

**Fashion is gathering  
under one roof in Turkey  
with  
ISTANBUL FASHION DAYS**

Istanbul is prepared for a fashion feast that will be lived by whole city through **Istanbul Fashion Days** which will be held first time in Turkey by the organization of **ITKIB** with the collaboration of Fashion Designers Association and Istanbul Fashion Academy.

**Istanbul Fashion Days**, which will unite all of the activities under one roof, is organized as a huge fashion event in which there will be fashion designers and ready-wear brands and it consists of also the young fashion designers contest, fashion shows and a boutique exhibition.

**Istanbul Fashion Days** will gather for the first-time the leading ready-wear brands under the title of **Brandist** and leading fashion designers under **FashionLab** with a concept that claims the fashion sector as a whole and presents it to the national-foreign press, buyer groups, sector opinion leader and fashion enthusiasts.

The event to be organized at Istanbul Technical University's **Taşkışla** Campus in 26-29 **August** includes ;

**Koza – Young Fashion Designers' Contest** which will bring the new talents in the sector...  
**Fashion Lab** that gets the designers together...  
And **Brandist** where our fashion brands will take part...

Turkey will start to take place in world fashion calendar through Istanbul Fashion Days which will make Istanbul, the Capital City of Culture in 2010, a fascinating point of the world fashion.