

# BRAND INTRODUCTION

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MEHTAP ELAIDI

**Showapp**  
creative sales development

# Content

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- IX. Brand Positioning
- X. Brand Support for the Sales Point

- Born in 1964, Mehtap Elaidi established her own ready to wear women's brand in 2000 with a special focus on cotton.
- The idea was to provide functional clothes with a design twist to unapologetic women.
- Mehtap Elaidi also acted as the president of Turkish Fashion Designers Association for six years.
- She is now a board member of Turkish Clothing Manufacturers' Association and is working towards promoting the Turkish fashion industry since 2010.



ME

*“Unapologetic clothes that will last a lifetime”*



- **Target Customer** : Aged 35 and upwards independent women
- **SEG** : A, B +
- Dynamic city women who value their time and who don't follow seasonal trends.
- Women who like to spend their disposable income on quality items that will set them apart from the crowd.

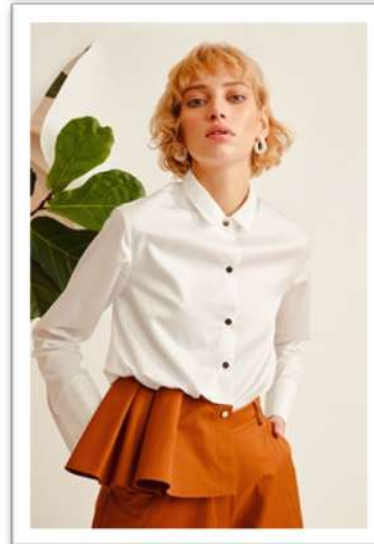




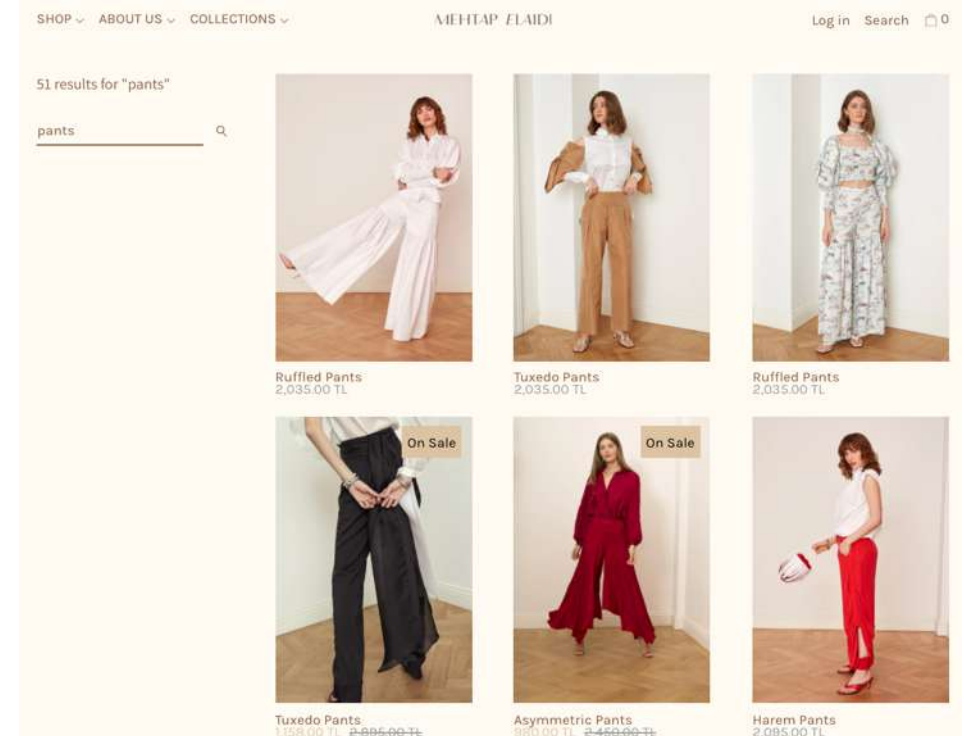
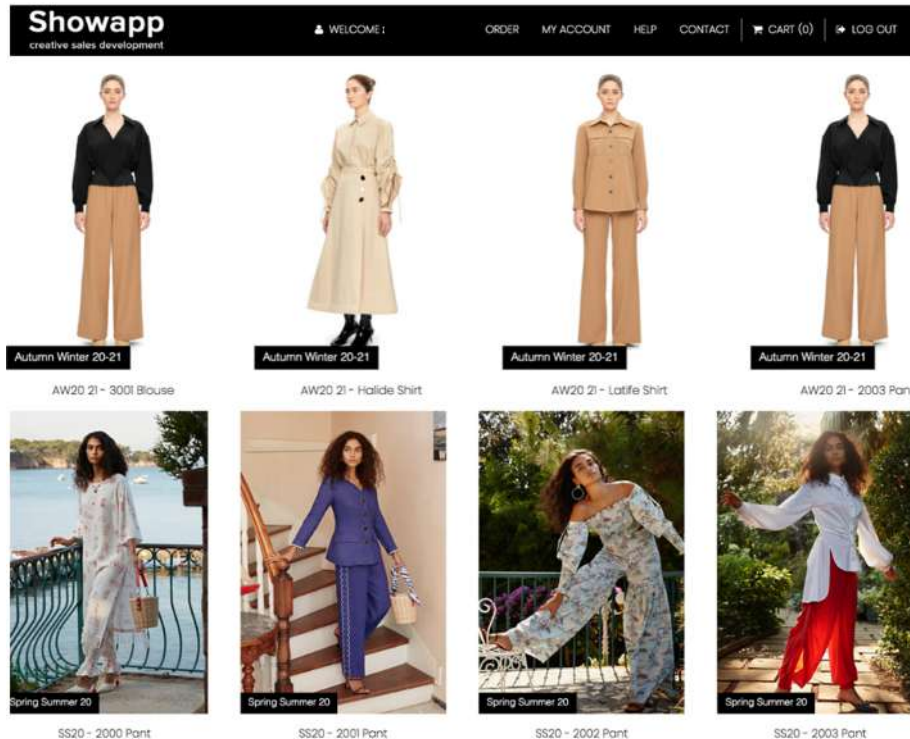
# Price Range

