



## **IFCO – The Gateway to International Fashion**

**August 20–22, 2025 | Istanbul Expo Centre**

- Successful 8th edition: **IFCO** confirms its role as an international fashion hub with strong international visitor growth
- 270+ exhibitors across 25,000 sqm, presenting womenswear, menswear, kidswear, denim, accessories, homewear and leather garments under one roof
- 18,814 visitors from 114 countries, 43% international – increase of 23% vs. August 2024
- Top buyer presence: ASOS, Zalando, LPP, Twinset, Everlane, Coach, Landmark Group and more
- 400+ B2B meetings between 30 Turkish companies and 76 global buying groups, leading to concrete deals and partnerships
- The Core Istanbul: 24 top designers, acclaimed new stand design with cubist natural elements, strong international acclaim
- Dedicated halls: IFCO Brands for leading Turkish labels, IFCO Kids as a powerful childrenswear showcase
- Supporting programme: IMA Trend Area (SS27 BE:COMING), expert talks and panels on trends, AI, sustainability and digital transformation, plus daily fashion shows highlighting creativity and innovation

The eighth edition of **IFCO** once again showcased the strength and diversity of Türkiye's fashion industry, with exhibitors from all key segments expressing satisfaction and optimism about the fair's growing international relevance. Divided into clear product areas with a total of 25.000 square meters of exhibition space, brands and manufacturers presented the latest collections from the areas of womenswear, menswear, kidswear, denim, accessories, and homewear. Almost 20.000 visitors have been welcomed at this edition with strong international participation.

"In just four years, **IFCO** has become a true success story in the international fashion industry. Since its launch in 2022, the fair has hosted nearly 3,000 exhibitors and welcomed 195,000 professional visitors from 165 countries across Europe, the Middle East, North Africa, Central Asia and beyond – firmly positioning Istanbul as a dynamic hub on the global fashion calendar. The 23% increase of international visitors at our 8<sup>th</sup> edition of **IFCO** compared to August 2024 underlines the worldwide importance of our platform." Mustafa Pasahan, Vice President IHKIB

### **Designers – The Core Istanbul as a Creative Showcase**

The Core Istanbul was once again the creative highlight of **IFCO**, uniting 24 of Türkiye's most influential designers in a setting that impressed not only through its collections but also through a striking new stand design. Each designer showcased their work within a concept of cubist elements in earthy natural tones and materials, creating a contemporary yet organic atmosphere that elevated the overall experience and underlined the premium positioning of Turkish design.

On stage were internationally acclaimed names such as Arzu Kaprol, Mehtap Elaidi, Hatice Gökçe, Meltem Özbek, Özlem Süer and Sudi Etuz by Şansım Adalı, whose work resonates across Paris Fashion Week, high-end concept stores and international trade shows. They were joined by a new generation of talents including Belma Özdemir, Emre Erdemoğlu, Gökhan Yavaş, Mert

Erkan and many others – each bringing a distinctive creative signature to the international stage.

Designer Belma Özdemir praised the concept: “The new approach highlighted the visionary side of Turkish fashion design on the international stage.” Fellow designer Gökhan Yavaş added: “By positioning The Core as an exhibition rather than just a sales space, the project showcased the strength of Turkish fashion design globally and gave the fair a fresh vision.”

This carefully curated mix of established icons and rising designers demonstrated the strength, diversity and growing global relevance of Turkish fashion creativity, positioning **TheCore Istanbul** not only as a showcase of excellence but as a gateway to international markets.

### **Womenswear – Driving Growth and Prestige**

Leading womenswear brands underlined the sector’s role as the backbone of Turkish fashion. Setre, represented by Vice Chairman Hikmet Ünal, emphasized the dynamic development: “We are participating in the 8th **IFCO** fair for the 8th time, and with every edition, we keep building on it. Comparing the turnover and the number of visitors on the first day of the fair with the previous August fair, we see an increase. **IFCO** is not only Europe’s largest ready-to-wear and fashion fair, but beyond that, **IFCO** is an excitement, **IFCO** is an innovation, a rising innovation.”

### **Dedicated Brands Hall**

**İpekyol**, represented by Nejdett Ayaydın (Board Member of İpekyol and İHKİB), stressed the long-term vision: “Everyone is happy and satisfied. With each passing year, **IFCO** is becoming a better fair by building on its success. Currently, there are 12-14 brands, but our goal is to bring Türkiye’s top 30 brands to the fair and set an example both for Türkiye and the world.”

For Naramaxx, the dedicated brands hall was a decisive advantage. General Manager Ali Bülent Alp highlighted: “A special area for brands is a great opportunity to promote Türkiye. Participation was fruitful with strong visitor numbers. The dedicated brands hall provided added prestige and international exposure.”

Also Aker valued the new structure: Deputy General Manager Pınar Arısoy confirmed: “Having a dedicated hall for brands is very important. The fair was successful, particularly strong with visitors from Russia and the Gulf.”

