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Just as it does for women, the winter-fall season brings an atmosphere of nostalgia to men and their wardrobes



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The Turkish public does half of its spending using credit cards, mostly seeking the opportunity of installments



A return to 1970s fashion  
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SPECIAL NEW YEAR SHOPPING SUPPLEMENT

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## GLOBAL FASHION BRANDS BRANCHING OUT TO TURKEY

Giant global chains have been opening up in Turkey one after the other and show-stopping store openings are increasingly becoming commonplace

World famous brands have been making grand entrances into the Turkish retail market, well aware of the taste that many Turkish consumers have for international labels. The influence of a young population and an addiction to brand names play an important role in this. Giant global chains have been opening up in Turkey one after the other, and show-stopping store openings are becoming commonplace. All this because a sizeable volume of global sales are being enjoyed by some of the larger labels in Turkey.

The first international "ready to wear" label to enter the Turkish market was back in 1985 with the appearance of Benetton. This was soon followed by Marks & Spencer, Topshop, Zara and Mango. Later came River Island, Debenhams, Miss Selfridge, Diesel, Swatch, Tommy Hilfiger, GAP, Banana Republic and many others. The latest big name label to arrive has been H&M, a chain followed by both high street fashion and the fashion world in general. **By REYHAN YAZICI KIZILAĞAÇ** CONTINUED ON PAGE 06

**İNDİRİM**  
BAŞLADI

**ROMAN**



## From the editor

A craze for shopping has taken hold of people, with New Year's just around the corner. Aside from a heightened tempo to routine shopping, these days we can see that stores have become almost a second home for many who want to surprise friends and family with special gifts.

With this modest supplement Today's Zaman intends to act as a mirror to display an overall reflection of marketplaces that are brimming with alluring objects for the crowds on the eve of the new year.

We feature topics such as the recent flood of global fashion brands to the markets of Turkey that should provide a mouth-watering enticement for shoppers, with a special feature on H&M. A rundown of major fashion trends

for 2011, both for men and women, will present our readers with a guideline to next year's projected trends.

Similarly, we include an article on stylish outfits for the winter season highlighting the delights renowned designers are proposing for fashion-lovers.

Not everybody is enamored with shopping, and a goodly number of people are interested in going away for the holidays. Due to space limitations, we were able to allocate only a single story to holiday resorts.

We hope you enjoy reading this supplement and find it useful.

İbrahim Türkmen

## TODAY'S ZAMAN

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### Vacationers show little interest in short-term New Year's tours:

Many Turks used the nine-day Feast of the Sacrifice holiday to go on vacation, making shorter New Year's tour packages that are about three or four days long unappealing to consumers.



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A survey conducted by the Interbank Card Center (BKM) has revealed that the Turkish public does half of its spending using credit cards, mostly seeking the opportunity to pay in installments.

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### Global brands branching out to Turkey:

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### Suede and fur-lining keep men warm this season:

Just as it does for women, the winter-fall season brings an atmosphere of nostalgia to men and their wardrobes. And so we see fur-lined jackets and suede boots make their reappearance, as if by schedule, once again.



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### If you can't stop shopping, beware, you may be 'ill':

If you prefer shopping to spending your time with your friends, if you buy things you don't actually need and if you can't suppress your urge to go shopping even when you don't have money, then you may be addicted to shopping.

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## TODAY'S ZAMAN

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No matter how much we may say that the “shapes don’t work for us,” or “the styles clash with our way of life,” many of the sales of global brands in Turkey are the same collections from around the world. Some brand names offer up smaller sizing that makes us think we need to lose weight (and fast), while others make us think we are too short. But still, these brands continue to come to our shores. While on the one hand, some of these foreign labels have made our lives and fashions more colorful, on the other hand, I think they are manipulating the interest that Turkish consumers have in foreign brands. There is a universal awareness of Turks’ devotion to shopping, where three months’ worth of clothing stocks can be cleared out within just 15 days. In early November at Bayrampaşa Forum İstanbul Mall, the famous chain H&M finally opened its first Turkish store. Founded in 1947 in Sweden, H&M retails in 38 countries with 2,000 stores. The stores sell not only clothing for men and women but also home textiles. The brand is known for its trendy clothing at reasonable prices.