MEHTAP ELAIDI

- Average wholesale price : 171 \$
- Collection wholesale prices in breakdown:
  - Pants Wholesales : 119 - 159 \$
  - Shirts Wholesales: 109 – 139 \$
  - Blouse Wholesales: 119 – 159\$
  - Skirt Wholesales: 139 – 159 \$
  - Dress Wholesales: 169 – 239 \$
  - Jacket Wholesales: 199 – 309 \$
- Retail price global markup: WSP X 2.8
- Full price retail gross margin: 67%



- Wholesale : Istanbul & Paris
- Retail: Department Stores, Multi-Label Boutiques, Flagship Store, Concept Stores
- Online Shopping: [www.mehtapelaidi.com](http://www.mehtapelaidi.com)
- Sales Showroom: Showapp - based in Istanbul
- Wholesale Online Shopping: [www.showappshowroom.com](http://www.showappshowroom.com)

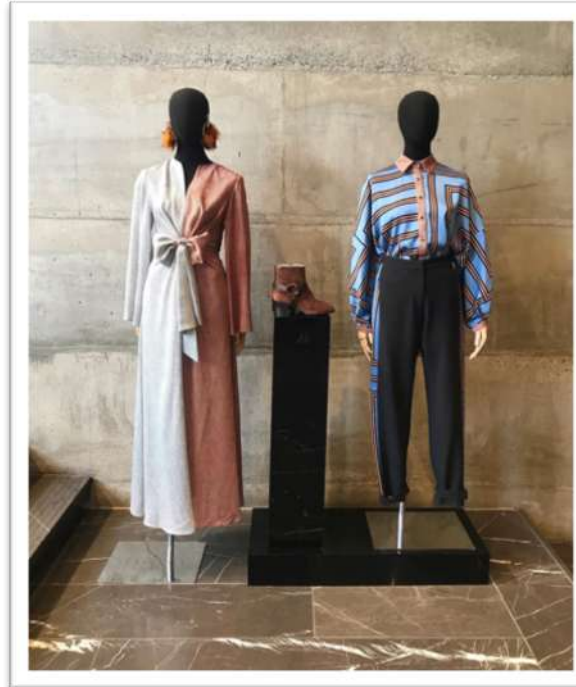




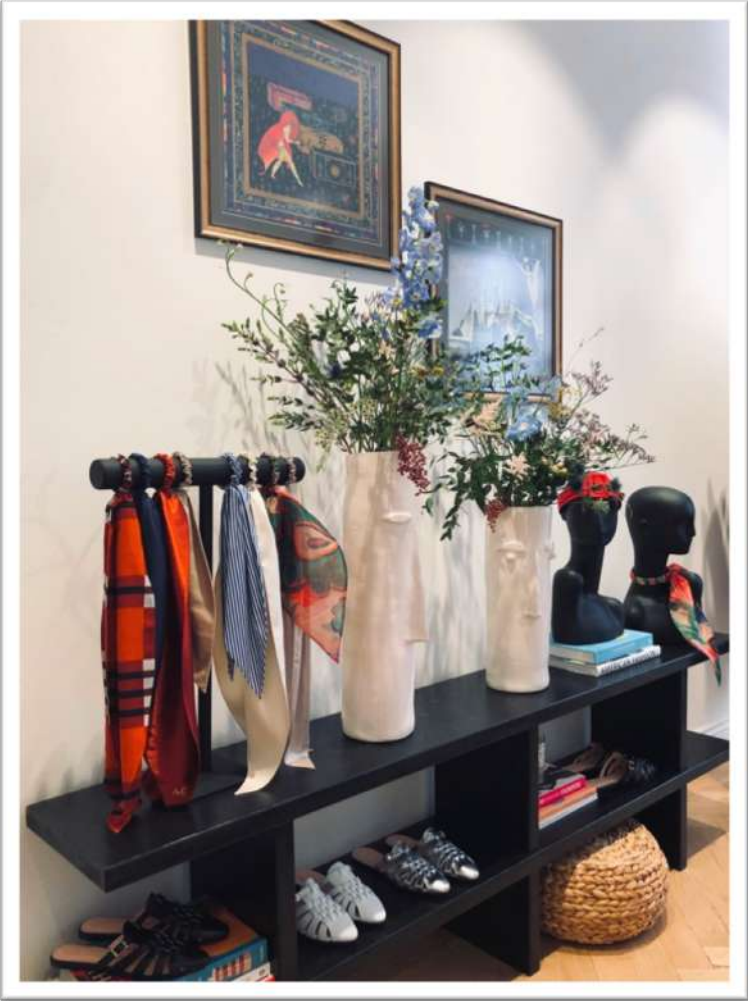


United Arab Emirates,  
Saudi Arabia,  
Portugal,  
Lebanon,  
Monaco,  
Bahrain,  
Kuwait  
Turkey,  
Tunisia  
Crotia,  
Egypt,  
Qatar,  
USA

