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Kotil describes the İSF as a clear sign of Turkey's growing influence in the global cultural and economic arena



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It is time to meet some of İstanbul's attractive green spaces as the long, lazy days of summer approach

New-age watches dominate the market this year Page 05



İSF SPECIAL SUPPLEMENT

MARCH 27-APRIL 2, 2011 WWW.TODAYSZAMAN.COM



CUSTOMERS FLOCK TO 'SHOP 'N' FUN' IN FIRST WEEK OF İSF

The real rejuvenation is expected to come in the second and third weeks of the İstanbul Shopping Fest

▶ Hundreds of foreign and local customers flocked to stores, not only on İstanbul's elite streets, but also in the 42 shopping malls that are all offering special discounts for the İstanbul Shopping Fest (İSF), in the first week of the massive 40-day event.

The first week looked like everybody was following the motto of "Shop 'n' fun." Managers from various stores, shopping malls, restaurants and hotels all said they enjoyed a noticeable increase in sales, while shoppers, particularly foreign tourists, were happy to buy seasonal prod-

ucts at discounted prices. Organizers had concerns that rainy weather and a derby between Turkish football clubs Galatasaray and Fenerbahçe – an event that traditionally brings life to a standstill in İstanbul – on Friday night could put the İSF out of focus on its first day. But the remarkable interest displayed by customers, which continued into the late hours, was enough to remove such concerns. People who wanted to take advantage of the event enjoyed colorful performances and concerts on different streets, along with promotions offered at stores. **CONTINUED ON PAGE 04**



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From the editor

Hello,

Having left a productive first week behind, the İSF continues at full speed with even more colorful activities and discount opportunities.

It is a joy to see everything running smoothly thus far and that the event has attracted thousands of local and foreign visitors in its first seven days alone. Everyone looks to be in high spirits and the following days are poised to bring even more surprises as the organizers expect more brands and companies to take part in the İSF. We anticipate that the real rejuvenation for markets will start this week as the İSF will have gotten over its first-day jitters and taken on increased popularity thanks to intense promotions both at home and abroad.

In this second edition of our four-week-long İSF supplement series, we offer our readers details on the latest developments related to the festival, tips on numerous deals offered by various brands along with the exclusive opinions of public figures on the İSF.

We wish our readers a colorful week full of entertainment and, of course, profitable shopping!

Ergin Hava

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FEST AT FULL SPEED: Among the masses strolling down İstanbul's most elite streets, such as İstiklal Caddesi or Abdi İpekçi Street, many tourists can be sighted rummaging for the best offers as the İSF, a 40-day-long shopping marathon, leaves its first week behind.



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RISING BRANDS: Turkish Airlines CEO Temel Kotil says the İSF will further contribute to an increasing brand value of Turkey, hence İstanbul.

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YEAR OF ART FOR LUXURY WATCHES: Leading luxury watch dealer Rotap head says customers will enjoy the increased focus on artistic value in the luxury watch market throughout 2011.



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Ertuğrul Günay, Minister of Culture and Tourism

"Maybe the most distinctive feature that renders the İSF unique is that it coincides with two prominent religious days -- Easter and the Feast of Passover, along with Nevruz, a spring festival. The main theme here should be that İstanbul is also a center where different cultures and religions live in peace."



PHOTOS □ TODAY'S ZAMAN, SELMAN ESTÜRKLER

Customers flock to 'Shop 'n' Fun' in first week of İSF

CONTINUED FROM PAGE 1

Organizers and dealers expect the "real boom" to come in the second and third weeks of the İSF. Most tourists so far find prices during the İSF to be relatively low, especially when compared to a shopping fest in Dubai, sending positive signals for the anticipated "bumper weeks."

