



SPIRIT OF THE CITY IS REVIVING IN ISTANBUL SHOPPING FEST



5th Istanbul Shopping Fest – that will be held from 6th to 28th June – is getting ready to have people have an unforgettable ‘Istanbul’ experience by bringing together the history, culture, traditional cuisine of the city and shopping.

Istanbul Shopping Fest is not totally a commercial event, but mostly it’s a cultural festival event turning Istanbul into a world-famous city and welcoming lots of foreign visitors all over the world. Istanbul is taking firm steps towards being a world-famous brand both in shopping and fashion.

Istanbul **Shopping Fest**, which will be held from 6th to 28th June, is managed by Istanbul Chamber of Commerce (ICOC), Turkish Council of Shopping Centers and Retailers (TAMPF), Istanbul Kultur ve Sanat Urunleri Ticaret A.S. (KULTUR A.S.), TURSAB Association of Turkish Travel Agencies, Mayor of Istanbul Dr. Kadir Topbas, as Head of the Platform and President of Istanbul Chamber of Commerce Mr. Ibrahim Caglar, as CEO of the ISF.

Yakup Vatan, Istanbul Deputy Governor, Kadir Topbas, Major of Istanbul and Head of ISF Platform and Ibrahim Caglar, President of Istanbul Chamber of Commerce and CEO of ISF came together in a press conference which was organized in order to give further information about the events and cooperation within ISF.

ISTANBUL, THE CAPITAL OF CULTURE, ART AND SHOPPING

The opening speech of the conference made by Ibrahim Caglar who is the **President of Istanbul Chamber of Commerce (ICOC) and CEO of ISF. While Mr. Caglar was delivering his speech, he highlighted that “tourists will come and shop; this is not our objective in Istanbul Shopping Fest.** What is important here is to feel the spirit of the city deep in their hearts and to experience this city that hosts the best examples of history, culture, faith and civilization.” He also added that “One should definitely feel the spirit of the city which hosts the best examples of history, culture, faith and civilization. Therefore, we promise that our visitors will get the best Istanbul Experience that they possibly have. For this reason, everybody including taxi drivers, simit sellers on the street, small business owners and at the same time shopping centers should involve in keeping this promise.

Ibrahim Caglar also pointed out that “We have been showing great efforts in order to have this fest embraced by all of our citizens since the last year. Istanbul Shopping Fest is a really great step made for the Istanbul which is being prepared to be the capital city of money, culture, art and shopping.

ISTANBUL IS THE CENTER OF ATTENTION

Major of Istanbul and Head of ISF Platform, Kadir Topbas expressed his thoughts as the following; “Thanks to its nature, Bosphorus, history, cultural heritage, economy and its cosmopolitan environment, Istanbul is the center of attention and we are introducing Istanbul to the world with the combination of all its distinguished features.” By adding that there will be plenty of congress halls full of people in Istanbul till 2019, he also stated that they have been working so hard to increase the brand value of Istanbul.

Mr. Kadir Topbas continued his speech as follows; “Istanbul is becoming more and more stronger thanks to Shopping Fest. Durable projects, like this fest, are considerably increasing the brand value of the city. We are planning to make it more efficient and durable. We intend to meet the producers with a great number of consumers.

SHOPPING IN ISTANBUL CALLED ISTANBUL!

The fest is being organized under the sponsorship of Turkish Airlines (THY), Coca Cola Turkey, TAV Airports, Istanbul Sabiha Gokcen Airport (ISG), Mall of Istanbul, EgeYapı Group, Betek-Filli Boya and Power FM.

Promotional video of Istanbul Shopping Fest was also shown in the press conference. By harmonizing the history and cultural heritage of Istanbul with shopping, with the slogan of “Shopping in Istanbul called Istanbul”, the video mainly emphasizes that the more we make Istanbul known, the better brand it will be.

“EXTRAORDINARY SALES DAY” WILL BE EXTRAORDINARY AGAIN

Besides fireworks, water and light shows during the opening events, concerts in different parts of Istanbul, fashions shows including famous designers and models and street parties will be held during these 23 days. Being one of the most common events of Istanbul Shopping Fest, “**Extraordinary Sales Day**” will be held in Mall Of Istanbul on 12th June. In that day, Mall Of Istanbul will open its gates at 10 till 24.00, welcoming and making lots of surprises for shopping lovers.

As usual, this year many shops from diverse sectors, ranging from catering, ready-to-wear and service, will hold “**Concept Sales Days**” within ISF. Both local and foreign visitors of Istanbul will be very happy thanks to the price advantages offered in the those sales days: **13th June** Cosmetics Day, **14th June** Children and Fun Day, **20th June** Home Sweet Home Day, **21st June** Technology Day, **27th June** Jean Day, **28th June** Shoes and Purse Day.

A BRANDNEW HOUSE AND A CAR...

Within Istanbul Shopping Fest (ISF), during 23-day period, on condition that you buy something either with your credit or bank card, each bill with the amount of 50 TL will give you the chance to attend the lots. The winners will be awarded with a house and a Mercedes Vito that are sponsored by EgeYapı Group. The winners of the campaign, which will be in progress during the fest period, will be determined by drawing lots before a notary public at the end of ISF.

<http://istshopfest.com>