1. Visual Merchandising
2. Brand Website
3. Social Media
4. Press Coverage
5. Celebrity Endorsement



# 1. Visual Merchandising



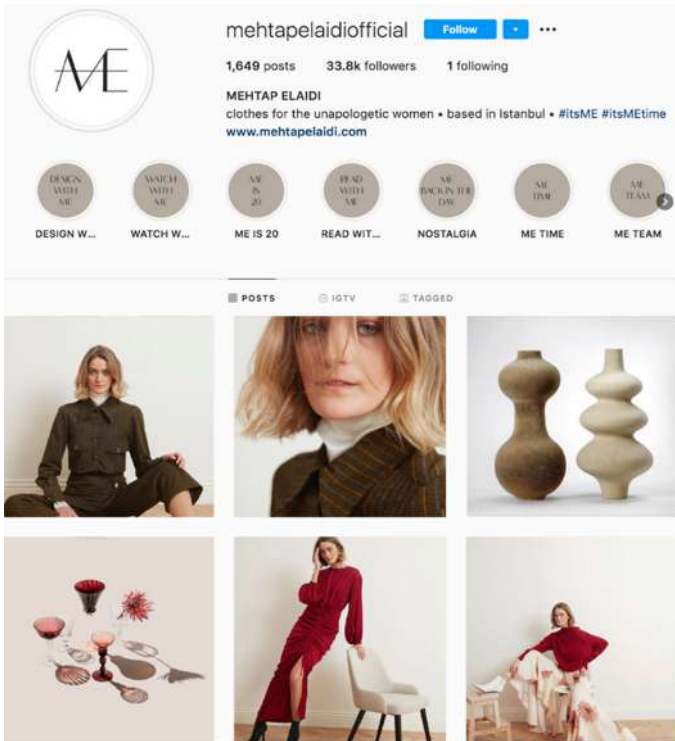
# 2. Brand Website

MEHTAP ELAIDI

- SHOP
- All
- Spring Summer 2020
- CATTO CATTO x MEHTAP ELAIDI
- Only One Left
- Sale
- Tops
- Bottoms
- Dresses
- Outerwear
- Accessories



# 3. Social Media



mehtapelaidiofficial

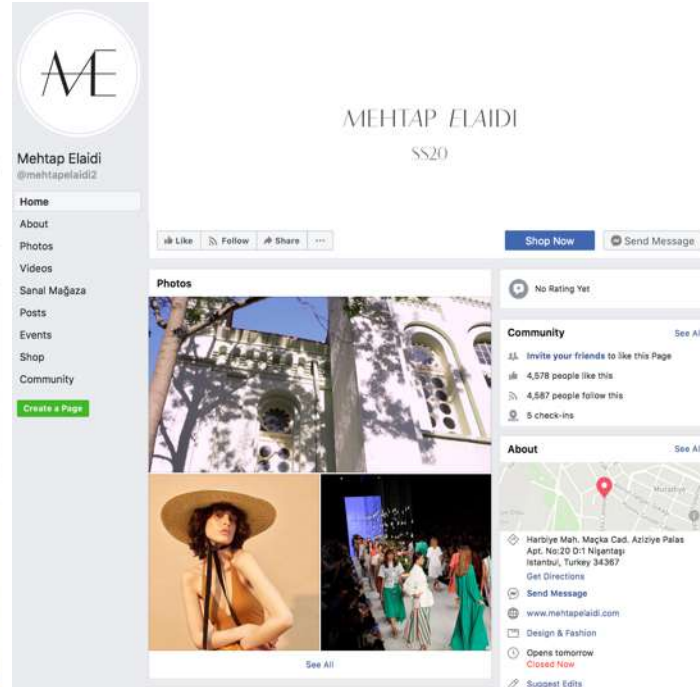
1,649 posts 33.8k followers 1 following

MEHTAP ELAIDI  
clothes for the unapologetic women • based in Istanbul • #itsME #itsMETIME  
www.mehtapelaidi.com

DESIGN WITH ME WATCH WITH ME ME IS 20 READ WITH ME NOSTALGIA ME TIME ME TEAM