According to Yılmaz Yılmaz, co-chairman of the İSF board, customers can expect new local and foreign retail chains to take part in the İSF and offer special promotions in the days to come. He says companies that were reluctant to join the event at the beginning are now applying to be involved in the event. "They want to benefit from the increasing demand. Those who supported the İSF were able to increase their turnover by around 40 to 50 percent in the first week thanks to many attractive promotions. ... We are sure that such rejuvenation in the markets will continue through the end of the İSF."

İstinye Park general manager Hakan Kurt says they hosted more than 170,000 customers on the first weekend of the İSF and that most of the foreign visitors were from Iran. "There are also people from Arab countries despite the ongoing unrest in the region, and we also have Japanese visitors. ... People are trying to stay

away from the stress stemming from the latest undesirable developments," he explains.

Sinan Akdemir, general manager of Torium, another shopping mall on İstanbul's European side, says they received 100,000 visitors on Friday, on which night the mall remained open till 2:00 a.m. Noting that the stores saw around a 30 percent rise in sales in the first week of İSF, as compared to the previous weekend, he said they hosted visitors from the Turkic republics, Ukraine and Greece.

Technology retail chain Teknosa's General Manager Mehmet Nane, who is also the co-chairman of the İSF board, says their store at Torium reached half of their daily turnover in only a few hours on the first day of the event. "I hope most of our other stores in İstanbul will enjoy the same rejuvenation," he explains.

Hotels satisfied with increased occupancy rates

The news is encouraging for hoteliers, too.

Touristic Hotels and Investors Association (TUROB) President Timur Bayındır says they received positive feedback from their members, who reported the İSF helped increase the number of visitors. "The occupation rate of these hotels -- which is usually around 80 percent at this time of the year -- has recently jumped

to 90 percent. It is not completely correct to refer to the İSF as the sole reason for such an increase in demand because İstanbul increases its appeal with every passing year. ... But we think the İSF is playing a major role in the rejuvenation at our hotels," he said. Noting that he has faith promotions abroad are effective in attracting people to İstanbul, Bayındır says that Germany and Russia traditionally send the highest number of tourists to İstanbul, but since the beginning of the year there has been increasing interest in the city from Iran, Syria and Saudi Arabia. He says most tourists prefer hotels that are close to shopping malls.

Turkish Hoteliers Federation (TÜROFED) Vice Chairman Seçim Aydın says there is remarkable interest from foreign visitors and that people are spending more than one night in İstanbul for the İSF. Aydın shares Bayındır's expectations and says there will be more bookings at hotels for the İSF. Point Hotel Taksim General Manager Nuri Kalyoncu says 90 percent of their rooms are reserved until end of March and expects the same level of interest to continue into April. He says they have customers from the US and Far Eastern and Middle Eastern countries for the İSF. Kalyoncu says there is also interest from Greece as many Greek tourists have arrived in İstanbul specifically for the İSF. **İstanbul** Today's Zaman



Sense of art dominates 2011 watch season

Mehmet Ali Bal, executive board manager of Rotap, Turkey's leading luxury brand watch and accessories dealer, tells Today's Zaman that new-age watches featuring artistic designs dominate the market this year.

According to Bal, customers will enjoy the increased focus on artistic value in the luxury watch market throughout 2011. He says this tendency of producers was more clearly seen during Salon International de la Haute Horlogerie (SIHH) 2011, where world-famous brands premiered their latest watches on Jan. 17-21 in Geneva.

Rotap distributes luxurious Swiss watch brands, such as Omega, Tudor, Mont Blanc and Louis Erard, in Turkey.

Designs that blend traditional and modern with futuristic touches will be in the spotlight, Bal says, adding that such a trend could define luxury watch fashion for the century. Research shows that the majority of customers buy luxury watches because they feel distinguished in doing so.

When we look at the past five years, luxury watches on the market have grown larger in size. Using precious stones and gold on clock faces has also become a widespread fashion. Power reserve, moon face and chronometers are other features widely found in luxury watches in recent years. Also designs that enable the user to see the watch mechanism or hour wheel are in demand.

