

CBME™

CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

ARALIK DECEMBER 2022

BÖLGENİN EN BÜYÜK BULUŞMASI KAPILARINI 40. KEZ AÇIYOR!

THE BIGGEST MEETING OF THE INDUSTRY
OPENS ITS DOORS FOR THE 40th TIME!



Bölgenin en büyük anne, bebek ve çocuk ürünleri fuarı olan CBME Türkiye - Uluslararası İstanbul Anne Bebek Çocuk Ürünleri Fuarı, 40. defa İstanbul Fuar Merkezi'nden ziyaretçilerine 'merhaba' diyor. 30 yılı aşkın süredir büyük bir istikrar ile devam eden fuar, bu yıl 4 holde ve 42.000 metrekarelik alanda 1.100'den fazla marka ile 65.000'in üzerinde yeni sezon modeline ev sahipliği yapıyor; "büyük fuar, büyük ticaret" sloganıyla bu sene fuar her zamankinden daha büyük!

Dünyanın öncü fuar organizatörü Informa Markets tarafından düzenlenen CBME Türkiye, Türkiye'den üreticilere ek olarak İngiltere, Kanada, Polonya, Portekiz, Singapur, Filistin, Endonezya, İsrail, Mısır, Kazakistan ve Çin gibi farklı ülkelere markalarla bir araya gelme imkânı sağlarken, T.C. Ticaret Bakanlığı'nın destekleri ile 4 kıtadan gelecek alım heyetleri ile de sektörün ihracatının artmasına ve yeni pazarlara ulaşılmasına olanak sağlıyor.

Türkiye bu yıl aynı zamanda her zamankinden daha dijital! Yeni CBME Türkiye mobil uygulaması sayesinde hem katılımcılar hem ziyaretçiler; katılımcı listelerine, hol planlarına ve çok daha fazlasına telefonlarından erişebiliyor olacak. CBME Türkiye Connect Platformu ise katılımcı ve ziyaretçilerin birbirlerinin datalarını kayıt altına alıp fuar sonrasında da bu dataları görüntülemelerini mümkün kılacak.

Sektörün gelişimini destekleyici etkinlikler de bu sene fuara renk katacak. Dünyanın 1 numaralı trend otoritesi WGSN, 8 Aralık Perşembe günü saat 14.00-15.30 aralığında Sonbahar/Kış 23-24 çocuk modası trendlerinin konuşulacağı özel bir oturuma imza atacak. Aynı zamanda aynı gün saat 11.30'da moda tasarım öğrencilerine özel olarak "Geleceğin Tasarımcılarına WGSN Semineri" başlıklı bir oturum daha gerçekleştirilecek. Semineri destekler şeklinde fuar alanında yer alacak Trend Alanı'nda da yeni sezonun trend renklerini keşfetme imkânı sunulacak.

The biggest mother, baby, and children's products trade fair in the region, CBME Türkiye - The International İstanbul Children Baby Maternity Industry Expo welcomes its visitors and exhibitors at İstanbul Expo Center for the 40th time. The exhibition continues for over 30 years and this year it hosts more than 1,100 brands with 65,000 new season models in 4 halls over an area of 42,000 square meters; with its new motto "bigger fair, bigger business", CBME Türkiye is bigger than ever this year!

CBME Türkiye is being organized by Informa Markets, the leading global exhibition organizer from the UK. The event's exhibitor profile consists of the United Kingdom, Canada, Poland, Portugal, Singapore, Palestine, Egypt, Kazakhstan, Indonesia, Israel, and China along with Turkish brands. CBME Türkiye provides the opportunity to raise the export levels with the "Hosted Buyer Program". We welcome top buyers coming from 4 continents and reach new markets with the support of the Ministry of Trade of the Republic of Türkiye.

CBME Türkiye is even more digital! With the new mobile app, both exhibitors and visitors can view the hall plans, exhibitor lists, and much more. Also, within the new CBME Türkiye Connect Platform, it is possible for exhibitors and visitors to record each other's data.

WGSN, the number one global trends authority will present a special session called; "Autumn-Winter 23/24 Kids Fashion Forecast" on December 8th Thursday between 14.00-15.30. Furthermore, the "WGSN Seminar for the Designers of the Future" will be held at 11.30 only for students in the fashion industry. The Trend Area, located in the main foyer of CBME Türkiye, will showcase the trend colors of the next two seasons.

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CBME TÜRKİYE 2022'E HOŞ GELDİNİZ! WELCOME TO CBME TÜRKİYE 2022!

Değerli Katılımcılarımız ve Ziyaretçilerimiz;

Asya ve Avrupa kıtalarını birbirine bağlayan ve uluslararası ticaret ağlarının kesişim noktası olan İstanbul, 7-10 Aralık tarihlerinde 40. Uluslararası İstanbul Anne Bebek Çocuk Ürünleri Fuarı'mıza ev sahipliği yapıyor. 30 yılı aşkın süredir düzenlenen fuarımız, her geçen yıl daha da büyürken, her fuar açılışı da bize ayrı bir heyecan veriyor. Bu yıl ise CBME Türkiye her zamankinden çok daha büyük! Yeni eklenen holleri ile 42.000m2 alanda gerçekleşen fuarımız, 1.100'den fazla yerli ve uluslararası markayı sizlerle buluşturuyor. "Büyük Fuar, Büyük Ticaret" sloganımız ile kapılarımızı siz değerli ziyaretçi ve katılımcılarımıza açıyoruz.

CBME Türkiye 2022'de anne, bebek ve çocuk ürünleri sektörüne dair araç-gereç, beslenme-bakım, hazır giyim, mobilya-ev tekstili ve aksesuar gruplarından geniş bir katılımcı yelpazesi bulabilirsiniz. Katılımcılarımız, yeni ürün lansmanlarını sizlerle buluşturuyor ve ilkbahar/Yaz 2023 sezon koleksiyonlarını ilk defa görüncüye çıkarıyorlar.

Katılımcı ve ziyaretçilerimizin, sürekli değişim içinde olan sektör trendlerini takip edebilmesi için uzun yıllardır seminer ve içerik partnerimiz olan dünyanın 1 numaralı trend belirleyicisi WGSN, 8 Aralık Perşembe günü 14.00-15.30 saatleri arasında Sonbahar-Kış 23/24 sezon trendlerine dair özel bir seminer veriyor. Aynı gün, sektördeki lise ve üniversite öğrencilerine özel olarak "Geleceğin Tasarımcılarının WGSN Semineri" başlığı altında 11.30-12.30 saatleri arasında ayrı bir oturum daha düzenliyoruz.