#### Fast fashion

This season, famous haute couture French designer Lanvin is working with H&M for a collection called “Lanvin for H&M.” But how could it be that luxury name Lanvin, known for his expensive and ultra chic designs, is working with fast fashion. One of Lanvin’s designers, Alber Elbaz, said: “H&M came to us with a proposal for cooperation and said they wanted to see whether the dream that drives Lanvin could be brought to the greater masses. In the past, I would have said that I would never be involved in a mass collection, but what pulled me in was not any downward trend for Lanvin, but rather a turn towards the luxurious by H&M.”

#### Twenty-person groups to be accepted into store

The Lanvin collection for H&M was finally introduced on Nov. 2, featuring large ruffles and flounces and clearly showing the luxury of the Lanvin spirit. Also, one sign of what a wide audience these pieces is being targeted at was demonstrated by the vast age difference of some of the models wearing them. Designs taking their inspiration from haute couture feature tones of purple, sour cherry and plum, with rose and flower designs on folds and dresses. There was a definite feeling in this collection of a self-confident, dynamic female spirit. Shoes and T-shirts use bows, and one of my favorite pieces, is one you could wear as a dress or a tunic, reminds me of a tutu with lots of tulle and colorful designs.

#### An interesting sales method

Large chunky jewelry plays an important role in defining the style being presented here. There are satin strapped shoes with pointed toes, ankle straps and neon colors reminiscent of ballet slippers. Every detail of this collection is feminine and there is much black, mustard tones, purples and plums, as well as zebra, leopard and fur detailing. In short, the cuts and dynamics in this reasonably priced H&M collection are completely redolent of the luxurious Lanvin.

Turkish consumers first saw this collection on Nov. 23. In order to prevent crushing crowds, there was an interesting technique used in the H&M İstanbul store. Customers were allowed into the H&M store in 20-person groups, with everyone being given special colorful bracelets. These bracelets determined which group can enter and which group has to leave the store. What’s more, customers were not allowed to buy two of the same items in the same size; this was to prevent Internet sales of items. Also, customers were given gifts when exiting the store. I don’t know if there will be imitations flooding the market later, but what I do know is this: The area around Bayrampaşa is sure to soon experience a flood of fashion-loving young women.

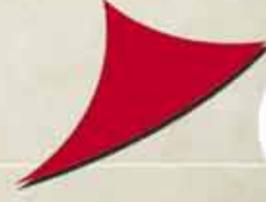
\*Reyhan Yazıcı Kızılağaç is a fashion designer.

# GLOBAL BRANDS BRANCHING OUT TO TURKEY



Giant global chains have been opening up in Turkey one after the other, and show-stopping store openings are becoming commonplace. All of this is because some larger labels enjoy a big volume of global sales in Turkey





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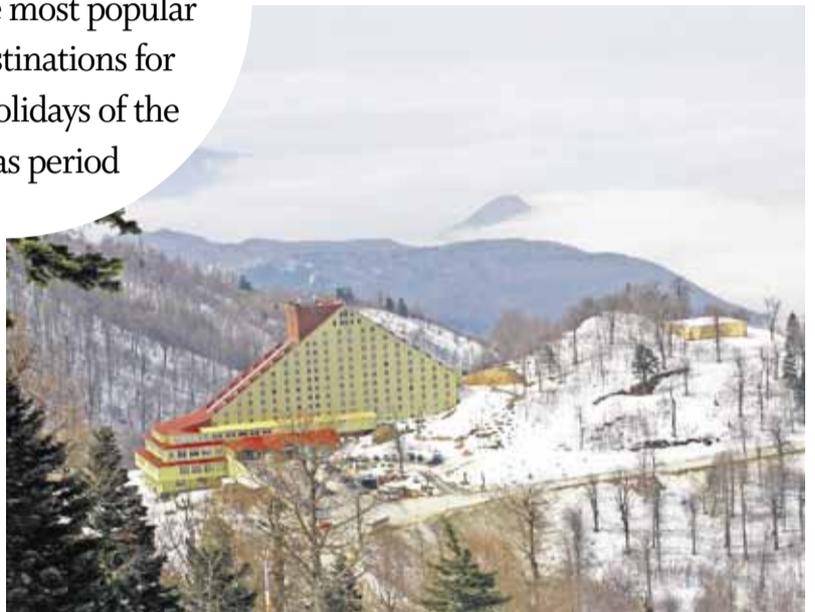
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Skiing resorts such as Uludağ, Kartalkaya, Palandöken and Erciyes are usually the most popular domestic destinations for short-term holidays of the Christmas period



