



A COLORFUL FASHIONABLE EXHIBITION EXPERIENCE



ISTANBUL
FASHION
CONNECTION

GATE TO THE WORLD OF FASHION



IFCO

ISTANBUL
FASHION
CONNECTION

MEET US WHERE:

Brands meet collaborators
Business meets new partners
Colors meet trends
Fashion meets passion

++NEW MARKETS ++NEW CONTACTS ++NEW OPPORTUNITIES ++NEW MARKETS

WHY ISTANBUL?

Türkiye is one of the leading countries in apparel design and IFCO – Istanbul Fashion Connection 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 perfect for this exhibition since it is one of the most accessible and attractive cities of the world. Visitors will meet established and upcoming designers, discover new collections and textiles, meet new business and solution partners.

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

The city is the central hub between Europe and Asia for the international fashion market and builds the important sectoral meeting for fashion in the Middle East.



IFCO ISTANBUL FASHION CONNECTION

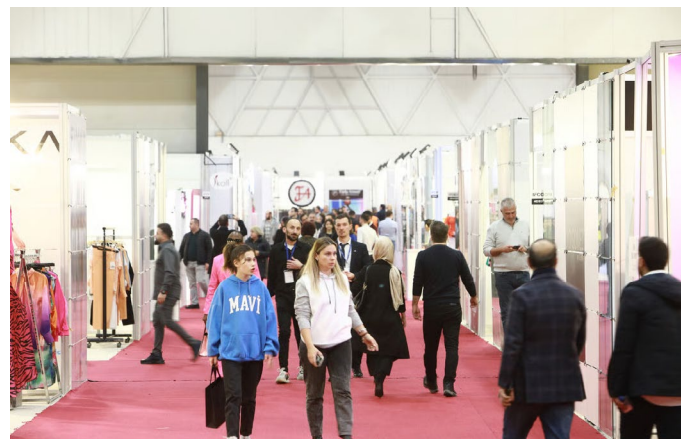


IHKİB aims to open a new area in the apparel industry with the Istanbul Fashion Connection Exhibition, which will introduce this vibrant center to the whole world of fashion:

- ▶ womens-, mens- or kidswear
- ▶ lingerie & beachwear
- ▶ leather and fur fashion
- ▶ denim & sportswear
- ▶ wedding- and evening dresses
- ▶ accessories, hosiery and shoes

Istanbul Fashion Connection is designed to be an international exhibition where you will be able to expand further global network, participate in the matchmaking program, and of course, build awareness of your brand in Türkiye.

This global fair will build long-lasting bridges between Turkish fashion brands, agents and design offices as well as buyers from all around the world.



Purchasing managers of international chain stores & departments stores, store manager, managers of online sales platforms and online merchandising companies will visit IFCO.

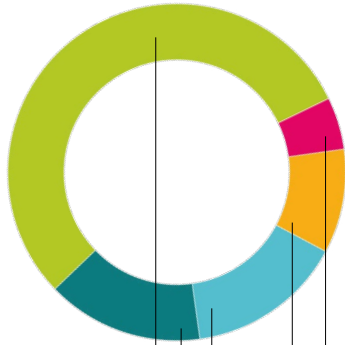
Buying committees of companies are from many regions, especially from Türkiye, the MENA-Region, EU Countries, the Russian Federation and CIS Countries.

IFCO gives your collection the setting for an image-promoting presentation. Several journalists and TV teams report nationally and internationally about this important branch meeting.

The entry will be free of charge and is restricted to trade fair visitors only. They are represented at the fair, from large shopping malls and department store groups to wholesalers, international retail chains, multi-brand boutiques and online platforms. Importers, wholesalers, distributors, boutique store owners, designers, content creators and apparel industry professionals will be onsite as well.

At IFCO international buyers will be able to find all types of purchases on a single platform.