CBME Türkiye ekibi olarak, sektörümüzün gelişimi ve kalkınması için çok çalıştık ve gururla çalışmaya da devam ediyoruz. Katılımcı ve ziyaretçilerimizi tek bir çatı altında buluşturmanın, sektörümüze de böyle bir katkı sağlayabilmenin gururu içerisindeyiz.

CBME Türkiye - 40. Uluslararası İstanbul Anne Bebek Çocuk Ürünleri Fuarı'nın hazırlık aşamasında emeği geçen tüm ekibime, sponsorlarımıza, katılımcı firmalarımıza, ziyaretçilerimize ve partnerlerimize çok teşekkür ediyorum.

Hepinizin dört gün boyunca verimli, bir o kadar da keyifli bir fuar geçirmenizi diliyorum.

Dear Exhibitors & Visitors;

İstanbul, which connects the Asian and European continents and is the intersection point of international trade networks, is hosting our 40th International Istanbul Children Baby Maternity Industry Expo on 7-10 December. Our exhibition, which has been held for more than 30 years, becomes bigger with each edition and gives us tremendous excitement every time. This year, CBME Türkiye is bigger than ever! Our fair, which takes place on an exhibiting area of 42.000 sqm with newly added halls, presents more than 1,100 local and international brands. We are opening our doors to you as our valued visitors and exhibitors with our new motto; "Bigger Fair, Bigger Business".

At CBME Türkiye 2022, you can find a wide range of exhibitor brands presenting hardware, feeding-care, fashion, furniture-home textiles, and accessories groups for the mother, baby, and children products industry. Our exhibitors launch their brand-new products and showcase their Spring/Summer 2023 season collections for the first time.

WGSN, the world's number 1 trendsetter, which has been our seminar and content partner for many years, is giving a special seminar called "Autumn-Winter 23/24 Kids Fashion Forecast" on Thursday, December 8, between 14.00-15.30. Our exhibitors and visitors can follow the constantly changing industry trends thanks to our seminar.

As the CBME Türkiye team, we have worked hard and proudly continue to work for the development of our industry. We are proud to bring our exhibitors and visitors together under one roof and to make such a contribution to our industry.

I would like to thank all my team, sponsors, exhibitors, visitors, and partners who contributed to the preparation of CBME Türkiye - 40th International Istanbul Children Baby Maternity Industry Expo.

I wish you all a productive and enjoyable exhibition for four days.

HATİCE DİNÇER

Informa Markets
Fuar Direktörü Exhibition Director

CBME Türkiye
40. Uluslararası İstanbul Anne Bebek ve Çocuk Ürünleri Fuarı
The 40th International Istanbul Children Baby Maternity Industry Expo

ZİYARET GÜN ve SAATLERİ VISITING DATES & HOURS

7 - 10 Aralık December 2022

10.00 - 18.00

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TREND SEMİNERİ TREND SEMINAR

8 ARALIK DECEMBER 2022
PERŞEMBE THURSDAY

Seminer Odası | Ana Fuaye
Seminar Room | Main Foyer

11.30-12.30 Geleceğin Tasarımcılarına WGSN Semineri
Öğrencilere Özel - Türkçe Sunum

Trend Nedir? Nasıl Oluşur? Peki global trend otoritesi WGSN'de trendleri nasıl tahmin ediyorlar? Değişen tüketici davranışlarından sürdürülebilirliğe kadar geleceğe yön veren anahtar trendleri; başta moda olmak üzere birçok sektörde değerlendireceğimiz sözleşimize davetlisiniz.

14.00-15.30 Sonbahar-Kış 23/24 Trend Semineri
AW 23/24 Kids Fashion Forecast

Bu özel seminerimizde, Sonbahar-Kış 23/24 sezonuna yön veren uzman görüşlerini ve moda trendlerini sizlerle paylaşıyoruz. Sezonun ana renklerinden baskı ve desenlere, sürdürülebilirlikten e-ticaretin yükselişine kadar çocuk modasındaki en güncel yenilikleri bizimle keşfedebilirsiniz.

In this exclusive seminar, we bring you expert insights and the need-to-know fashion trends for AW 23/24. Discover the latest drivers in kid's fashion, from the season's key prints to the core colors, from the rise of e-commerce to sustainability.



Seden ÜNLÜ
WGSN Türkiye Satış Müdürü
WGSN Turkey Account Manager

Seden, 2016 yılında katıldığı WGSN Türkiye'de satış müdürü olarak çalışmakta olup moda, iç dekorasyon, kozmetik, yeme-icme ve e-ticaret gibi çeşitli sektörlerden stratejik hesapların yönetiminden sorumludur. Düzenli olarak trend seminerleri gerçekleştirerek müşterilerin tasarım, satış, Ar-Ge ve akademi bölümlerine eğitim ve rehberlik sağlamaktadır. Ayrıca Türkiye'nin önde gelen markalarının etkinliklerine konuşmacı olarak katılmaktadır. İstanbul Üniversitesi mezunu olan Seden, farklı sektörlerde 13 yıllık satış ve pazarlama tecrübesine sahiptir.

Seden works as an account manager at WGSN Türkiye since 2016, managing strategic accounts from various industries such as fashion, interior, beauty, food & drink, and e-commerce. Frequently organizing trend seminars and providing training & guidance to the design, sales, R&D, and academy departments of her clients. She is also a regular presenter at the events and conferences of the top brands in Türkiye. Seden is a graduate of Istanbul University and has 13 years of sales and account management experience within different industries.

WGSN Hakkında;

Dünyanın lider online araştırma ve trend analiz servisi olan WGSN; moda endüstrisine hizmet vermektedir.

1998 yılında kurulan ve merkezi Londra'da bulunan WGSN; ayrıca New York, Tokyo, Paris, Barcelona gibi birçok moda merkezinde kurulu ofisleri ve global danışmanları ile 87 ülkede 74,000 kullanıcıya ulaşmaktadır. WGSN'in üyeleri arasında dünyanın bir çok tanınmış markası yer almaktadır.

WGSN; sürekli değişim içinde olan moda endüstrisinde, geleceğe yön verecek tüketici önceliklerini takip ederek sizi rekabette bir adım önde tutmaya devam etmektedir.

About WGSN;

Founded in 1998 in London, WGSN disrupted the market with a pioneering online trend library. We were the first to combine high-end technology with human ingenuity to meet the unique needs of the global creative industry. Insights and inspiration from around the globe could now be accessed at the click of a mouse. With you, we Create Tomorrow.