Noting that most customers prefer leather watchbands over metal, he says yellow, red and brown are currently the most popular colors. Bal says luxury watch brands also offer a number of options for those who follow casual and sportswear trends.

The global luxury goods market reached 1 trillion euros last year. Turkey's share in this giant market stands at just 0.5 percent. "There is noticeable potential for growth in Turkey's luxury time-piece market ... and we have no doubt that such potential will drive further growth in the years to come," Bal explains. **İstanbul Today's Zaman**

Creo Saat introduces Tourbillon model to customers on 20th anniversary

Creo, a Turkish watch brand that closely follows global trends, has recently presented their latest model, the Tourbillon, to their customers. The company says Tourbillon is one of the most striking and eye-catching collections they have introduced thus far. The new collection has a unique value for Creo as it was specially designed for the company's 20th anniversary this year.

Creo was recently named the "Best Watch Brand of the Year" at the Consumer Quality Awards 2011 held in İstanbul. Creo Saat director of the board Hasan Postalcioglu says Turkish watch manufacturers have had

their names mentioned in the global arena due to quality work, and they are committed to contributing to such success with innovative, professional designs.

"Appealing to deluxe tastes and lifestyles" is how Creo describes its Tourbillon collection. The producer particularly concentrates on concept watches, looking to develop the perfect design with technical excellence. The new model possesses such distinctive qualities as scratch-resistance, anti-reflector sapphire glass and bright indicators. **İstanbul Today's Zaman**

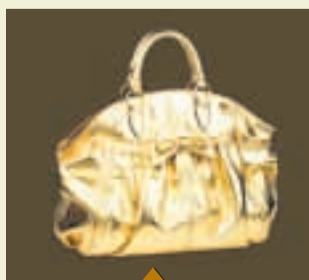


■ Ayakkabı Dünyası, a footwear chain, offers a 30 percent discount for every second purchase of selected brands.

■ Kışılı is giving away TL 100 in gift certificates for each TL 500 purchase. Customers can also enjoy TL 50 worth of credit for each purchase of TL 250 made at Kışılı.

■ Jewelry maker Atasay is offering a 15 percent discount on gold accessories.

■ Matras, a women's leatherwear brand, is offering a 40 percent discount for 40 of their new season products.



■ Astoria Cinebonus now has a 50 percent discount for movies shown on Tuesdays and Thursdays during the İSF.

■ Watch chain Konyalı Saat will be offering a 20 percent discount, and customers can split payment over three installment for all products.

■ While they are offering 30 percent discounts on various collections, Beymen Club is also attracting customers with great giveaways such as handbags.



Customers are able to enjoy a number of discounts along with various giveaways, opportunities that surely make the İSF appealing. All stores that participate in the İSF offer a gift certificate for each purchase of TL 40 or more made with a credit card.

■ Banana Republic is offering many specialties in its Spring 2011 collection for the İSF. Dubbed the "Journey in Style" the new Banana Republic collection will offer classic and simple designs to customers.



■ Trendy casual-wear brand Colin's is giving away TL 20 for each TL 100 purchase made at their stores. Colin's stores are also offering free personal image and style consulting services during the İSF.

■ Top-end Turkish leather fashion chain Derimod is offering a 30 percent discount on all collections, including new season products, during the İSF.



■ Turkish luxury watch store Saat&Saat will offer a special İSF discount of 15 percent on all watches for six weeks.

■ A trendy brand that follows fashion closely with a wide range of jewelry and accessory collections, So Chic will offer discounts of up to 50 percent during the İSF, while customers with a subscription to mobile operator Turkcell will enjoy an extra 10 percent discount on each purchase.

■ Shoppers will be able to enter a sweepstake for each TL 200 purchase at a Silk & Cashmere store, a Turkish brand that stands out with its collection of completely natural, high-quality cashmere, silk and cash silk.



■ Turkish technology retailer Teknosa, also a sponsor of the İSF, is offering up to 50 percent discounts during the 40-day event. The company expects an increase in purchases of 30 percent during the period İSF is to be held.