## VACATIONERS SHOW LITTLE INTEREST IN SHORT-TERM NEW YEAR'S TOURS

Many Turks used the nine-day Feast of the Sacrifice holiday to go on vacation, making shorter New Year's tour packages that are about three or four days long unappealing to consumers.

Tourism agencies have devised packages for Turks who would like to spend their New Year's holiday abroad or in another city in Turkey. Turkish tourists who wish to spend this time in a warmer climate may opt for Lebanon, Jordan or Syria, all of which have now waived visa requirements for Turkish citizens. Capitals like Rome, Paris and Prague stand as romantic cities for Turkish holiday goers who want to spend New Year's in Europe. Many tour agencies have kept more distant destinations off the itinerary in their packages, due to the shortness of this holiday.

Prices for a two or three-day tour to Europe start at 349 euros for Venice, 549 euros for London, 359 euros for Prague and 599 euros for Paris. Packages to Middle Eastern countries start at 499 euros for Dubai, 399 euros for Beirut and 499 euros for Tunisia. Those who want to spend New Year's in Turkey tend to

prefer regional tours. Prices for a tour of the Safranbolu-Yedigöller area start at TL 249, TL 329 for Cappadocia, TL 159 for the Abant-Mudurnu-Göynük area and TL 319 for western Black Sea tours.

Ibrahim Temel, general manager of the Tourstica Tourism Agency, said many people spent their Feast of the Sacrifice holiday vacationing either abroad or in Turkey, as that holiday was nine days long. He said most of them do not want to go on vacation again so soon after a longer holiday.

He said the interest shown by holiday goers in tour packages reached its highest level in the past five years during this year's Feast of the Sacrifice and especially true for tours to foreign countries. According to Temel in addition to the limited amount of time available for the New Year's holiday and the official holiday on Jan. 1 being on a Saturday have contributed to lower interest in New Year's packages.

He said they expected about 30-40,000 tourists to go abroad during New Year's and at least 100,000 to travel to the south or other parts of the country with cultural tourism packages. Temel also said Cyprus was likely

to be one of the most popular destinations this year for Turkish tourists.

### Skiing in Turkey, visiting Beirut

Kagan Erdogan, the Tourism Services director for the Tivoli Tourism Agency, said most people have opted for two or three-day tours, saying that the most popular destinations included skiing resorts such as Uludag, Kartalkaya, Palandöken and Erciyes as well as spa centers such as Afyonkarahisar. He said people would have to spend TL 1,000 for skiing resorts and at least TL 500 for spa centers. Erdogan said most vacationers spent much of their money during the Feast of the Sacrifice holiday, also contributing to diminished interest in New Year's packages.

He said the cheapest European tour started at 249 euros, adding that there was a considerable increase in the interest for Middle Eastern tours, partly due to Prime Minister Recep Tayyip Erdogan's recent visit to Beirut. Erdogan also noted that Egypt, Tunisia and Dubai appealed to some vacationers for their warmer climates. **Istanbul Today's Zaman**



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# IF YOU CAN'T STOP SHOPPING, BEWARE, YOU MAY BE 'ILL



➤ If you prefer shopping to spending your time with your friends, if you buy things you don't actually need and if you can't suppress your urge to go shopping even when you don't have money, then you may be addicted to shopping. Experts say that addiction to shopping is a psychological disorder that can be treated. It can be a serious kind of addiction that should be treated. This psychological disorder can be diagnosed by examining certain symptoms such as if the person relaxes when going shopping and feels better or superior to others when doing so. In general, the addiction becomes clear when one has an increasingly uncontrollable urge to shop and when the person usually indulges when s/he is depressed, lonely and unable to cope with his/her problems.