With over 250 trend forecasters and data scientists globally we help 6,500 businesses stay relevant and find their next growth opportunities. Together with our 74,000 active users, we create tomorrow coupling qualitative research with quantitative insights and custom advisory services.

With the fashion industry's ever-changing landscape, WGSN keeps you one step ahead of the curve by tracking the consumer priorities that will drive the future of fashion.

WGSN

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TÜRKİYE

Sonbahar/Kış
23/24 Çocuk
Giyim Trendleri



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Shop 3: Abdurrahman Nafiz Gürman Mah. Alınza Gürcan Cad. Lalebahçe Sk. 31/1 Merter İstanbul / Turkey

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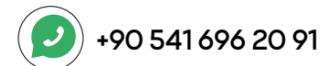


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CBME TÜRKİYE 2022 KATILIMCI LİSTESİ EXHIBITOR LIST

KATILIMCI EXHIBITOR	STAND #
4 BABY	8D-50
ADN UNDERWEAR	2A-105
ABD ALLSTAR, ALWAE	1D-131
ACARKIDS, HOPPIX, WEWE, MR. WHO, MRS. WHO	1F-132
ACARKIDS, HOPPIX, WEWE, MR. WHO, MRS. WHO	4-F130
ADASEA, NEOPY	8D-30
ADN SOCKS	1F-122
AKIRA BEBE	8B-80
AKKON BABY, NEON KIDS, MINIONE KIDS	8D-10
AKREP JEANS, VNR TEKSTİL, MIYA GIRLS JEANS	1G-102
AL WADI KIDS	4-B50
AL WESAM	4-D70
AL WESAM	1F-111A
ALAA DIN GROUP	1F-121
ALG	1B-101
ALMOBARAK	1G-105
ALPACCA	8E-15
ALSHAMS	8A-65
ALTUN KIDS JUNIOR	4-F25
ALWAHEED	8G-45
ALZ TEKSTİL	8C-20
AMANTE, BABY SPORT	1E-134
AMO VE ALI	4-A60
ANDYWAWA	2C-131
ANGEL GRUP	4-B70
ANIL KIDS	4-E10
ARAS BEBE	1A-106
ARS LINE, ARS KIDS CLUB	2A-109
ARTI, KATAMINO	4-D10
ASYA KIDS	4-A80
AYFI BABY	8E-20
BABALI KIDS, ALLIS GIRLS	8C-15
BABOONİ	1B-121
BABY & KID STORE MAGAZINE	1-D113
BABY BOSS	2B-131
BABY BUSHUO	1E-102
BABY CARE	1D-111
BABY DOPPLER	4-F70
BABY HAZAL KIDS	4-A70
BABY PATTINI	1B-131
BABYCOSY ORGANIC WEAR	2B-130
BABYDOLA, LAJUNYA, BABYDOLL, NEXACTIVE	1C-100
BABYHOOD	1E-123
BABYJEM	1D-100
BABYNESS	1F-115
BAGI, MAMAS&PAPAS, UPPABABY, MACLAREN	8C-80
BAGIDER	1G-116
BAHAMAX	8A-80
BARKOD KIDS, HOLA KIDS	1C-133
BAYNAS	4-D130
BAZAAR KIDS	4-B20
BEBEKEVI	4-C80
BEBEKONFOR	8F-70
BEBETTI	8H-75
BEBETTO	1G-100
BEBİÇO, IGGY-ELEFIN, WEST	1E-120
BEBİ-SO	8D-80
BEBÜS KIDS	4-B10
BEGGI CEREMONY	2C-113
BELADONNA GROUP	8B-40
BELIZIA KIDS, BLZ BOYS	2C-115
BELLA CALZE, OR-AL	2E-108
BENETI KIDS	2C-110
BENIC'S KIDS, BESABELLA	4-D100
BEPI	2C-102
BEST KIDS	2C-132
BI BABY	1B-111
BIG-LESSON	8G-65
BİLAL TEKSTİL	1F-112
BIYO KIDS	2D-111
BLACK ONE	4-C70
BLOAIZONE	8G-10
BLUELAND, FIRST KIDS	2D-110
BOMBILI	2C-100
BONTINO	8F-50
BUCI TEKSTİL	8A-10
BUKEM KIDS	1D-110
BÜŞRA KIDS	8B-30
BZU BZU	1E-133
CALINE BABY	1F-111-B
CAMELLIA KIDS	1G-103
CARGO CONTEYNER DERGI	1E-132
CARRINOS KIDS	2B-120
CASSIOPE BABY	4-C90
CASUAL	1A-102
CEMIX KIDS, BEREN STYLE	1B-132
CHATON D'OR	2D-114
CHICCO, SEBI, SAFE LINE, OIOI	1D-112
CHILDHOOD & KID'S FASHION	8H-65
ÇİMPA, PANOLINO, SOCKS&CO	2B-132
CINDERELLA STORY	1G-101
COALA, BAMBOO	8A-25
CUMBA	4-D130A
CUMINO	4-D40
DAYMOD	2D-113
DEFNE BABY	2A-111
DESIGN XO-KIDS	4-A110
DİFA KIDS	4-F10
DMB BOYS & GIRLS	2B-121
DOCTOR JUNIOR	4-E120
DOĞ BEBE	8H-15A
DOMAKIN, WELT, MAJSTORE	1A-107
DO-MINIK, MAGO	2C-112
ECCO BEBE	8F-40
EDA TEKSTİL DIŞ TİCARET	1D-122
ELINA KIDS	1B-112
ELLUSSİ	1G-106
ELMAS KIDS, INBOY	4-D93
ELSİMA	2D-115
EMİTO KIDS	4-F120
ESCABEL, JACKLIONS	2B-100
FABU, MOMISHOP	1E-101

