Leading names in fashion came together at the IFCO fair to shape the future together.



Fashion Shows

The fashion shows, where the winds of fashion blew from beginning to end, were among the most interesting events of our IFCO fair.



BRAND SPECIAL AREA



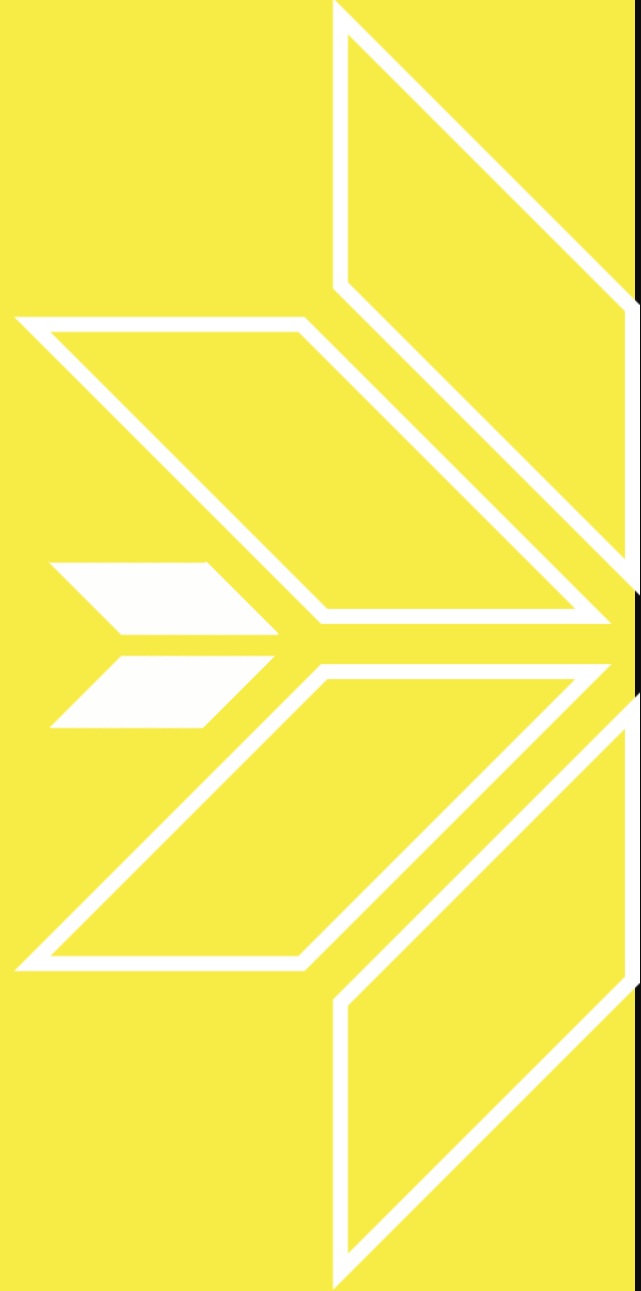
B2B



The B2B meeting platform, where professional foreign purchasing groups and IFCO participants come together, has become one of the most important meeting points of our fair to establish unity and connection.

IFCO INTERNATIONAL ADVERTISEMENTS AND FAIR NEWS

IFCO'S SPECIFIC ADVERTISING
EFFORTS WERE CARRIED OUT IN
MANY MEDIA IN EUROPE.