Experts have an explanation for this: "Addiction to shopping is a psy-

**An ordinary person may spend four to six hours shopping a week, while a shopaholic may do this from 10 o'clock in the morning to 7 o'clock in the evening every single day**

chological disorder like alcoholism or addiction to gambling." A person addicted to shopping, or a shopaholic, differs from a person who likes to go shopping. A person who buys four pairs of shoes every month may not be defined as addicted to shopping, but s/he can be said to have an extreme in-

terest in shoes. A shopaholic, on the other hand, prefers to go shopping over spending time with his/her friends or engaging in other social activities. Thus, a shopaholic may buy a pair of shoes that s/he will never wear.

## **Borrowing money just for shopping**

Some shopaholics may feel relaxed when they see shopping bags. An ordinary person may spend four to six hours shopping a week, while a shopaholic may do this from 10 o'clock in the morning to 7 o'clock in the evening every single day.

Budgetary constraints will not stop shopaholics from shopping either. If needed, they may borrow money just to be able to go shopping. They feel an irresistible urge to buy something new, even when they already have a host of unopened shopping packages. **Istanbul** Today's Zaman

## **A small test**

- Are you unable to control your spending and therefore continue to spend?
  - Do you feel excited as well as relaxed, more powerful or superior when you buy something?
  - Do your family, friends or people around you feel worried about your shopping behavior or spending?
  - Do you make a promise to yourself that you will not go shopping for a while, but find yourself shopping the next day?
  - Does your shopping affect your job, relatives and social life?
  - Do you continue to spend although you suffer from financial problems?
- If you answered yes to most of these questions, then you should consult a psychologist.

## The most admired thing about credit cards: installments



Credit card users can shop easily and pay for their purchases in installments.

➤ A survey conducted by the Interbank Card Center (BKM) has revealed that the Turkish public does half of its spending using credit cards, mostly seeking the opportunity to pay in installments.

The results of the BKM Card Monitor 2010, which reports credit card habits, have recently been announced. The survey found that 33 percent of personal spending in Turkey is done through the use of credit cards. Eighty-five percent of respondents said they prefer to use credit cards because they can pay in installments and collect bonuses. Commenting on the results of the survey, BKM General Manager Sertaç Özinal said: "There is a rise in the use of credit cards mainly because people can installment shop and collect bonuses and they don't have

to carry cash on them. Those who do not have a credit card want one for installment shopping." Özinal said credit card installments make it easy for users to delay their payments, so people do not have to wait to meet their needs. For instance, credit card users can shop easily during the holiday season and pay for their purchases later. "Credit card users who shop at the right time save money in the long run, thanks to installment shopping," he added. The survey revealed that the average installment amount in credit card payments was TL 154 for 2010, while the average credit card payment in advance was TL 74. According to the survey, shop owners accept as many credit cards as possible to increase the number of customers. **Istanbul** Today's Zaman

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# A RETURN TO 1970'S FASHION

The slowly arriving cold winter weather is bringing romance and simplicity to this season's fashions. While trends reflect styles from the 1970s, the primary colors this winter are camel and brown tones. With only days before New Year's, people have been shopping for new clothes. What outfits, colors and combinations should women select? What outfits, colors and combinations should men go for? Here are this season's trends.

## Women

This season, leopard prints are being combined with folkloric patterns, and plaid is being combined with metallic-looking, neon-like bright colors. Aside from the single color emphasis in the collections of world-famous brands, mustard yellow, tan and red are being used together, while black, purple and gray are popular as well. Relaxed-cut pants, sparkling dresses, chunky-knit sweaters and big furry boots are some of the standouts this season.

Fabric designers have chosen to incorporate cotton, cashmere, fur, velvet, thick knitwear, lace, taffeta and leather in their styles this winter, and popular patterns include floral, tropical leopard and exotic prints.

Sweater dresses, wide-leg cashmere pants, long skirts, tunic windbreakers and bulky coats along with flashy oranges and graphic designs dominate the trends. Cloaks over the shoulder are also de rigueur.

The most important detail that separates this season from previous ones is an emphasis on ethnic designs. The mainly khaki-colored authentic patterns are being complimented with colorful accessories.

Fashion experts agree that people will be wearing coats this season more than ever. These coats can be worn with jeans as well as chic dresses. The most prominent color for coats is white. Parkas, which can be worn on the weekend or in the evening with an elegant dress, will also decorate closets again this season.

