



MEHTAP ELAIDI

FW'24 LOOKBOOK

MUALLA

Mualla.

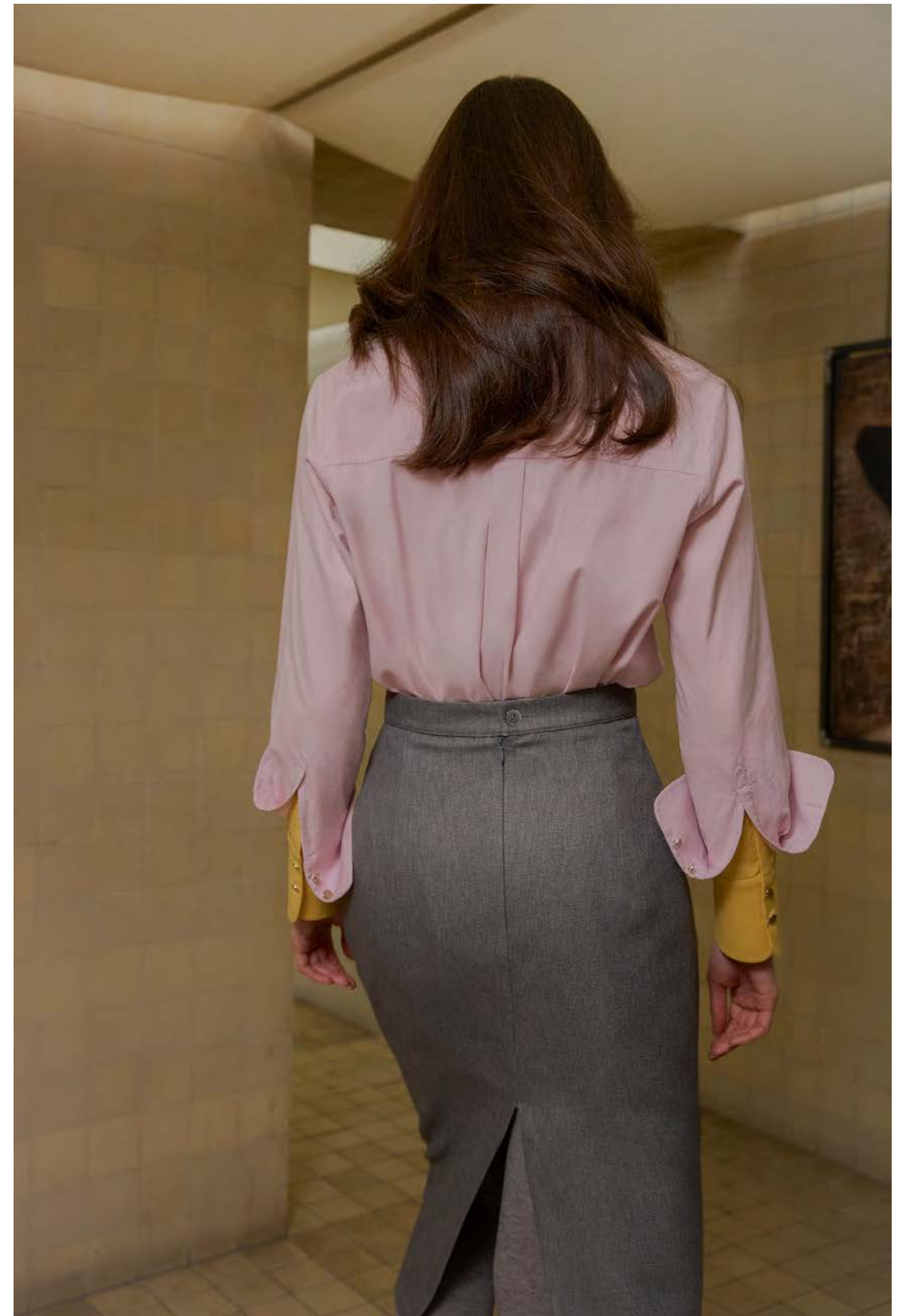
A strong ME woman who lives and breathes Istanbul.
She cherishes the city's multi-cultural lineage and is forever inspired by it.

The intricately thought-out architecture details of Hagia Sophia is her design compass, the laughter emanating from the century old Çiçek Pasajı is her medicine, the chaotic Grand Bazaar is what makes her feel rich, and the stained glass artworks of old apartment buildings are her color palettes.

Like those artworks, she mixes and matches different components of the city to make a whole, she is a contemporary who is never not inspired.

So we decided to be like our main character Mualla and we brought together many pieces of this historic city into our collection through prints, embroideries, unusual patterns and updated silhouettes.