■ If you don't want to pay a fortune for a fashionable watch, then visit Swatch. The brand is bringing out its updated collection for the new season. The company is offering surprise jewelry gifts for each TL 250 purchase made at one of its stores.



■ Leading retail chain Kiler Hipermarketleri will also offer 20 percent discounts on all food products at its stores across İstanbul.

■ Two trendy hotels serving İstanbulites, Mövenpick and the Ritz Carlton, are offering free shuttle services to certain shopping malls for customers who choose to stay at these hotels during the İSF. While Mövenpick is charging a two-day fee for three-day stays, free personal style and shopping consultation are also among the other services Ritz Carlton will provide especially for the İSF. Another special for the İSF, Hilton Worldwide hotels will offer a 33 percent discount for bookings made before April 7.

■ Are you a Turkcell customer? Just text "AVANTAJ" to "2222" and you will receive a password that will allow you to enjoy discounts on numerous items.



Rising stars: Turkey, İstanbul and Turkish Airlines

TEMEL KOTİL, THY CEO

▶ We have seen the growing influence of Turkey in the global arena, both in terms of culture and politics in the past few years. People from Europe to the Far East, from the Middle East to Africa who used to ignore the country's prominence now think twice before they make any comments on Turkey. The country's increasing popularity does, undoubtedly, bring İstanbul into the spotlight as well. It is a source of happiness and pride for Turkish Airlines (THY) as an İstanbul-based carrier. In other words, the rise of Turkey as a global brand also means new opportunities for THY, a company highly dedicated to the goal of becoming a world-famous brand.

A majority of our customers prefer THY because they are attracted to the company's increasing popularity and its impressive performance in terms of strong and stable growth in the past few years. Hence, we believe when we refer to the "Turkey brand" in THY projects all around the globe, our company is one step ahead of many of its rivals in the market. That is why we are now one of the world's fastest-growing carriers.

Along with the "Turkey brand" there is another factor that served as a driving force behind THY's pursuit of its goals in global markets, and that is İstanbul. THY sits in the middle of a region which sees 66 percent of annual global air traffic.

In this sense, the İstanbul Shopping Fest (İSF) is a prominent opportunity for İstanbul and THY to increase their popularity in the global arena. As THY, we place much importance on the İSF. It is particularly to our advantage that the markets the İSF board is targeting are those in which



Temel Kotil

THY also wants to expand. These target markets can be listed as the Middle East, the Balkans, the Caucasus, Russia and Africa. THY wants to be the major carrier for tourists to İSF, and it is no surprise that we are one of the five major sponsors for the event. We have already introduced special discounts for THY passengers for the İSF and our customers can enjoy an increased luggage allowance during the İSF. Some of the THY planes are also decorated with special İSF banners. THY passengers have the opportunity to get extra information about the İSF thanks to ads placed both in THY magazines and displayed on screens on-board. Earlier we brought a number of tour operators and correspondents from 40 countries to

İstanbul so as to promote the İSF in its home.

As Turkish Airlines, we try our utmost to make the best use of İstanbul as a global brand and also to reflect our success on services offered to customers. This current board has exerted much effort for promotional campaigns and new investments since it has come to office. Between 2003 and 2010, the number of THY passengers multiplied threefold while the company's turnover increased fourfold. We increased both the number of planes in our fleet and the destinations that we fly to by two in the same period.

We are currently flying to 41 domestic and 133 foreign destinations. THY plans to commence flights to 14 new foreign destinations this year. Despite a global financial crisis which started to wreak havoc on markets in late 2008, THY maintained its steady growth parallel to the Turkish economy, which survived with relatively few wounds. And THY is well poised to take an even higher leap in the years to come.

İstanbul also serves as the main passenger transfer hub for THY. The number of THY passengers who used İstanbul for transfers reached 5 million last year, a 550 percent rise when compared to 2001. Working to offer special services for customers, THY also provides city tour and hotel service packages for transfer passengers in İstanbul.