- * Textilwirtschaft - Germany
- * Fashion Today Man - Germany
- * Textilmitteilungen - Germany
- * Textillia - Germany
- * WWD - USA
- * Sourcing Journal - USA
- * Just Style - USA
- * Drapers - England
- * CWB - England
- * Fashion Network - France
- * La Spola - Italy



**INTERNATIONAL
PUBLICATIONS
-
WEB
PORTALS**

- * Pambianco - Italy
- * Jornal Textil - Portugal
- * TOJ - Denmark
- * MuotiMaalima - Finland
- * Habit - Sweden
- * Pinker Moda - Spain
- * Moda Es - Spain
- * Modem - Spain
- * Noticiero Textile - Spain
- * Global Fashion - Spain
- * Profashion - Russia

WWD Magazine IFCO
Promotional Image



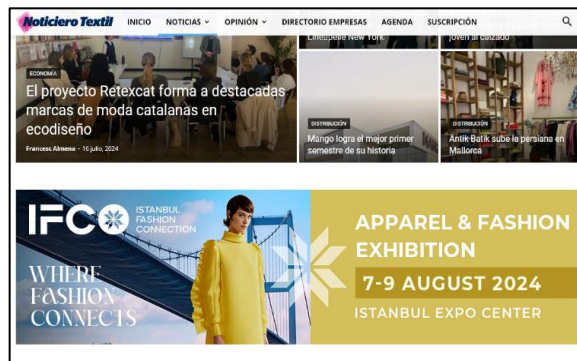
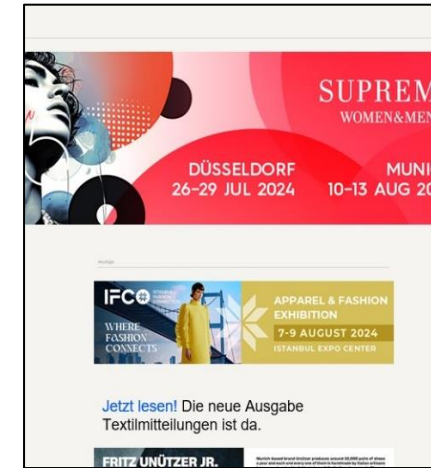
TOJ IFCO
Promotion Banner



Pambianco Magazine
IFCO Promotion Banner



Textilmunyen Magazine
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Notigiera Textile
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Fashion United Magazine
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IFCO Newsletter Examples

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EUROPE'S BIGGEST APPAREL & FASHION EXHIB

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7-9 AUGUST 2024

ISTANBUL EXPO CENTER




WHATEVER YOU'RE LOOKING FOR IN FASHION, IT'S AT IFCO

The fashion world is coming together at 7-9 August IFCO, which offers a trade show experience where you can find everything you are looking for in the industry, from the latest trends and unique collections to inspiring events.

DRAPPERS


THE BIGGEST EXHIBITION WITH THE GREATEST ONES

As Europe's Biggest Apparel & Fashion Exhibition IFCO will allow you to experience industry developments, innovations, and top-tier products and designs with the sector's top professionals, designers, and brands, just as always.




IF IT'S ALL PRODUCT GROUPS, IT'S IFCO

Womenswear, menswear, kidswear, denim, activewear, underwear & socks, evening dresses, leather & fur garments, shoes, and more... The most special collections from all product groups will be presented for your appreciation at IFCO.




WHY IFCO?

At IFCO, you can meet with the leading names in the industry and expand your business network, follow the latest trends firsthand, and find the inspiration you seek with a full seminar and event program.



Click the link below for your online invitation to connect with the fashion world on 7-9 August at IFCO.

IT IS JUST
[ONE CLICK AWAY](#)



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PARTNER CONTENT



WHERE FASHION CONNECTS

APPAREL & FASHION EXHIBITION

7-9 AUGUST 2024

ISTANBUL EXPO CENTER



FEEL THE PULSE OF FASHION AT IFCO

Discover the future of fashion at 7-9 August IFCO! Join us in Istanbul to meet industry leaders and expand your network, explore cutting-edge trends with efficient seminars and stay up to date through unique collections of leading designers. Reserve your spot now and be a part of the Europe's Biggest Apparel & Fashion Exhibition.

125+ COUNTRIES
30,000+ VISITORS
400+ EXHIBITORS
5 HALLS

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WWD



Turkey's IFCO Fashion Fair Prevails With Asian, Middle Eastern Buyers



● The sixth edition of the Istanbul Fashion Connection championed upcoming and established homegrown talent with Arzu Kaprol, Tuba Ergin, Essin Baris, Seydullah Yilmaz and Ezgi Karayel.