FACTS AND FIGURES



Visitors

55 % domestic visitors
15 % from Asia
15 % from Middle East
10 % from Europe
5 % from Africa

- ▶ 9 halls
- ▶ 3 specialized segments
- ▶ 600 collections from 35 countries
- ▶ 100,000 sqm exhibition area
- ▶ more than 20,000 visitors from 134 countries
- ▶ 40 Media Partners

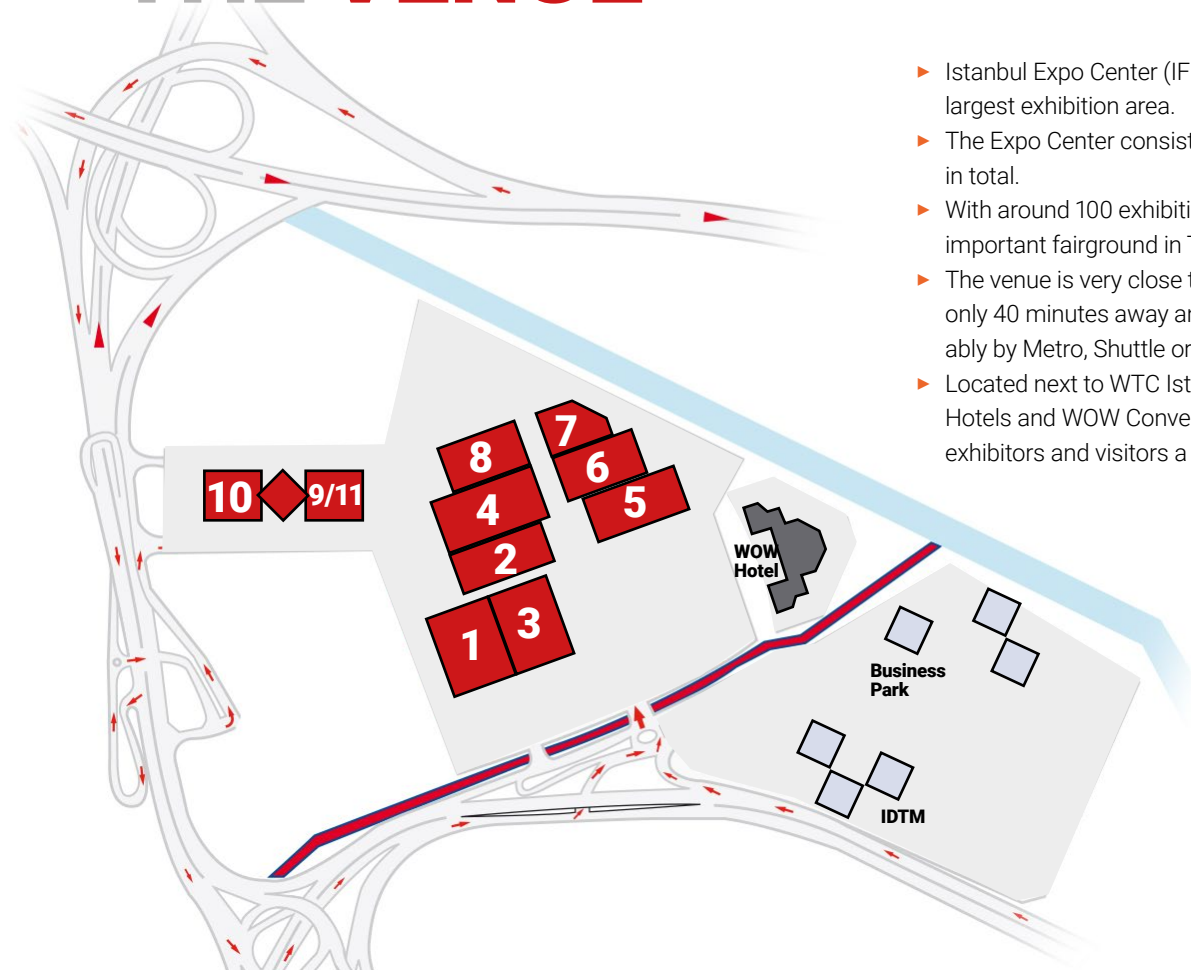


Among the overseas buying delegations were About You from Germany, Adrenalase and Aritzia from Canada, Spring Near East Manufacturing from the United Kingdom, El Corte Inglés from Spain, Desserto, Grupo Carolina, Koos, Nobus, Sportek and others from Mexico, and Derek Lam, Eighty One Int'l and RKMB from the United States, alongside representatives from Brazil,

Chile, Colombia, Malaysia, Nigeria, Panama, South Africa, South Korea, Thailand and the United Arab Emirates.