Floral designs will be prevalent this season and next summer. The wide range of different dresses is another interesting aspect to this season.

## Men

Traditional men's suits, which never go out of style, are a highlight of the 2010-2011 winter season in men's fashion. Accessories for men have never been so much in style before. The inspiration for designers comes from the 1950s.

Accessories that stand out in the women's collection are also seen in the men's collections. It looks like caps are going to remain popular to add to the look of the metrosexual man. Vests inside jackets, lumberjack shirts and pleated wool trousers are must-haves in men's fashion this season.

Designers have added scarves and berets to coats with belts and to fitted jackets, giving a completely new look to the urban man.

## Designers are offering a myriad of options for New Year's gifts

As an alternative to the usual gifts for men, women and children, designers have turned their attention to gifts that we normally wouldn't consider buying but which have the potential to make us very happy. Some of the gifts with a difference are office tools and supplies, leather gloves and scarves for men and jackets for children. A specialty this season is matching jackets for mom, dad and child. Some different selections for women include rain boots and travel bags. **Istanbul Today's Zaman**



PHOTO □ REUTERS, ALESSIA PIERDOMENICO



PHOTO □ REUTERS, PASCAL ROSSIGNOL

PHOTO □ EPA, GIULIO DI MAURO

# Nostalgic and masculine suede and fur-lining keep men warm this season

ESRA KESKİN İSTANBUL

Just as it does for women, the winter-fall season brings an atmosphere of nostalgia to men and their wardrobes. And so we see fur-lined jackets and suede boots make their reappearance, as if by schedule, once again.

This season also brings us coats that appear a size or so larger than we are used to seeing. As for colors, the season will see tones such as camel hair and gray reign, though colorful gloves are set to add warmth to this palette.

Compared to other seasons, this fall will be giving men a more masculine look than we've seen lately. Some notable season highlights include fur-lined jackets with leather detailing from Burberry, a signature ankle-length jacket from Christian Dior that looks a size or so larger than it really is, Paul Smith's checkered shirts, Lanvin's colorful leather and woolen gloves, and Gucci's large leather bags.

## Narrowed pant legs tucked into boots

In almost every label there is, we see narrowed pant legs being tucked into boots that rise just above the ankle line. There is also the layered look, with vests worn over turtleneck sweaters, jackets over the vests, and then coats over it all. Plaid is visible on both cuffs and collars, and this is combined with jackets that also boast ample plaid.

We should also add that the most vivid aspect to this season looks set to be the accessories. There are handbags made from distressed leather made to look vintage, hats in camelhair colors, as well as gloves and loafers to help complete and set the style of your outfit.

So, this is the seasonal landscape among foreign labels. But what about designers from Turkey this season? What do they have to say? Here are some views from 10 designers from Turkish labels:

**Beymen design team:** Some of the basic pieces helping create this season's masculine and comfortable look for men are pants with flannel, fine-woven cardigans, woolen ties and suede boots. Some of this season's must-haves: long, military-style shepherd coats and cuts that sit on the body as though they are one size too big. There is thick knitwear, goose-down vests and jackets, woodcutter-style shirts and lots of boots to wear along with all this.

**Damat design team:** This season sees gray tones and camel colors move to the forefront. Woolen cardigans and shirts made from special knits are also very in fashion. Woolen pants made from varying fabrics, too, are a season favorite. Some things every man should make sure he has in his wardrobe: jackets as lightweight as shirts, thin knitwear, shirts with collars that boast different sorts of plaid, denim pants and trench coats. One seasonal favorite accessory is leather ties.

**Defne Kocabiyikoglu (Koton trend analyst):** This season's favorite color is set to be camel hair. Some popular seasonal accessories will be gloves and

Some of this season's must-haves: long, military style shepherd coats and cuts that sit on the body as though they are one size too big. There is thick knitwear, goose-down vests and jackets, woodcutter-style shirts and lots of boots to wear along with all this



hats made from lambskin. Other seasonal colors we'll be seeing include dark blue, Khaki, flannel gray and, of course, that indispensable color, black. Shirt collars are narrowing and getting smaller, and we are also seeing yellow metallic and leather buttons on jackets.