BY HIKMAT MOHAMMED

ISTANBUL – Almost 40 minutes away from the hustle and bustle of Istanbul's Egyptian Bazaar and The Grand Bazaar – which attracts 250,000 to 400,000 visitors daily – there was another equally eager crowd made up of government ministers, journalists, buyers and students waiting to poke their noses through rails of new discoveries from Turkey's fashion talent.

The Istanbul Fashion Connection, otherwise known as IFCO, is a biannual fashion fair that's been taking place since 2022 highlighting artisans, brands and designers across the country.

The sixth edition of the fair took place between Aug. 7 and 9 with 18,000 visitors from 121 countries and a boom from international visitors, with an increase of 13.9 percent when compared to

last August's event.

The fair showcased womenswear, menswear, kids'wear, denim, leather, sportswear and lingerie across four halls. Interest in the fair has been increasing as buyers from the Asia-Pacific and Middle Eastern markets each represent 31.1 percent of sales, respectively followed by Europe at 16.4 percent; North Africa at 13.4 percent, and North America, South America and Africa each coming together at 3.1 percent, respectively.

"In the two years of the fair so far, the profile of the buyers has changed as they're now seeking larger and better quality manufacturing and design," said Mustafa Pasahan, vice president of the Istanbul Apparel Exporters' Association, otherwise known as İHKİB.

The fair also pushed for emphasizing Turkey's up-and-coming and established designers. In the center of one of the halls, a marked-off space gave a handful of labels their own square to display their creations.

Two of Turkey's biggest designers, Arzu Kaprol and Tuba Ergin, had neighboring stalls.

Kaprol, who has previously been part of the Paris Fashion Week schedule and had a Paris-based office, has returned to her



Mustafa Pasahan



A design from Arzu Kaprol



A design from Essin Baris

home country to reorganize her business as a result of the COVID-19 pandemic. She now has a small production with a team of 10 people working with local producers and manufacturers.

"The luxury map is changing. There is a lot of effort coming from the Middle East and a lot of the designers here are mainly working with Middle Eastern and Russian-speaking clientele," said Kaprol.

In comparison, Ergin is now in expansion mode. She's been in the business for 23 years and has built a strong and tight business that deals mainly with Spain, Italy and Eastern European countries.

She calls IFCO a great meeting point for her to connect with international buyers. She's been part of the showcase since its inception and has seen good results from it.

"I've had contact with over 20 buyers at the fair so far this year, so I think that's a

good start," she said.

For the young designers at the fair, it was about joining their efforts together and coming up with a sustainable idea that opens them to new audiences.

Designers Essin Baris, Seydullah Yilmaz and Ezgi Karayel joined together to create Couveuse Studio, a store in Istanbul that also acts as a showroom and design studios for the designers.

The space has been drenched in the color red and showcases each of the designer's creations, which range from Baris' poised tailoring to Yilmaz's handknit techniques on sweaters that could easily be mistaken for 3D and Karayel's deconstructed garments.

Couveuse Studio shows a charming and hidden side to Istanbul, one that gets lost in the noise of the spice markets, gold shops and luxury counterfeit stalls.