KATILIMCI EXHIBITOR	STAND #
FANTASTIC BABY	8E-50
FAVO KIDS	1A-105C
FEATHERHEAD	4-F50
FLORI	2E-100
FLY BY FLY	8C-40
FRESSURE	2A-100
FUNNA BABY, FUNNA MAMMA	2D-112
FUNNY BABY	1A-109
GAMZELİM	8C-50
GEZENBEBE	8A-70
GIAMO	1A-103
GO KIDS	8F-10
GOCOLAND, MASGOW	4-B100
GOLD CLASS KIDSWEAR, ESLEMIX KIDSWEAR	2B-110
GOLD KIDS	2D-130
GÜL ŞAM	8B-50
GUSCIO KIDS	4-A65
HACER SAYGIN ÇOCUK GIYİM	2E-107
H.A.JAR KIDS	4-D30
HAK-NUR, PERİ MASALI	1E-110B
HAMADA TEKSTİL	4-E30
HANYMİŞH	1G-114
HAPŞI KIDS	4-C60
HAY KIDS CLUB	4-F40
HILAL, AKINCI KIDS	2C-130
HIMMİS	4D-50
HOPFROG KIDS	4-F30
HOPPALA BABY, LUMINOSO	4-D91
HUYLU KIDS	4-F10
HUYSUZ KIDS	8F-60
HYPE, GRATA	1B-110
ILKEMRE	2A-101
İMAJ BEBE	1C-111
İNCITY KIDS	2D-132
İNDİGO INFANT	2A-112
İNFASTEMO	8A-30
İP TRANS LOGISTIC	1E-131
İXOS KIDS CLUB	8H-60
IYO	8H-20
JASMINE KIDS	4-C50
JC BY ADAMS	4-E80
JINA JEANS	4-A77
JO ANNI, EDDY KIDS	8A-40
JOI KIDS	2D-116
JOOD MODA	4-B80
JUNIOR BERRA, PIXINA EXCLUSIVE	2C-121
JASTIDER	1G-116
KANILLA	1C-122
KARDELYA BABY	4-D90
KIDSRO	2D-102
KIDSROOM	4-F20
KIDZEE	1A-102A
KİTTİ, SUYUTTI, SYT, ZT	2C-111
KOKORI KIDS	8A-55
KUKKA, WEEWEL, BONDIGO, BRION VEGA	2E-102
LA BONBON	4-A130
LAIZY GIRL, LEYZ BOYS	2A-107
LAKIDS	2D-100
LARICE KIDS	2E-105
LEMON TEXTILE	4-C120
LITTLE STAR	1B-133
LOCO LOCO KIDS	2A-103
LOCO LOCO KIDS	4-A30
LOLA BABY KIDS	4-A50
LOVETTI	1C-112
LUCY BEBE	2E-104
LUVMABELLY, MAMA'S KIDO	1F-113
M&Y COLLECTION	2E-101
MAÇKAYS, CİCHLİD	2B-112
MAİA BABY KIDS, CANER BEBE	2C-133
MALAMI	8A-60
MALKOÇ BEBE	1F-120
MALLER BABY	8B-15
MAMAJOO	1D-102
MANO BABY	4-A40
MANUFAKTURA FALBANEK	1G-117
MARKAM PINK	4-B30
MARMARA GIYİM	8H-30
MASTER BABY	1B-115
MADEKIDS	1E-122
MELCAN KIDS, COOL, BUBBLY, PANKIDO KIDS CLUB	2E-109
MELLOW YELLOW KIDS	1B-114
MIA LUI KIDS SHOES	4-A20
MIALIA	1B-120
MIAMI BEACH	8G-20
MİDİMOD GOLD, ÇOCUX, LUGU	2D-120
MİLO, MARIONETTE	1C-121
MİMİ KIDS, KATWAY TEKSTİL UNIFORM	8B-10
MİNCİRİK KIDS	8C-10
MİNİBORN	1F-123
MİNİCAN ORTHOPEDIC	8E-10
MİNİCOOL KIDS	4-D92
MINILOOX, BUPPER	4-F90
MINİMİDİ	8F-20
MINIWORLD	1E-110
MİŞL KIDS	8B-70
MISS BEYBİSİ	8E-40
MISS LIA	8C-70
MISS MELINDA KIDS	4-A75
MISS PALLONE	1B-124
MISS ZELISH	2D-121
MISSİ BABY	1A-101B
MIXLİFE	4-E70
MODA ARPOL KIDS	4-B40
MODALLİTA	4-C30
MOGI	1C-123
MOİNOI	1B-123
MOJE BABY	1C-110
MONİTA KIDS	4-D122
MONNA ROSA MILANO	2E-110
MONTE BLAZE POLO CLUB	4-B130
MONTELLA	2C-120