**Sarar design team:** This season sees fabrics such as flannel and plaid move to the forefront. Seasonal colors are gray, brown and black as well as bordeaux, camel and khaki. As for accessories, there are lots of shiny and textured leathers that we are seeing. Bags are getting larger.

**Alev Ciliz (U.S. Polo Assn. head designer):** Shirt collars are getting minimized and leather detailing in jackets is striking. Velvet jackets are back in fashion as well as leather accessories covered in varying fabrics under the collar. In pants, we are seeing five-pocketed riding pants as well as models that boast thick stitching and pleats.

**Seda Çekiç Türköz (Seven Hill design director):** Some of the themes we will see repeatedly this fall and winter are the college look from the 1960s as well as vintage and military looks. In shirts, there will be lots of plaid and flannel detailing. We will also see distressed cargos, as well as cargos with narrow piping. Trousers are getting narrower this season. There are also jackets with many pockets, marine-faring-style coats, leather and knitwear jackets with fur lining, and lots of decorative buttons and epaulets.

**Halit Fakiroglu (Galvani designer):** The 2010 fall-winter season will boast many shirts with plaid, multiple pockets and pre-washed looks. In pants, there are carrot-bottomed trouser legs and stonewashed gabardines. Cardigans are lengthening. Youth fashion features university T-shirts, hooded sweatshirts, cardigans and sweaters in darker tones.

**Ermenegildo Zegna design team:** This season we see flannel "loden" (a thick fabric) in coats and jackets with 10 pockets. We also see velvets, sheepskin and lambskin in coats. Men's suits are cut to highlight the lines of the body. Stitched pleats in the fronts of pants are also striking. Double-sided materials are also very popular this season.

**Pierre Cardin design team:** There are narrowed collars, fabrics that don't wrinkle and shirts that sit snugly on the body, lending the wearer a younger, stronger and more distinctive and masculine look. In particular, the narrowed collars on suits and jackets with double and single buttons are notable. There are lightweight jackets without lining that also mark the season. There are cashmere coats with fur as well as jackets and coats made richer with their double-sided fabrics and other detailing.

**Flo design team:** This year places the spotlight on brown and tobacco colors and tones. In shoes, suede and fur-lined boots are very fashionable this season. Some of this season's short boots look particularly good with that seasonal favorite, velvet pants.

# SÜVARI WELCOMES 2011 WITH SPECIAL DEALS

PHOTOS: TODAY'S ZAMAN



Turkey's leading menswear manufacturer and retailer, Süvari, is presenting its widely popular winter collection with special prices in time for the new year. Special deals await men who want to start 2011 in elegant Süvari style. A complete suit together with shirt and tie is available for TL 199, while shirt and tie sets are priced at TL 34.90, and pants, shirt and tie ensembles at TL 77.90. The company recently opened its 80th store at the Pelikan Shopping Mall in İstanbul's Avclar district and aims to increase its number of stores to 100 in Turkey and abroad.



## NetWork's fall/winter collection features high-waisted chic

For those who want to enjoy high-waisted chic in pants and skirts, the designs in NetWork's 2010/2011 fall-winter collection are just for you. With a timeless design approach, the pieces in this collection capture the tempo of city life, with clothing that can be worn through the day and to evening functions. The NetWork collection this season is inspired by modern fairy tales, with the portrait of a modern woman able to face time and life in a strong manner.

## From Matraş, special cases for iPhone, iPad and BlackBerry

Matraş, a label favored by style-conscious men everywhere, has a wide range of attractive items in its 2010-2011 fall-winter collection, from travel wallets to briefcases, belts and even specially designed cases for BlackBerrys, iPhones and iPads. Made from natural leather, these cases come in black, white, yellow, purple, grey and brown tones. So think of giving your loved ones one of these distinctive Matraş gifts for New Year's, while taking advantage of the end-of-year sales

at Matraş right now. BlackBerry and iPhone cases TL 29, iPad cases TL 193. For fairy tales with a happy beginning Altınbaş's TriAmor collection gracefully combines yellow, white and pink-colored gold to seal a couple's lifetime commitment to one another. Utilizing a new production technique, expert jewelers create each color of the tri-color band separately, merging them together in the end. Couples have seven complimentary sets to choose from.





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