Mustafa Pasahan: photograph by Etem Sarı Ergin

IFCO FAIR NEWS FROM THE INTERNATIONAL MEDIA

TEXTINATION CONNECTING THE WORLD OF TEXTILES

NEWS REPORTS & INTERVIEWS TENCAMPUS JOBS BUSINESS FACTS GOOD TO KNOW SCHEDULE THE WORLD OF TEXTILES

MY TEXTINATION ABOUT US NEWSLETTER DE EN BROWSE ALL SECTIONS

6TH EDITION OF ISTANBUL FASHION CONNECTION

31.07.2024

IFCO

6th edition of Istanbul Fashion Connection

- 300 exhibitors from all fashion sectors in clearly structured areas in four halls
- More than 30,000 visitors from over 100 countries are expected
- Set event: B2B meetings in speed dating mode - intensive networking support between fashion brands and buyers arranged by IFCO
- THE CORE once again inspires with collections by established and young designers
- IMA Trend Area with the theme "Asencion 55/26" showcases innovations and trends reflecting the significance and influence of the current moment, perception of the now, uniqueness of cultural backgrounds, consideration of the reality revealed through new developments and their adaptation
- WGSN informs on the latest international fashion trends, fashion industry experts discuss recent innovations in the fashion on the occasion of IFCO Talk
- IFCO Shows inspire the fashion world with latest trends and designs

More than 30,000 visitors from over 100 countries are expected to attend the sixth edition of IFCO, Istanbul Fashion Connection with 300 exhibitors at Europe's largest fashion trade fair from 7 to 9 August 2024.

In 4 halls covering 30,000 sqm top designers and brands will present the latest fashion trends in womenswear, menswear, kidswear, denim, activewear and shoes in clearly divided product areas.

THE CORE, the exclusive designer area of the trade fair, has already creatively staged the Turkish design talents at previous editions of the fair. Over 20 designers will present their latest creations in hall 7, such as Arzu KAPRIOL, Metem OZBEK, or Tula ERGON, who are represented internationally.

Market leaders and retail brands such as Naramax, B&G Store, Kayra, Jakamen, Gionelli, Amine, NCS, 7Camille will use IFCO as a global platform to network with international industry leaders and expand their customer contacts, presenting their individual stand designs.

Programme

The co-operation with the renowned Fashion Designer's Association MTD for the IFCO Trend Area will be continued with this time's Theme Asencion 55/26 creatively designed by IMA Istanbul Moda Akademisi. Through the power of the present moment and the conscious experience of the moment, the emphasis is placed on cultural identities. At the same time, the accumulated reality that is revealed in the process of adapting to new developments is taken into account. The works created by the industry with this design language reflect this dynamic.

WGSN informs on the latest international fashion trends and developments for A/W 25/26. Next to this trend seminar fashion industry experts discuss recent innovations in digital art and fashion, new opportunities in fashion exports as well as the new face of Turkish Fashion. A panel discussion is dedicated to the topic of denim and focuses on pioneering solutions for the new century in the denim industry.

More information: [Istanbul Fashion Connection](#) [Istanbul](#) Source: [IFCO - Istanbul Fashion Connection / JANDALI MODE-MEDIEN-MESSEN](#)

TM

IFCO: Globale Brücke für neue Märkte

23. August 2024



IFCO B2B Meeting

Vom 7. bis 9. August 2024 fand die sechste Ausgabe der IFCO Istanbul Fashion Connection im Istanbul Expo Centre statt. Die Veranstaltung zog 18.000 Besucher:innen aus 121 Ländern an, darunter 35 Prozent internationale Gäste, was einem Anstieg von 13,9 Prozent im Vergleich zum Vorjahr entspricht. Mustafa Paşahan, Vizepräsident der IHKIB, betonte die Bedeutung der Messe: „Unsere Bekleidungsbranche hat lange auf eine Messe wie die IFCO hingearbeitet. Es ist uns gelungen, das scheinbar Unmögliche zu verwirklichen, indem wir alle wichtigen Akteure unserer Branche zusammengeführt haben. Heute sind wir stolz darauf, eine Marke wie die IFCO ins Leben gerufen zu haben. Mit ihrem raschen Erfolg entwickelt sich die IFCO kontinuierlich weiter und verbessert ihre Qualität mit jeder neuen Ausgabe. Sie erobert


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IFCO: Turkish fashion world sees Europe as a market with many opportunities and challenges

By Sylvana Lijbaart
Aug 13, 2024



FAIRS | REPORT

The sixth IFCO edition took place from 7 to 9 August. Credits: FashionUnited / Sylvana Lijbaart