KATILIMCI EXHIBITOR	STAND #
MOON STAR KIDS	2C-101
MORCADE, MORDESIGN	1D-121
MOSAİCO KIDS	4-F115
MUNDO COLLECTION	1C-120
MUTLU KIDS	1C-131
MY LIZ KIDS	8E-70
MYMİO BABY	8C-30
NANİCA KIDS	2A-115
NASİM ALKON, EXİTOB	4-B60
NESS JUNIOR	4-B80A
NK KIDS	2A-114
NURSOY BEBE	4-F80
ORYEDA BEBE	8E-80
OSCAR KIDS	4-D100A
OTTO PLUS	1F-131
OVİT KONFEKSİYON	8H-50
ÖZAYAYGEN, GLOWING KIDS	1G-104
ÖZAYTAC	1F-100
ÖZGÜRDEN TEKSTİL, FREELACE	8A-20
ÖZMİRAÇ	4-E100
OZZO İZMİR	1A-104
PAMİNA KIDS	2A-117
PAN COSTUMES	4-D60
PAPS KIDS	1B-122
PAPULİN	4-D121
PEMBE KELEBEK'S	4-D120
PENGİM	8D-20
PIERRE CARDİN, KANZ, PURE BABY	1G-111
PINK BONNİE	4-F15
PINK GIRLS	8D-40
POMMY KIDS	1C-130
POP FASHİON GIRLS	4-E40
POPİTO POLO STYLE, MR. İCON	2A-108
PREGO BABY, SUNNY BABY	8B-20
PRİMAVERA	1G-112
QUALITY KIDS	2A-113
QUE KIDS	1A-100
QUERO-PUANTI-NOVA	8H-10
RENGARENK, GIRLSWEAR	4-A120
REYON BABY KIDS	8B-60
ROLYPOLY, ARNETTA, US POLO ASSN	2D-133
ROSE BABY SHOP	1F-110
ROXY BEBOS	4-E90
ROYAL KIDS	4-A100
ŞAN BEBE, PIERRE CARDİN BABY, ELLE BABY	2D-122
ŞANSLI TRİKO, BABYTIME	4-E20
SARA ROSE	4-E50
SC STİL	8H-25
SCHAPSHİK	8A-45
SEE LIFE KIDS CLUB	2C-114
ŞEKER BEBE, PRİNCESS CANDY	1D-123
ŞEKER KIZ-DIAMOND BOUTIQUE	2D-131
SEM ZEY	1G-107
SERAMİS	8G-70
SERKON BABY	2B-122
SEVAL KOSTUM TASARIM	8H-40
SEVENTY EIGHT KIDS	8H-70
SEVİ BEBE, SEVİ BABY	1A-108
SHAHİT MALL	8F-80
SHESHE	2A-110
SİLVERSUN	2A-106
SKY BABY	1G-115
SKY BABY	4-E60
SMİLE KIDS	1E-130
STARFILE	4-B10
STORY BABY	4-A10
SUPERSTORE, AKKAD GIRLS	1A-105A
TASARIM BABY	4-C20
TAYFUR KIDS, DOFFBİ	8G-30
TIFFANY, PIERRE CARDİN	1A-101
TİTİMİX KIDS, SEALY KIDS	1E-100
TİVİDO	1B-113
TJS GIRLS	8G-50
TOMMİKS KIDS	1D-120
TOMMY LIFE	8A-15
TOONTOY KIDS, TOONTOY BABY	4-C110
TOP KIDS, MİNİ MONDO, TOP TEENS	8D-70
TOYSİ KIDS	1B-100
TRİ ELEKTRONİK	4-D20
TUFFEX	2E-103
TUFFO BELLEZZA	1G-107B
TURTLE KIDS	8F-30
UJ TOYS	4-A90
UMM ALOURA	8H-80
VANDOMA TİES	4-F65
VAUVA	8A-50
VENTURA, FOREXCHANGE	8G-40
VIACOT	1B-130
VIOLLEN KIDS	1G-109
VİTMO BABY	2E-106
VİVAKI, VİSARA, MİLANO MAY FAIR	2A-104
VUUDY KIDS SHOES	8A-35
WALENTİ KIDS CLUB	2B-111
WANEX	2D-103
WELLGRO	8D-60
WHITE CAT	1F-130
WOGİ, MİNİFACE	4-E130
WOWOKİDS	1D-130
WWB AGENCY	4-B90
X-MOUNTAIN JEANS	8H-15
X-SHOW KIDS	4-E110
YKJ YAKARİ KIDS	2D-101
YUMESE, ROXY	8G-60
YUMMY BİTES	2B-133
ZAHRET ALŞHAM	1D-101
ZANZAN, BEST TARGET	1A-104A
ZENMONİ KIDS, BY KIDS, KARTEKS, LİME KİDS	1F-101
ZEYN	2C-122
ZOOM KİDS	1G-108
	4-F60



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Astro Dust

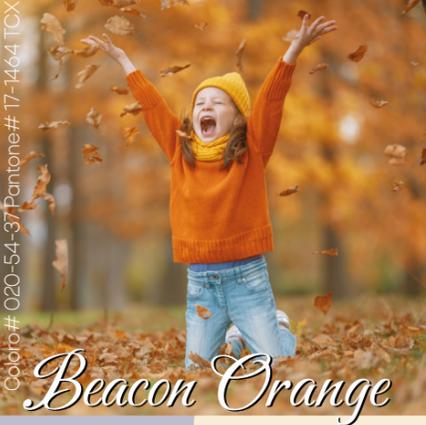
Astro Dust, uzay keşfiyle bağ kuran büyüleyici bir orta tonlu kırmızı rengidir. Uzay yolculuğu ticarileşip, uzay turizmi gerçeğe dönüştükçe, evrenin renkleri bizi daha da heyecanlandıracak ve ilham verecek gibi görünür. Bu derin mineral tonu, Mars'ın tozlu ve ıssız manzarasını çağrıştırırken, aynı zamanda uzak diyarları ve gezegenleri keşfetme arzusunu da canlandırıyor. Astro Dust, merak uyandıran, sıra dışı ve geleceğe dönük hissettiren renklere doğru bir geçişi temsil ediyor.

Astro Dust is a captivating mid-tone red that connects to space exploration. As commercialized space travel evolves and space tourism becomes a reality, the colors of the universe will excite and inspire us. This deep mineral tone evokes the dusty and desolate landscape of Mars and captures the desire to explore remote terrains and planets. Astro Dust personifies a shift toward off-kilter colors that feel intriguing and forward-looking.

Coloro# 010-42-20 Pantone# 17-1587 TCX

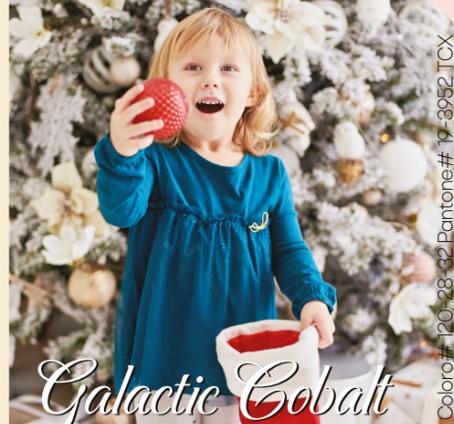
Organik ve doğal olarak elde edilen renkler, tüketiciler doğayla bağlantı kurmaya devam ettikçe önemini koruyacak. Sürdürülebilirlik ve daha dengeli yaşam tarzına artan ilgi ile birlikte, Beacon Orange gibi tonların modanın tüm kategorilerinde kullanımı da yaygınlaşacak gibi görünüyor. "Yavaş yaşam" hareketiyle bağlantılı olarak bu renk tonlarını; gıda atıklarından, bitkilerden ve minerallerden doğal olarak elde etmek her zaman mümkün olacak.

Organic, naturally derived colors will remain important as consumers reconnect with the countryside. With rising interest in craft, community, sustainability, and more balanced lifestyles. This can also be naturally sourced from food waste, plants, and minerals, connecting to the slow-living movement.



Beacon Orange

Coloro# 020-54-37 Pantone# 17-1464 TCX



Galactic Cobalt

Galactic Cobalt, birçok farklı alanda kullanılabilen, çok yönlü bir renktir. Teknik özellikleri, onu son derece işlevsel kılarken, spor giyim, teknolojik ürünler ve sanal deneyimler için de mükemmel bir renk seçimi olarak karşımıza çıkar. Bu mavi tonu aynı zamanda; özel gün kıyafetleri, takılar ve renkli kozmetikler için adeta bir mücevher niteliğinde kullanılabilir. Farklı yüzeyler bitişleri, parlak satenler veya metalik materyallerle kombinlendiğinde, çok boyutlu bir renk tonu haline gelebilir.