We believe that the İSF will contribute to efforts to enhance İstanbul's brand value. The 40-day event serves the city's goal of becoming a global shopping, cultural and entertainment center. It is important to also reiterate that the İSF board expects to attract 1.5 million additional tourists to İstanbul by İSF 2015.

The rise of İstanbul as a global city brand means a rise for THY and hence the rise of Turkey.

Major streets hosting discount-hunting tourists

JULIA LEY İSTANBUL

▶ Among the masses strolling down İstanbul's most elite streets, such as Beyoğlu's İstiklal Caddesi or Nişantaşı's Abdi İpekçi Street, many tourists can be sighted rummaging for the best offers as the İstanbul Shopping Fest (İSF), a 40-day-long shopping marathon during which hundreds of retailers offer discounts and extended opening hours, leaves its first week behind.

The İSF is hoped to attract an estimated 150,000 additional tourists to Turkey's largest city. While some have simply come to explore the city's growing fashion sector, others say they hope to combine the shopping experience with a visit to the many exciting sites the city has on offer.

When getting off the metro in Taksim Square, visitors are greeted immediately by an immense glass billboard displaying a large and colorful advertisement for the İSF. In nearby Nişantaşı, the glass showcases are complemented by oversized shopping bags in various colors placed on the sidewalks of Abdi İpekçi Street. Large numbers printed onto them display the discounts being offered by the various participating retailers.

Anouk and Marjolein Berghuis, who have traveled to İstanbul from the Netherlands, say it was mainly due

to the colorful advertisements that can be seen all over the city that they became aware of the Shopping Fest. "We came to İstanbul for holiday and to explore the historic sites of the city. But already when we got off the plane at the airport, we saw signs advertising the shopping festival. Shopping here is fantastic, there is so much on offer, and shops stay open late, and combined with the many other attractions of the city makes it a great experience."

But the 40-day-long Shopping Fest is not only about longer opening hours; it is also a way of making İstanbul -- so far mainly known for its many historic sites -- more popular with retailers from all over the world. In order to do so, the organizers have not only made it possible for shopping centers to offer tax-free shopping for the duration of the festival but have also arranged for a number of fashion shows and expositions to take place in various venues during the next month. Naturally this opportunity to explore an emerging market has not

gone unnoticed with international experts.

While inspecting a long blue silk dress, Marion Rothenberg, an independent designer from Germany, explains that she came to İstanbul specifically to check out the city's fashion sector: "I am always looking for new inspiration, and İstanbul is a great place to start. The city has a thriving and dynamic fashion industry which reflects the influences from West and East that make the city such a magical place -- also in terms of fashion. When I heard about the Shopping Fest I thought this was the perfect time to see it with my own eyes."

In the İSF board's own words, it sees the Dubai Fashion Festival as its main rival, hoping to overtake it within a few years.

But in the eyes of shop owner Mustafa Şahin, who visited Dubai two years ago, this is a contest that has already been decided. "Admittedly, the shopping in Dubai is great, but the city just does not compare. For tourists, İstanbul has so much more to offer in terms of culture, history and nightlife," he says.



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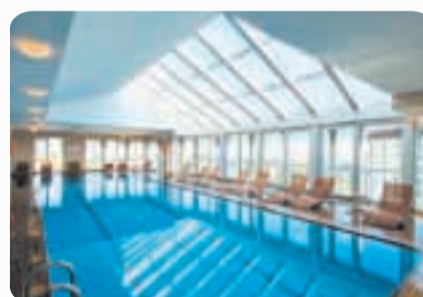


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Kadir Topbaş, İstanbul Mayor

I have no doubt that the İstanbul Shopping Fest will prove successful in bringing the desired outcome. We have experienced similar successes in previous international events held in İstanbul. The İSF will benefit both İstanbul's tourism and its retail market both in its first years and in the years to follow

The greener face of İstanbul



Ataturk Arboretum

PAT YALE İSTANBUL

It's a common complaint amongst long-time İstanbul residents that the city has been concreted over, and sometimes when you're stranded around Bayrampaşa or maybe even in Maslak or Levent that can seem only too sadly true.