The rest is up to the other ME women; it's time to mix and match these ME items and get lost in the streets in Istanbul, where inspiration comes in endless supply (to those looking for it of course).



SAKAYIK SHIRT • B
SAKAYIK SHIRT • C
4008 SKIRT • A



7003 JACKET • ORG

4005 SKIRT • ORG



5001 KNIT • ORG





7006 JACKET • A
4010 SKIRT • ORG



5000 SWEATER • A



TEŞVİKİYE SHIRT • ORG
2006 OVERALLS • ORG

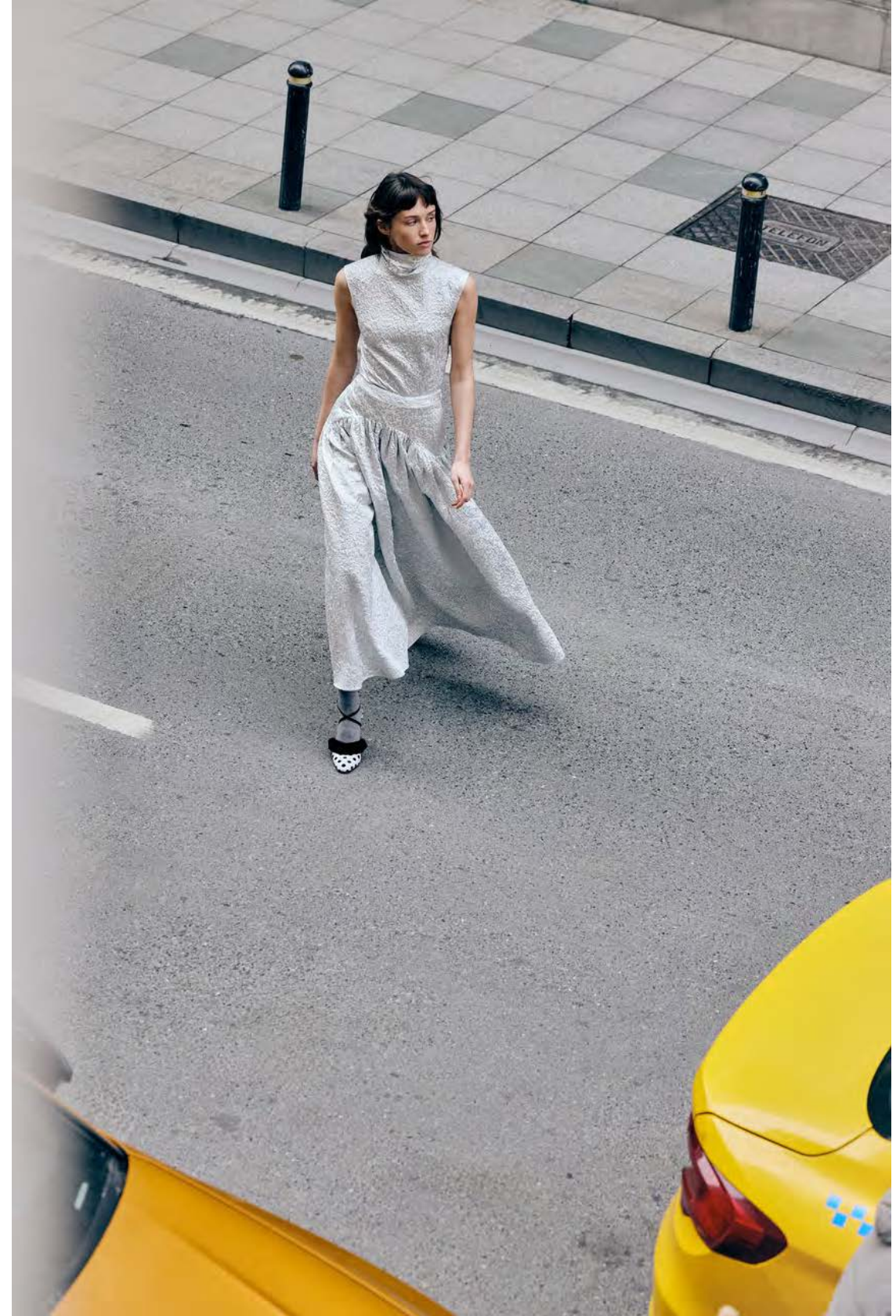




7000 JACKET • ORG

2001 PANTS • ORG





GERDAN BLOUSE • ORG

4006 SKIRT • B



MERCAN BLOUSE • D

4006 SKIRT • ORG



7002 BLOUSE JACKET • A

2003 PANTS • ORG

BALO BLOUSE • A





NARMANLI BLOUSE • ORG
4003 SKIRT • ORG





BOTTER BLOUSE • ORG

4004 SKIRT • ORG