### **Menswear – Tradition and Modern Business**

The menswear segment once again demonstrated its increasing international reach. Jakamen, a regular **IFCO** participant, stressed its long-term commitment. Chairman Celil Ayan stated: “Our **IFCO** fair, now being held for the eighth time, continues to grow by adding more each day. In the upcoming periods, we definitely plan to continue participating in **IFCO**.”

### **Kidswear – A Rising Export Strength**

Kidswear exhibitors praised the strong international buyer interest. Lovetti, exhibiting at **IFCO** for the first time, was particularly successful. Hakan Aslangiri explained: “Having all children’s brands together is valuable. We connected with buyers from Arab countries, Eastern Europe, Central Asia, and the US – and already received orders during the fair.”

Cemix also reported a strong performance. Engin Özdemir noted: “A special hall for kidswear is very important. This year’s edition surpassed last season, with stronger participants and visitors. **IFCO** is a growing attraction for international buyers.”

From established market leaders to emerging labels, exhibitors across all segments praised IFCO’s role as a driver of business, innovation, and international exposure. With dedicated halls for brands and kidswear, as well as TheCore Istanbul as a creative hub, **IFCO** continues to expand its reputation as the most influential fashion platform bridging Türkiye and the global market.

### **IFCO 8th Edition: International Visitor Growth and Business Deals on the Rise**

With 18,814 visitors, the eighth edition of **IFCO** has once again proven itself as a powerhouse for global fashion business. The event recorded an

impressive 43% share of international visitors – a 23% increase compared to last August – confirming its status as one of the most dynamic international fashion trade platforms.

The presence of top-tier buyers from leading global retail groups and fashion companies such as Al-Yasra Fashion Co. (KSA), Landmark Group Holding LLC (Dubai), Namshi Fashion Trading LLC (Dubai), Ariat International Inc. (USA), Everlane (USA), John Elliott LLC (USA), A.M. London Fashion Ltd (UK), Lu'u Dan (UK), The Fold Limited (UK), Tudorknight Limited (UK), Next (UK) and Coach (USA) underlined **IFCO's** growing relevance for sourcing, market expansion, and strategic partnerships.

A central driver of this success were the B2B meetings, designed to connect Turkish manufacturers with global buyers. Over 400 targeted meetings took place, bringing together 30 Turkish companies with 76 international buying groups. Many of these encounters went beyond networking: they paved the way for concrete sourcing agreements, new collaborations, and long-term partnerships, underscoring **IFCO's** role as a catalyst for international business growth.

The participation of major European players such as ASOS (UK), Zalando (Germany), LPP SA (Poland), Twinset (Italy), Ottolinger (Germany), Kazar Group (Poland), Wittchen SA (Poland), Giacomo Conti (Poland), Dochki Synochki (Russia) and SSENSE Ltd (UK) further highlighted **IFCO's** strategic positioning as a bridge between Turkish fashion excellence and global demand.

With its combination of strong visitor growth, high-profile buyers, and measurable business outcomes, **IFCO** confirmed itself not only as an international showcase but as a deal-making platform driving the future of fashion trade.

## **IMA Trend Area: SS27 BE:COMING**

The **IMA Trend Area** showcasing Spring/Summer 2027 captivated visitors with its powerful atmosphere and forward-looking aesthetic. Combining academic knowledge with industry vision, this zone reflects not only seasonal trends but also the evolving cultural and social aspects of fashion. Under the headline **BE:COMING**, it explores a state of constant transformation in a world shaped by speed, visibility, and digitalization. Instead of fixed identities, openness and fluidity take center stage: fashion becomes an expression of change, intuition, and emotional autonomy.

Organic silhouettes meet technological textures; digital details merge with real materials. Soft fabrics, transparency, and lightness reveal fragility not as weakness but as a new form of strength. Here, clothing is more than a surface – it becomes a language of existence and transformation.

The concept unfolds in four thematic directions. **INTUMOTION**: Intuitive movement with flowing cuts and second-skin materials such as bamboo jersey and breathable knits. **ETHERLOOK**: Craft and ritual with handwoven cottons, natural dyes, and symbolic embroideries in sun-faded shades. **FANTASMIC**: Lavish imagination with baroque volumes, antique brocades, velvet, and pearl details in tones from antique ivory to oxidized gold. **SUBCORE**: A quiet techno-aesthetic with thermochromic fabrics, memory threads, and muted tones like slate grey and archive blue.

**BE:COMING** embodies a “slow revolution” – a hybrid space between physical and digital, fragile and powerful, ritualized and experimental. Always in flux, always becoming.

### **Next dates:**

Texhibition Istanbul: September 11-13, 2025

IFCO Istanbul Fashion Connection: February 4 - 7, 2026

Further information : [www.ifco.com.tr](http://www.ifco.com.tr)

Instagram: [@istanbulfashionconnection](#)