POSTS IGTV TAGGED

Sanal Mağaza  
Posts  
Events  
Shop  
Community  
Create a Page



MEHTAP ELAIDI  
SS20

Mehtap Elaidi  
@mehtapelaidi2

Like Follow Share

Shop Now Send Message

Photos

Community

4,578 people like this  
4,587 people follow this  
5 check-ins

About

Harbiye Mah. Maçka Cad. Aziziye Palas Apt. No:20 D:1 Nisantari  
Istanbul, Turkey 34367

www.mehtapelaidi.com

Design & Fashion

Opens tomorrow  
Closed Now

Suggest Edits



MEHTAP ELAIDI

#elaidispice

Follow

Mehtap Elaidi Studio  
@mehtapelaidi

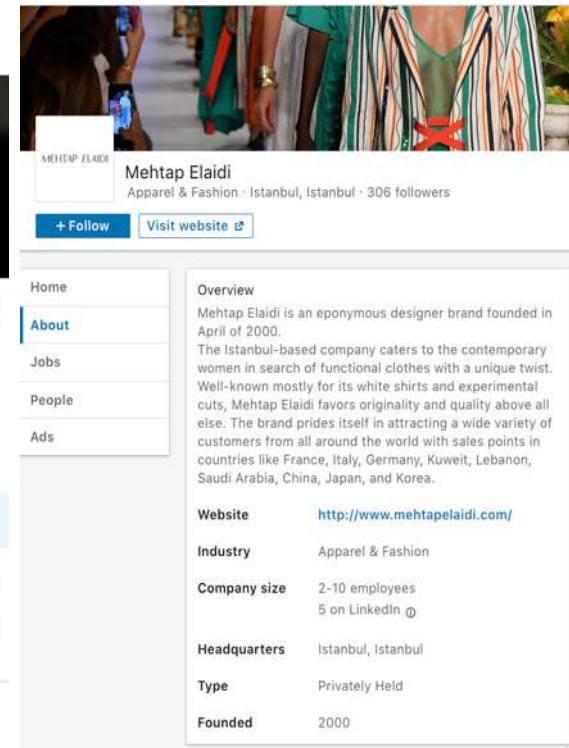
Official Twitter Account of Mehtap Elaidi Design Studio