Galactic Cobalt is a versatile color that can be used in multiple ways. Its technicality makes it perfect for highly functional activewear, consumer tech, and virtual experiences. This blue also works as a jewel tone for occasion wear, jewelry, and color cosmetics. It can be made multidimensional through transformative finishes, satin luster, metallics, and anodizing.

Coloro# 120-28-42 Pantone# 19-3992 TCX



Mindful Mauve

İç huzur ve denge sağlayan etkisiyle bu renk tonu, beden ve zihnimizi ön plana çıkartarak birbirleri arasında bağ kurmamız için bizi teşvik ediyor. Mindful Mauve'nin güçlü mor tonları; güç, barış ve bilgeliği çağrıştırıyor. Yapılan çalışmalar da, mor ışık altında pratik edildiğinde, meditasyonun etkisinin 10 kat daha güçlü olduğunu gösteriyor.

With the capacity to bring balance and make you feel inner peace, this color asks us to connect our bodies and our minds and bring them to the fore. Purple hues are known to signify strength, peace, and wisdom. Studies even suggest that the power of meditation is up to 10 times greater when practiced under purple lights.

Coloro# 147-55-21 Pantone# 17-3014 TCX



Oceanic

Hiçbir şey; berrak, güneşli bir gökyüzünün ve dalgalı bir okyanusun renginden daha fazla umut ve huzuru çağrıştıramaz! Sağlam temellere dayalı, güven veren ve mevsim geçişini anımsatan Oceanic mavisinin ölçülü, çok yönlü ve güvenilir cazibesine kapılmak, gelecek sezonda tüm moda kategorileri için kaçınılmaz olacak. Doğal çivit rengi boyalar ve okyanusun tonlarını yansıtan Oceanic; sürdürülebilir ve klasik tasarımlar için de mükemmel bir seçim olarak Sonbahar/Kış 23-24 sezonunda öne çıkacak.

Nothing brings more hope and peace to mind than the color of a clear sunny sky and a rippling ocean! Enter the dependable, versatile, and trustworthy appeal of blue. For A/W 23-24, the grounded, reassuring and trans-seasonal tone of Oceanic echoes the hues of organic indigo dyes and the ocean, making it perfect for sustainable and heritage designs.

Coloro# 098-26-13 Pantone# 19-4326 TCX



Sage Leaf

Sage Leaf (Türkçe: Adaçayı Yaprağı) renginin, ince düşünülmüş, dönüştürücü güce sahip tasarımların önemli bir parçası olacağı öngörülmüştür. Duvarlarda ve mobilyalarda kullanılmaya uygun, çok yönlü bir tondur. Ayrıca, akıllı ev aletlerinin görünümünü daha sıcak kılmak için de rahatlıkla kullanılabilir. İyileştirici etkisi, bu rengi banyo ve sağlıklı yaşam ürünleri için mükemmel kılar. Bu yumuşak yeşil tonu, hemen hemen tüm moda kategorileri için uygundur. Yapay kürklere, yumuşak örgülere, janselere, kadifelere ve ketenlere kolaylıkla uygulanabilir.

Sage Leaf will be an important color for reductive, considered design. Within the home it's a good all-rounder for walls and furniture, it can also be used to soften smart home devices. Its therapeutic properties make it perfect for bath, body, and wellness products. This soft green is suitable for all fashion categories with a focus on elevated utility, better basics, and smart separates. Applying it to faux furs, soft knits, brushed jerseys, velvets, and stonewashed linen will instill comfort.

Coloro# 072-45-06 Pantone# 18-5611 TCX

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İLKBAHAR-YAZ 2024 SEZONUNUN TREND RENKLERİ TREND COLORS OF SPRING-SUMMER 2024 SEASON

PAMINA Princess Girl



Apricot crush

Apricot Crush'in yumuşak ve güneş yansımali yapısı, nötr tonlarla kolayca eşleşirken, tekstil, banyo ve yatak odası ürünleri için de oldukça uygun bir renk tonu olarak sezonda yerini alıyor. Bu renk, neşeli ışıltısı sayesinde güzellik, parfüm, cilt bakım ve saç ürünleri için mükemmel bir seçenek olarak karşımıza çıkıyor. Gelecek sezonda Apricot Crush, çok yönlü ve cinsiyetsiz bir renk olması nedeniyle, özel gün, ev giyimi, spor giyim ve dış giyim için harika bir seçim olacaktır. Canlılık veren yapısıyla sağlık ve zindelik odaklı teknolojik ürünler için de kullanımını uygundur.

Apricot Crush's soft, sun-bleached quality will pair easily with neutrals and will be suitable for textiles, glass, bath, and bedroom products. Its playful side will connect with joyful beauty products, fragrances, skincare, and hair color. Apricot Crush is versatile and gender-inclusive and will be great for occasion wear, loungewear, activewear, and outerwear. Its restorative attributes will be relevant for health- and wellness-led consumer tech products.

Coloro# 024-65-27 Pantone# 15-1247 TCX



Fondant Pink

Fondant Pink, dijital oyunlarda, sanal ürünlerde ve buna ek olarak Metaverse'te karşımıza çıkacak. Fiziksel ürünlerde ise, özel gün giyimi, gündelik giyim ve çocuk giyiminde bolca kullanılan, çok yönlü ve cinsiyetsiz bir ton olacaktır. Pastel palet ile de rahatça kombinlenebilen bu renk, hem konutların hem de ticari yapıların iç mekânlarında sağlıklı ve zinde yaşam havasını uyandıracak.

Fondant Pink will be used for digital game escapes, virtual goods, and phygital retail. For physical products, it will be a directional, gender-inclusive tone for occasion wear, casual wear, and kidswear. Paired with a palette of pastels, this color evokes a wellness mood within residential and commercial interiors.

Coloro# 147-70-20 Pantone# 14-3209 TCX



Cyber Lime

Cyber Lime, sürekli genişleyen dijital hayatımızla aramızda bir bağlantı kuran "sentetik gerçekçiliği" bünyesinde barındırıyor. Vücuda ve zihne enerji veren güçlü bir neon olmasının yanı sıra bu aşırı parlak yeşil tonu, doğa ve teknoloji arasındaki güçlü bağlantıyı da ifade ediyor.

Cyber Lime, embodies synthetic realism, connecting us to our ever-expanding digital lives. It is a punchy near neon that exerts and energizes the body and mind. This hyper-bright green signifies the powerful connection between nature and technology.