The matchmaking at the fair was very convincing for the visitors. They met exhibitors relevant to them and concluded orders. The networking was tailored exactly to their individual needs.

THE VENUE



- ▶ Istanbul Expo Center (IFM) covers WTC Istanbul's largest exhibition area.
- ▶ The Expo Center consisting of 11 exhibition halls in total.
- ▶ With around 100 exhibitions annually it is the most important fairground in Türkiye.
- ▶ The venue is very close to the city center, the airport is only 40 minutes away and can be reached comfortably by Metro, Shuttle or Metrobus.
- ▶ Located next to WTC Istanbul Business Towers, WOW Hotels and WOW Convention Center guarantees exhibitors and visitors a most convenient surrounding.

ZONES

The expertise & enthusiasm for fashion is palpable in all halls. IFCO creates a strong basis for numerous brands in the different segments which make the passion for fashion tangible and international trends 'experienceable'.

Europe Selection – whether fashion, shoes or accessories the participants of the 'Europe Selection' exhibition area have the possibility to present their collections in a contemporary and industry-appropriate way. This special area will be located nearby the high-quality designer area THE CORE.

THE CORE ISTANBUL– top designers and high-quality creations from Istanbul Fashion Week present here their exciting and creative designs. International premium buyers such as Bergdorf Goodman, Neiman Marcus, Gate Berlin, Printemps and Luisaviaroma were convinced by the creativity and quality of the presented collections.

Under the roof of IFCO there will be once a year, in the winter edition, two special zones:

- **Linexpo** with brands from Europe which will present various lines of lingerie, underwear and beachwear.
- **FashionIST** represents the whole range of beautiful wedding- and evening dresses.

In the IFCO Sourcing Area, especially designed for production, trade visitors are able to network directly with international production companies.





EVENTS

Fashion Show Area

Many exhibitors of evening and wedding dresses, leather and fur or underwear had the opportunity to show their products in several catwalk shows held for three days in the Fashion Show Area.

Seminar Area

Over the days numerous talks, trend lectures, seminars and workshops are the perfect complement to the order business and brought together the sector stakeholders.

The events will bring together design, interaction and experience especially in the topics of digital transformation, smart clothing, technical textiles and sustainability.

Trend Area

In February the IMA Trend Zone gave creative input and WGSN and the Accademia della Moda Milan informed about the latest international fashion trends and developments. The New Gen area featured pieces by up-and-coming designers of the next generation.



STATEMENTS

IFCO – Istanbul Fashion Connection is organized by İTKİB Fuarçılık A.Ş. a subsidiary of İHKİB. Since many years İTKİB and Igedo Exhibitions are working together in the fashion trade fair business.



“ Istanbul is the fashion capital of Türkiye. This was impressively proven by the third event of IFCO Istanbul Fashion Connection in February 2023 – at the largest IFCO to date. More than 600 international brands in a total of 9 halls at the Istanbul Expo Center met visitors from 134 countries. ”

Mustafa Paşahan
Vice President of İHKİB



“ Over the past years, the Turkish clothing retail market expanded rapidly and making it very beneficial for European exporters of branded textile fashion to get engaged. We are very pleased, to accompany the next steps of the further developments of IFCO intensively. ”

Philipp Kronen
Managing Partner
Igedo Exhibitions

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JOIN US

Be part of the next edition of this exhibition in Istanbul, the central hub between Europe and Asia for the international fashion market. [Here](#) you will find our application.

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IFCO



Igedo Exhibitions

VENUE

Istanbul Expo Center
İstanbul Fuar Merkezi - IFM
Yeşilköy İstanbul, Fuar Merkezi,
34149 Bakırköy/İstanbul

www.ifco.com.tr

DATE AND OPENING HOURS

August 9–11, 2023
Wednesday – Friday 10.00 am – 6.00 pm



ISTANBUL
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APPAREL & FASHION EXHIBITION

9-11 AUGUST 2023

ISTANBUL EXPO CENTER

INSTAGRAM / FACEBOOK / LINKEDIN

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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.