mehtapelaidi.com Joined August 2011

380 Following 2,795 Followers

Tweets Tweets & replies Media Likes

Mehtap Elaidi Studio Retweeted  
billur @billurSaatci · Apr 18, 2016  
bugün #ootd #wearing @mehtapelaidi @mavi @msgm\_ @ Four Seasons Hotel Istanbul at the Bosphorus instagram.com/p/BEWtVecAXjm/



Mehtap Elaidi  
Apparel & Fashion · Istanbul, Istanbul · 306 followers

+ Follow Visit website

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Overview

Mehtap Elaidi is an eponymous designer brand founded in April of 2000. The Istanbul-based company caters to the contemporary women in search of functional clothes with a unique twist. Well-known mostly for its white shirts and experimental cuts, Mehtap Elaidi favors originality and quality above all else. The brand prides itself in attracting a wide variety of customers from all around the world with sales points in countries like France, Italy, Germany, Kuwait, Lebanon, Saudi Arabia, China, Japan, and Korea.

Website <http://www.mehtapelaidi.com/>

Industry Apparel & Fashion

Company size 2-10 employees  
5 on LinkedIn

Headquarters Istanbul, Istanbul

Type Privately Held

Founded 2000



# 4. Press Coverage

MEHTAP ELAIDI



## 4. Press Coverage

MEHTAP ELAIDI



## 4. Press Coverage

MEHTAP ELAIDI





## 4. Press Coverage

MEHTAP ELAIDI