Coloro# 051-76-36 Pantone# 19-0651 TCX

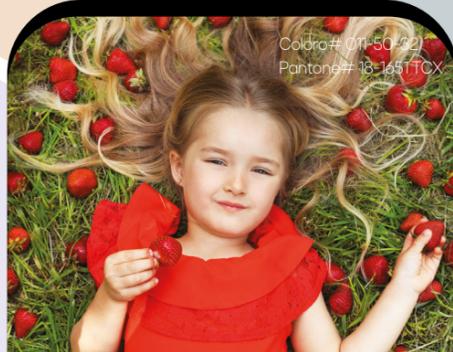


Coloro# 024-37-20
Pantone# 18-1140 TCX

Nutshell, özgünlük çağrışımı yapan doğal bir sıcaklığa ve dokuya sahip. Klasik tarzlar ve zamansız parçalar için önemli bir renk olarak sezonda karşınıza çıkarken, tasarımlara ciddiye kazandırma özelliğinin de altını çizmek gerekiyor. Sağlık ve konaklama tasarımında öne çıkan bu rengin kullanımı; yaşam alanlarında, güzellik ürün ambalajlarında ve kişisel teknoloji ürünlerinde de revaçta olacak gibi görünüyor. Tüm bunların yanı sıra bu özel kahverengi tonu, renk doygunluğu sayesinde geniş bir yelpazede doğal ve sentetik malzemeler üzerinde çalışmaya da elverişlidir.

Nutshell has an inherent warmth and tactility that connects to authenticity and craftsmanship. It's an important color for classic styles and investment pieces, but it can also be used to give directional designs gravitas. Prominent in wellness and hospitality design, it will expand into living spaces, beauty packaging, and personal tech products. Due to its chroma, this brown works on a broad range of natural and synthetic materials.

Nutshell



Coloro# 011-50-22
Pantone# 18-1651 TCX

Pozitif doğasıyla tüm yaş grupları ve cinsiyetler için ideal olan bu kırmızı, hafif ve genç hissettirir. Coşku yapıyı yazı çağırırken Radiant Red, çeşitli farklı moda kategorileri için uygun, mevsimlik parlak bir renktir. Markalar; enerji verici kişisel bakım ve sağlık odaklı güzellik ürünlerinde, kişisel teknolojik ürünlerde, ev eşyaları ve paketlemelerde bu rengin canlandırıcı yapısını kullanabilir.

This red feels light and youthful and yet its optimistic nature relates to all age demographics and genders. Whilst its exuberance shouts high summer, Radiant Red is a transeasonal bright, suitable for a range of fashion categories. Brands can utilize its invigorating quality for energizing self-care and wellness-led beauty, personal tech, homewares, and packaging.

Radiant Red



Coloro# 17-47-13
Pantone# 18-3922 TCX

Elemental Blue rengi, bebeklerden daha ileri yaşlara kadar geniş bir kitlenin moda zevkine hitap ediyor. Bu açık civit mavimsi tonu, minimalist bir estetiğe ve mat yüzeylere oldukça uyum sağlıyor. Sezonun öne çıkan rengi olacağı düşünülen Elemental Blue; iç mekân boyaları, mobilya, ev teknolojisi, ulaşım ve mobilite tasarımı için de ideal bir seçim olarak karşımıza çıkıyor.

Within fashion categories, this light indigo blue appeals to all age demographics, from babies to Boomers. Elemental Blue suits a minimalist aesthetic and matte finishes. Forecast as an annual color, it is ideal for interior paints, furniture, home tech, transport, and mobility design.

Elemental Blue



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TREND FOCUS

Meet the Alpha Generation: How Do They Affect the Industry and Shopping?

Worldwide known fashion trends now determine their design and display according to the Alpha Generation. Fashion doyens and digital platforms shape their production criteria according to this generation.

Generations are divided into groups according to the year of their birth. Among these groups, the generation born or to be born between 2010-2025 is called the alpha generation. The alpha generation, who met technology at very early ages due to the era in which they were born, directs the sector trends with their preferred toy and clothing products. Now baby products are designed in a genderless and technological way. In addition, the alpha generation establishes a strong bond with the e-commerce sector. While home delivery may seem strange to older generations, it's quite common for the alpha generation. Listening to this generation shows that companies will experience a peak in product sales in the coming years. Fashion trends that have made a name for themselves around the world now determine the design and display according to the Alpha Generation. Fashion doyens and digital platforms shape their production criteria according to this generation. It is important to remember that the new generation recognizes brands from the age of three.

What are the Shopping Preferences of the Alpha Generation?

The Alpha Generation generally embraces the non-physical e-commerce model and virtual reality sales. The generation that prioritizes virtual reality, supplies its shopping needs from e-commerce sites and various applications. Thus, the Alpha generation also gives sales ideas to retail sector companies. Displaying their products on e-commerce sites and promoting them on virtual reality platforms increase retailing companies' sales. The Alpha Generation, who spends their daily lives mainly on digital platforms, also considers the suggestions and advertisements here. All kinds of fashion trends shared on digital platforms attract their attention.

What is the Effect of the Alpha Generation on Shopping Trends?

Alpha generation influences their parents during the shopping phase. This generation adopts sustainable technology that aims to recycle and protect nature in their shopping preferences. In response to this demand, the toy industry and children's clothing fashion are starting to include sustainable products. These products are produced by re-introducing old products or they have exchanging features. Sustainable games also attract the attention of the Alpha Generation. For this reason, the alpha generation, fed by equality and radical decisions, likes those brands to produce sustainable products.

Sustainable playgrounds are the favorite of the alpha generation. The alpha generation, who spends a lot of time in the virtual world, recognizes and adopts the brands that represent themselves on the digital platform. With the e-commerce model, they buy toys through these brands. In addition, the alpha generation gives ideas to kids' clothing fashion by establishing virtual wardrobes in virtual games and metaverse universes. Focusing on sustainable technology and highlighting product images will help you reach the alpha generation easily.



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SECTORAL INTERVIEW

As the largest international baby and children's products exhibition and platform in the region, we love to make interviews with local and international authorities and experts in the sector about the latest news, trends, and developments in the industry. In this newspaper issue, you'll find our interview with Seden Ünlü, who is the account manager of our long-time seminar and content partner WGSN. Enjoy your reading!

1. Can you briefly introduce us to the world's trend authority; WGSN?

WGSN is the world's leading online research and trend analysis service for various industries such as fashion, interiors, beauty, food & drink, and technology. Founded in 1998 in London. WGSN reaches 74,000 users in 87 countries with its offices in many fashion centers such as New York, Tokyo, Paris, and Barcelona. WGSN's members include many well-known brands in the world.