But the real story of İstanbul over the last few years is actually one of ever improving access to open spaces, with waterside promenades sprouting alongside the Bosphorus everywhere from Bebek to Söğütözü. There are also some great city parks that tend to slip under the radar of tourists on tight schedules. As the long, lazy days of summer approach here are some of the green spaces we think most worth scouting out. And that's without taking into account the real lungs of the city which are the sprawling Belgrade Forest...

EUROPEAN SIDE

Gülhane Parkı

Given that it was once part of the Topkapı Sarayı estate, it's surprising that lovely Gülhane Parkı is not better known to visitors. No doubt it's the high walls that shielded the sultan from his subjects' view that account for this, but the city authorities have been working hard to prettify the park, and this is certainly one of the loveliest oases from the bustle of Sultanahmet, whether you come here to admire the flowers, watch the nesting herons and parakeets, or sip tea from a samovar while admiring the view over Sarayburnu from a row of in-



viting tea gardens by the Goths' Column, a lesser-known cousin to the famous Çemberlitaş. You could even take a turn round the new Museum of Islamic Science and Technology while you're here.

Yıldız Parkı

Yıldız Sarayı at Beşiktaş is the least known of İstanbul's imperial palaces, so it's hardly surprising that its wonderful park is also virtually devoid of tourists. Poised on a wooded hillside, this is another glorious escape from the roar of the traffic, a place where you could almost forget that you're even in the city as you settle down to lunch beside the pool in front of the Çadır Köşkü or take a turn around the lovely marble fountain inside the Malta Köşkü. You could, if you want to, inspect the imperial porcelain factory, or visit the neglected City and Yıldız museums, or even the Şale with its impressive dining room set up as if Sultan Abdülhamid II might be arriving at any moment. But really this is the perfect place to relax and do nothing. And it doesn't cost a kuruş to get in.

Emirgan Parkı

The wooded park at Emirgan has become well known recently as a place to go to admire first the tulips and now

the flowering Judas trees. Set, like Yıldız, on a hillside, it commands wonderful views as well as offering a choice of cafes in its historic, color-coded köşks (pavilions), all of them run by Beltur, which means no alcohol but prices roughly half what you could expect to pay elsewhere.

Abbasağa Parkı, Beşiktaş

Tucked away to the south of Barbaros Bulvarı, Abbasağa is a more conventional municipal park, a place to take a quick break after visiting the Naval Museum. For democrats, its one great draw card is a cluster of statues commemorating those men (and one woman) who gave their lives in the struggle to bring greater freedom to Turkey, amongst them the journalists Ugur Mumcu and Abdi İpekçi.

Atatürk Arboretum

Here's one of the city's best-kept secrets, a 296-hectare botanical garden accessed from the road linking Bahçeköy in the Belgrade Forest to Kemerburgaz. With a sizeable lake and more than 2,000 species of plant -- all beautifully labeled, this is a great place to escape the stresses of city life while learning something at the same time. One snag -- it's only open to the public on weekdays.

ASIAN SIDE

Büyük and Küçük Çamlıca

Of these two hilltop parks, Büyük Çamlıca was another Gülersoy project, while Küçük Çamlıca is the handiwork of the local authorities. Büyük Çamlıca was well known to 19th-century visitors as a beauty spot commanding great Bosphorus views. Today, sadly, that beauty is somewhat diminished by the serried ranks of radio and phone masts that surmount it, although the views remain matchless and there's a great "Ottoman" cafe in which to take tea. Traditionally Küçük Çamlıca has kept a lower profile. However, it too boasts panoramic views and attractive new buildings that replicate the area around the İftariye, the little kiosk in Topkapı Sarayı where the sultans used to break their fast during Ramadan.