## 5. Celebrity Endorsement

MEHTAP ELAIDI



Gala Gonzales  
*Influencer*



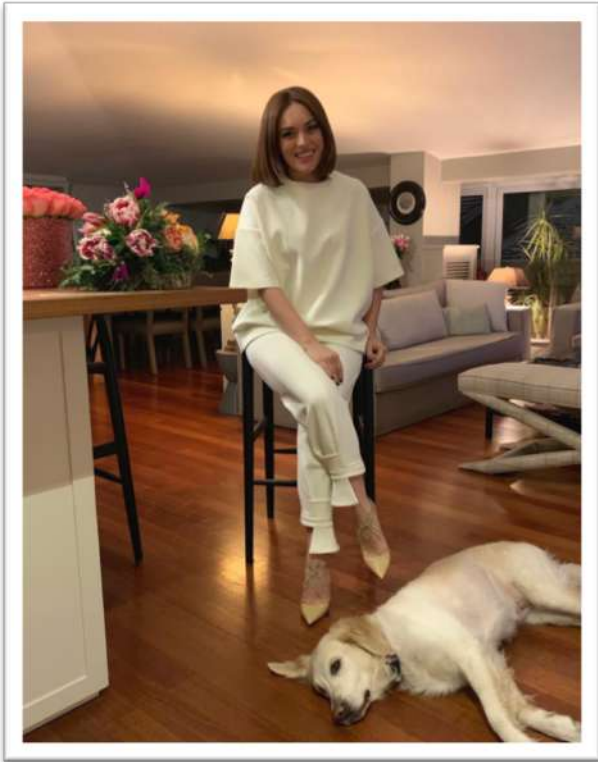
Carlotta Rubaltelli  
*Influencer*



Hande Erceci  
*Actress*

# 5. Celebrity Endorsement

MEHTAP ELAIDI



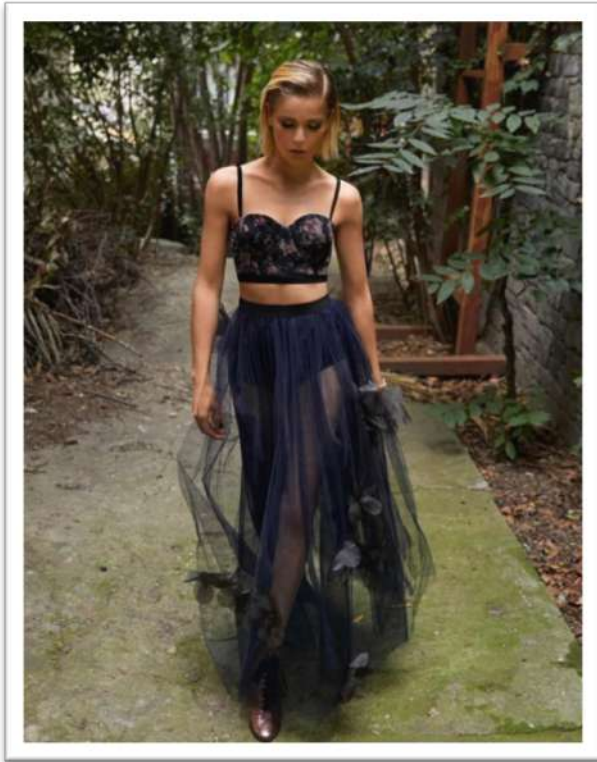
Ezgi Mola  
*Actress*



Hadise  
*Singer*



Burcu Esmer soy  
*TV Host*



Burcu Biricik  
*Actress*

## 5. Celebrity Endorsement

MEHTAP ELAIDI



Meric Aral  
*Actress*



Eda Ece  
*Actress*



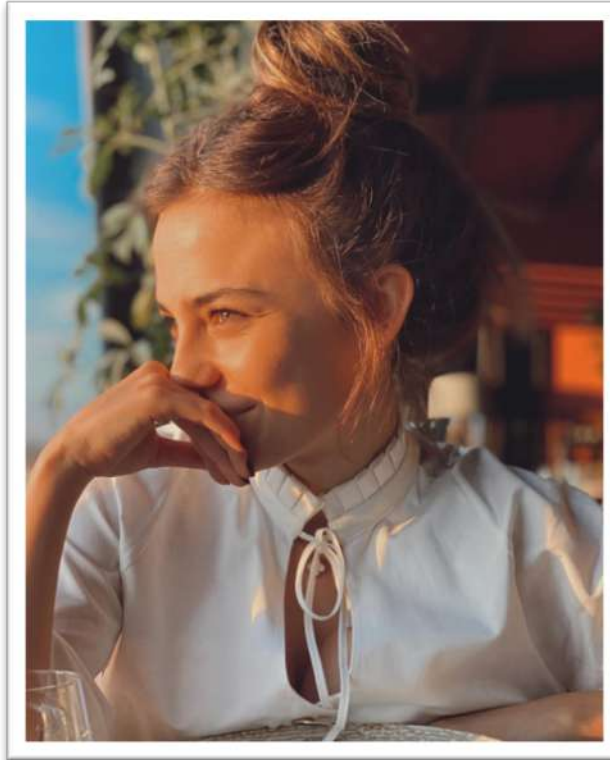
Sedef Avci  
*Model*



Rachel Araz  
*Influencer*

## 5. Celebrity Endorsement

MEHTAP ELAIDI



Bahar Sahin  
*Actress*



Oyku Karayel  
*Actress*



Dila Tarkan  
*Influencer*



Muge Boz  
*Actress*



## INTERNATIONAL BRANDS

Market Share 40%

Channels Own Stores

Price Level Upper –

Upper/Medium

Product Range Fashion-

Functional

- Trunk shows upon a mutual agreement
- Visit the sales points twice a year
- Seasonal VM manual would be sent to every sales point
- Sales team training sessions by virtual meetings
- Visual digital materials
- Seasonal digital sales training materials





## Showapp Showroom Info

Tesvikiye Mah. Akkavak Sok. No:18, Hacı Omer Apt.  
Kat:3, D:5 Nisantasi / Istanbul – TURKEY

[www.showappshowroom.com](http://www.showappshowroom.com)



*Thank you.*