2. Can we learn about your role at WGSN and can we get to know you better?

I work as an account manager at WGSN Türkiye since 2016, I'm managing strategic accounts from various industries such as fashion, interior, beauty, food & drink, and e-commerce. I have 13 years of sales and account management experience within different industries in international companies.

3. What are the differences between children's and adult fashion?

Dubbed the mini millennials (Gen Y), Alphas are learning about style, quality, and taste from their parents. For brands to tap into the maturing kids' aesthetic, they must stay hyper-aware of the ever-changing adult product and design trends and walk the fine line between too adult and too juvenile. It's getting more important to create mini-me products to appeal to both generations.

4. How have generations such as Generation Z and Generation Alpha influenced children's fashion?

Generation Alpha, born between 2010 and 2025, is slated to be the biggest generation in history. 2.8 million new Alphas are born each week, and with these high numbers, they'll also inevitably hold the biggest spending power. Though Alphas are not yet teenagers today, they're already impacting household purchasing decisions. And since children are capable of creating brand associations as young as three, it's essential to look at what's shaping their interests. Alphas are set to be the most diverse and inclusive generation to date. Born into the social media and digital age, they will also be hyper-aware of their personal brand, tastes, and style.



5. How do we see the environment and sustainability issue, which is the biggest agenda of all of us, in children's fashion?

Pollution and climate change are going to impact this group so it's crucial for them to learn about it. Some brands are already catering to eco-conscious parents and their kids. Kids-wear brands are already piloting bio-based materials from food waste streams and regeneratively farmed plants and trees, and the opportunities for regional food-based alternative fabrics with marketing potential such as olives, grapes, and apples.

6. How has digitalization affected children's fashion?

Alphas are the first generation of children to have their entire lives - from birth to first birthdays to first days of school - shared on social media. Born into this digital world, kids are attuned to digital aesthetics. They're set to be the most hyperconnected generation so far, by using tablets before their fifth birthday.

7. What are the latest trends in children's fashion?

Healing and haptic materials, mood-boosting colors, and earthy textures will be top trends. We will focus on gender-inclusive and seasonless colors. Items that can be worn in more than one way will become more important, as activities seamlessly transition from work to school and outdoor play. Multifunctional features that can shape-shift will be prized for their added value and longer wear time.

8. Can you talk about the importance of colors in children's fashion?

Re-energized brights, healing mineral tones, digital pastels, and near-neons will be some of the key color directions for kids-wear, as markets re-emerge with a new sense of optimism, balance, and appreciation of nature. There will be a stronger and more holistic focus on health and healing, and this will see soft, mindful pastels evolve into brighter, digitally infused wellness colors that feel playful and energizing.



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10 Trend Methods to Gain Loyal Customers for Your Brand

TREND FOCUS

Establishing a strong bond with the customer is the basis of gaining a brand loyalty. Large retail companies are also trying different strategies to create this bond with their customers. We have listed the 10 most effective trend strategies that enable you to gain loyal customers.

Brand Loyalty in Generation Z

In order to be successful in gaining a loyal customer base in the future, brands need to know the audience closely, who was born after 2000 and is defined as the "Z Generation". Although this generation hasn't labored yet, they will have the purchasing power to affect a large part of the market in the next 5 to 10 years. According to the researches Generation Z, who born was at the heart of technology, prefers to shop by trying instead of online shopping, contrary to the popular belief. The brand loyalty of Gen Z is lower than in the previous generations. For this reason, companies need to work effectively on customer loyalty. Here are 10 trending ways to gain loyal customers for your brand:



1. Getting to Know the Customers

First of all, to create customer loyalty, it is necessary to know the customers well. It is important to know the customers, analyze their demands/expectations, and offer products for this purpose. Customers' perspectives may change from time to time. Companies that follow this change gain an innovative identity and offer products that meet their customers' demands.

2. Providing Solution-Oriented Customer Service

In case of a possible problem with the purchased product, easy access to customer services and quick resolution of the problem directly affect the brand choice of the customers. A customer service line that makes you wait on the phone for minutes interrupts the customer acquisition process.

3. Developing Methods to Make Products Different

Today, as the number of brands increases, it is a fact that competition increases. To stand out in this competitive environment, it may be necessary to differentiate by increasing the quality of products and services.

4. Creating a Company-Specific Style

Creating a different and remarkable slogan is an effective method to highlight the brand and gain loyal customers in an intensely competitive environment. It is possible to create a customer base by associating a catchy slogan with the brand.

5. Keeping in Contact with Customers After Sales

It is very important not to reduce the relationship between the brand and the customer to only product sales, but also to stay in touch with the customer after the sale. Following product satisfaction after the sale, creates customer loyalty toward the brand.

6. Getting Feedback from Customers

By ensuring that the relationship with the customer continues after the sale, it is extremely valuable in the eyes of the customers to receive their feedback and to consider and evaluate these notifications. It is necessary to receive positive and negative comments from customers about every stage of the sale, not limited to satisfaction with the purchased product.

7. Identifying Loyalty Programs

Brands can increase customer loyalty with loyalty programs. There are many examples, such as allowing regular customers to accumulate points and then use those points to purchase discounted items, or providing a discount in another product group for purchases over a certain amount.

8. Honesty

Being honest and reliable on product information is important to gain loyal customers. To make sales, it is necessary not to give misleading information and not to make false promises.

9. Guaranteeing Customers

Customers are more attracted to products with long-term warranties. Providing a warranty period in addition to that specified in the law, increases the demand for related products.

10. Sensitivity to Social Issues

One of the important points of creating a sustainable relationship with the customer is not to be unresponsive to social issues. Organizing various campaigns by following important social issues helps to establish good bonds with customers. For example, when big forest fires occur, following the developments in this regard and organizing tree-planting campaigns as a company, brings the brand to a sensitive and respected position in society.

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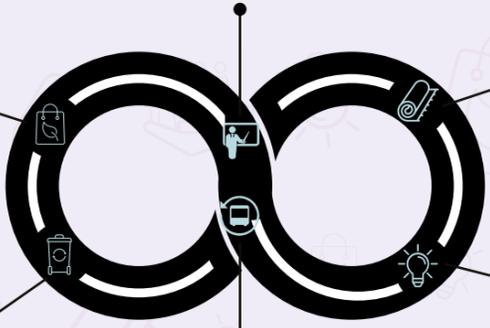


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