CWB:

23/08/2024 / BUSINESS

IFCO – Istanbul Fashion Connection sixth edition

BY LAURA TURNER



From 7-9 August 2024, IFCO Istanbul Fashion Connection successfully presented its sixth edition, hosting 300 exhibitors across four halls at the Istanbul Expo Centre. With this event, Istanbul Fashion Connection underlines its importance as a hub for the international fashion industry. In comparison to the previous year's show, the proportion of international visitors increased by 13.9%. In total, almost 18,000 visitors were in attendance, 35% of whom came from overseas.

The most represented region was Asia at 31.3%. This was followed by the Middle East (31.3%), Europe (16.4%), North Africa (13.4%), and North America, South America and Africa (17%). High-ranking buyer groups from a total of 121 countries came to IFCO to find out about the latest fashion trends, network and place orders.


Commenting is Mustafa Paşahan, vice president of the Istanbul Apparel Exporters' Association (IHKIB).

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23/08/2024 / BUSINESS

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IFCO cumpre expectativas

A feira turca atraiu milhares de compradores de mais de 120 países e contribuiu para reforçar a estratégia de posicionamento da Turquia como player mundial não só na produção, mas também no design de moda.

Setembro 3, 2024



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Submeter

pinker

TEXTIL MODA EMPRESAS MERCADOS FERIAS TENDENCIAS

IFCO presenta el balance de su sexta edición, celebrada del 7 al 9 de agosto

Creció ligeramente el número de asistentes a la feria turca del textil y la confección IFCO, a la vez que potenció su capacidad de atraer a visitantes internacionales.

La sexta edición de Istanbul Fashion Connection registró, del 7 al 9 de agosto, un notable aumento de visitantes internacionales respecto a la cifra del año pasado, alcanzando los 18.000 asistentes.



El salón IFCO recoge propuestas del textil y la moda para el sector profesional, incluyendo también diseñales y presentaciones. (Continúa de la feria)

El principal atractivo fueron sus más de 300 expositores, que presentaron en cuatro pabellones todas sus novedades, un ámbito del textil y la confección como ropa de mujer, ropa de hombres, moda infantil, denim, deportes, moda náutica y de camuflaje, lencería, pijamas y nightgowns.

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IFCO quer firmar posição

Na sexta edição, a feira de moda de Istambul espera acolher mais de 30 mil visitantes provenientes de cerca de 120 países, que poderão conhecer as propostas de 300 expositores de diferentes segmentos.

Setembro 3, 2024



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JustStyle

Features

Empowering Türkiye's SMEs to digitalise the fashion supply chain

Just Style discovers how Istanbul Moda Academy (IMA) fashion school in Türkiye is helping to boost the digital capabilities of the country's small to medium sized fashion businesses (SMEs) and is ensuring they are in line with global industry standards.

Shemona Safaya | August 20, 2024

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Gülün Girişmen, education coordinator at IMA, tells Just Style the project aims to elevate Türkiye's retail and supply chain sectors to align with global industry standards. Credit: Just Style.

In his [opening address at the 6th edition of the Istanbul Fashion Connection \(IFCO\) trade show last week](#), the president of the Istanbul Chamber of Commerce (ITO) Şekip Avdaviç quoted Donatella Versace: "Fashion is about dreaming and making other people dream."



From August 7 to 9, 2024, the sixth edition of IFCO Istanbul Fashion Connection took place with 300 exhibitors in a total of 4 halls at the Istanbul Expo Centre.

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"The apparel industry has been working towards a trade fair like IFCO for a long time. We have succeeded in realising the seemingly impossible by bringing together all the key players in our industry," said Mustafa Paşahan, IHKIB vice president. "Today, we are proud to have created a brand like IFCO. With its rapid success, IFCO is constantly evolving and improving its quality with each new issue. It is gaining a higher place in the global fashion calendar every day. Istanbul, the fashion capital of Türkiye, is the perfect place to unite fashion, design, trends, trade and collaborations."