Mihrabad Korusu, Kanlıca

High on the hillside above Kanlıca this stretch of woodland offered inspiration to poets such as Yahya Kemal Beyatlı, and even today its view of the Bosphorus and both its bridges is breathtaking. It comes with marked walking trails and an inviting lineup of tea gardens. Afterwards you can stroll back downhill and try some of Kanlıca's famous yogurt sweetened with icing sugar.

Beykoz Korusu

At the far end of the Asian side of the Bosphorus between Paşabahçe and Beykoz, the estate of a famous 19th-century hunter and gambler, Abraham Paşa, offers one final expanse of park and woodland in which to relax. As ever, reasonably priced cafe facilities are provided by Beltur.



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For everyone who needs to "fully understand" Turkey.



Forty-two shopping malls across İstanbul are hosting events during the İstanbul Shopping Fest. We will continue providing our readers with some important facts and details on six more of these malls in our second edition

EVENTS OF 1st WEEK

March 27, 2011

Abdi İpekçi Street, Bağdat Street, İstiklal Street
14:00 to 22:00

- Performances by street musicians and performance artists

Galleria

15:00 to 18:00

- Serhat Kaner Quartet – Oldies and unforgettable classics

Carrefour İçerenköy

15:00 to 21:00

- R&B, hip hop and Latin dance performances

Migros Beylikdüzü

16:00 to 18:00

- Theater Days

İstanbul Power Outlet

All day

- Spring Landscaping Event

Historia Mall

10:00 to 22:00

- Workshops for children

April 2, 2011

Metrocity

23:00 to 02:00

- Long Shopping Night

Kozzy

23:00 to 02:00

- Long Shopping Night

Abdi İpekçi Street, Bağdat Street, İstiklal Street
14:00 to 22:00

- Performances by street musicians and performance artists

Capitol

An award-winning shopping mall, Capitol has been serving İstanbulites on the Asian side since 1993. The mall's wide collection of 134 brands range from apparel and accessories to electronics and home appliances. It is also home to Turkey's largest movie complex. **Hours of operation:** 10:00-23:00
Address: Mahir İz Cad. No: 3, Altunizade



Kanyon

A favorite destination for those who are bored with the indoor shopping concept, Kanyon is a special place with a rich outdoor collection of brands and an extraordinary architecture. The mall hosts a wide range of 150 stores from luxury wear to sports-wear. **Hours of operation:** 10:00-22:00
Address: Büyükdere Cad. No: 185, Levent



City's

Located in İstanbul's trendy shopping center Nişantaşı, customers can find quite a number of Turkish and international brands at City's. In addition to the great location and rich variety of brands, the mall has much to offer in quality restaurants, including some of the major food and beverage spots of İstanbul. **Hours of operation:** 10:00-23:00
Address: Teşvikiye Cad. No: 162, Nişantaşı



Forum İstanbul

The largest shopping mall in Europe, Forum İstanbul provides the pleasures of shopping in any dimension through 265 domestic and international brands. Forum is home to such prominent recreational centers as Turkuazoo, İstanbul's largest aquarium, and Magic ICE. **Hours of operation:** 10:00-23:00
Address: Kocatepe Mah. Paşa Cad., Bayrampaşa



İstinye Park

Bringing shopping, entertainment and sports under a single roof with around 300 stores, a 3,500-square-meter gym along with innovative recreational areas and restaurants, İstinye Park has been a favorite mall for İstanbul since 2007. **Hours of operation:** 10:00-23:00
Address: İstinye Bayırı Cad. No: 73 Sarıyer



Cevahir

Cevahir is among Europe's leading shopping malls with a rich collection of brands in 303 stores spread out over 10 floors. Cevahir offers quite a lot of options for any budget and taste from apparel and electronics to accessories, books and music and DVDs. **Hours of operation:** 10:00-23:00
Address: Büyükdere Cad. No: 22, Şişli

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