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JustStyle

Interviews

Interview IHKIB VP: Türkiye's only competition is Türkiye itself

Istanbul Textile and Apparel Exporter Association (IHKIB) vice chairman Mustafa Paşahan reveals Türkiye is embarking on the next chapter of its apparel industry journey.

Shemona Safaya | August 21, 2024

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Paşahan says the goals of ready-made clothing manufacturers are never ending but there's always a new goal on the horizon to meet and a new project. Credit: Getty Images.

Just Style

News

Türkiye apparel industry remains resilient despite global challenges

During the opening ceremony of the sixth Istanbul Fashion Connection (IFCO) in Istanbul, Türkiye industry leaders and ministers reaffirmed their commitment to boosting garment exports despite ongoing global challenges.

Shemona Safaya | August 12, 2024

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IHKIB's Paşahan is confident that purchasing and trade will continue as the industry continues to thrive with IHKIB and the Turkish government's ongoing support. Credit: Just Style.

The Istanbul Apparel Exporters' Association (IHKIB) vice president Mustafa Paşahan told Just Style and fellow attendees that if global fashion brand buyers come together it can create a new synergy of huge exports.

Just Style

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Interview IHKIB VP: Türkiye's only competition is Türkiye itself

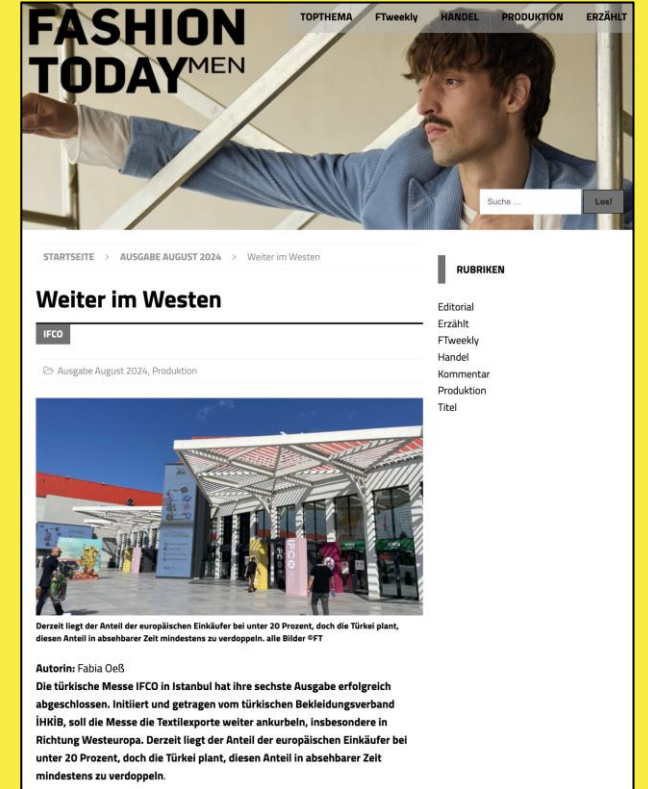
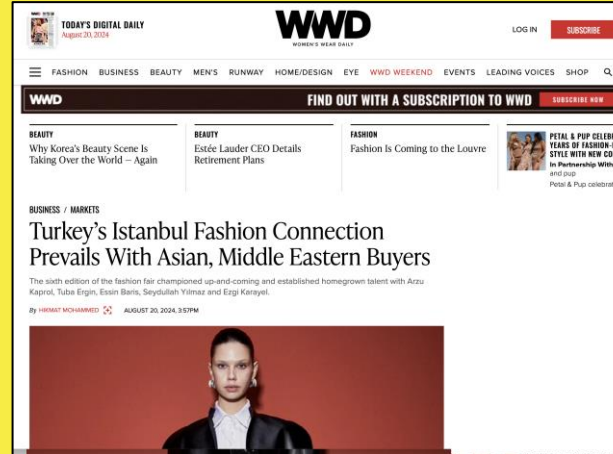
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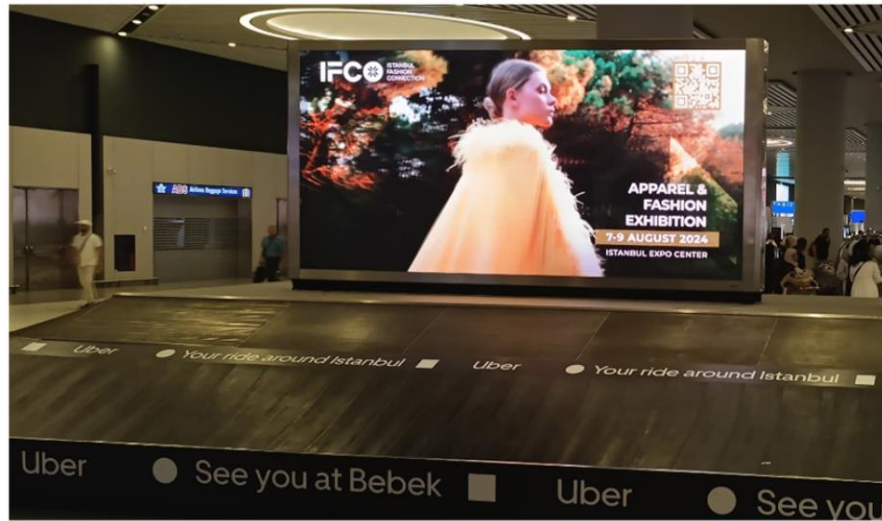
Shemona Safaya | August 21, 2024

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Paşahan says the goals of ready-made clothing manufacturers are never ending but there's always a new goal on the horizon to meet and a new project. Credit: Getty Images.





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7-9 AUGUST 2024

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Discover the latest trends and exclusive collections from all product groups at IFCO, where the fashion world comes together. From womenswear, menswear, and kidswear to denim, activewear, and more, every segment of the industry is represented.

Connect with top-tier designers, leading brands, and industry professionals, and expand your network. Attend insightful seminars and engaging events that offer inspiration and innovation.

Register now

Join us on 7-9 August 2024 to be part of Europe's Biggest Apparel and Fashion Exhibition!

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THE FAIR IS ORGANIZED WITH THE AID OF TURKISH UNION OF CHAMBERS AND COMMERCE EXCHANGES OF






FASHION TRENDSETTERS GATHERED AT IFCO

IFCO BROUGHT TOGETHER THE SHAPERS OF GLOBAL FASHION IN ISTANBUL

The 6th Istanbul Fashion Connection (IFCO), held at the Istanbul Expo Center from August 7-9, brought together thousands of distinguished buyers from over 150 countries, along with dozens of purchasing groups.

Events Enhanced IFCO's Appeal

The 6th IFCO saw the participation of companies from all product groups, from women's, men's and children's clothing to denim and sportswear and from leather and fur apparel to footwear. IFCO helped participants showcase their collections and designs to new locations and customers through buyers from all around the world.



THE CORE OF ISTANBUL SHINES AGAIN

The Core Istanbul, dedicated exclusively to Turkish fashion designers, garnered great attention from visitors with




TRENDS COME TOGETHER IN THE "ASCENSION 33-36" THEME

The trend area at IFCO's sixth season was designed by Istanbul Fashion



IFCO BRINGS TOGETHER FASHION AND KNOWLEDGE THROUGH EVENTS

The seminars held as part of the IFCO exhibition attracted a high level of



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IFCO - Istanbul Fashion Connection 07-09
Ağustos 2024

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FASHION
EXHIBITION**

5-8 FEBRUARY 2025

ISTANBUL EXPO CENTER

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THIS FAIR IS ORGANIZED WITH THE ALIOT OF TUBITAK (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174.

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**APPAREL &
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