VLORA SHIRT • B
2005 PANTS • ORG



AZIZIYE SHIRT • ORG
2000 PANTS • ORG



AZIZIYE SHIRT • ORG



AE



KALE SHIRT • ORG



6004 DRESS • ORG



8002 COAT • ORG
AKKAVAK SHIRT • ORG



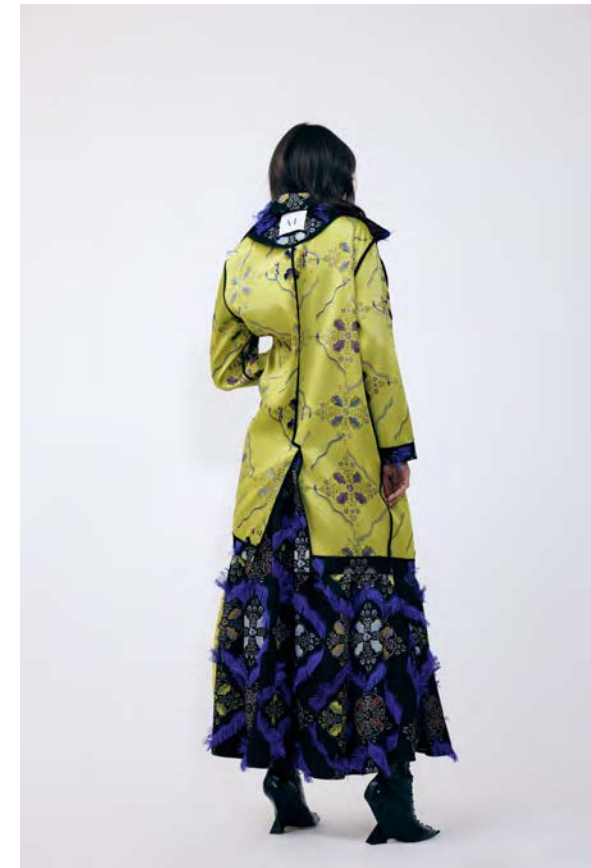


ATIYE SHIRT • ORG

2004 PANTS • ORG



8001 COAT WORN INSIDE OUT • ORG
4006 SKIRT • C





SAKAYIK SHIRT • A
6002 DRESS • ORG



BALO TOP • ORG
2003 PANTS • ORG



6013 DRESS • ORG





6014 DRESS • ORG





7003 JACKET • A
4001 SKIRT • ORG





5000 SWEATER • ORG
4001 SKIRT • ORG



7007 CAPE • ORG
4003 SKIRT • A



BOTTER BLOUSE • A

4006 SKIRT • A



6012 DRESS • ORG





7008 JACKET • ORG
4009 SKIRT • ORG





6003 DRESS • ORG



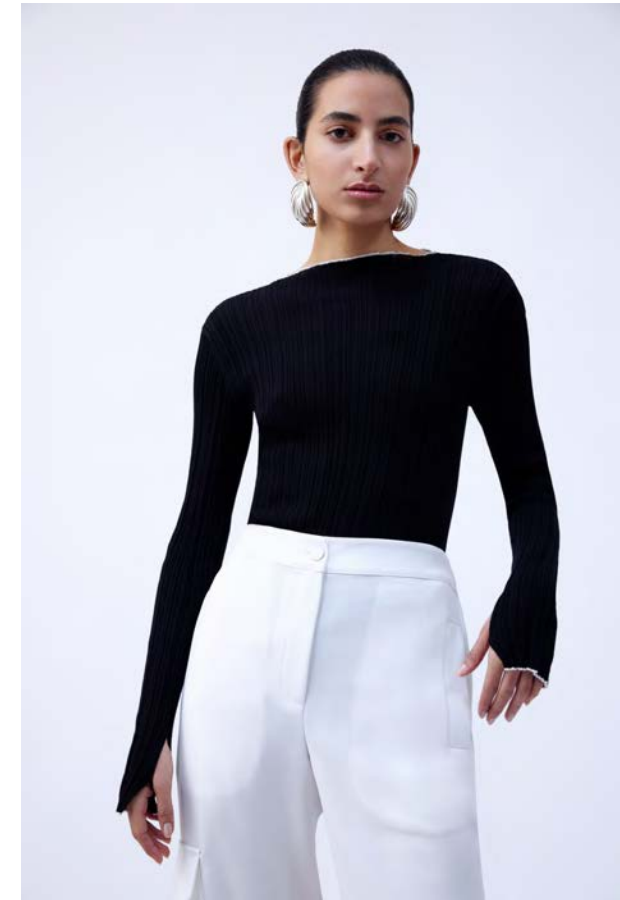
5004 SWEATER • ORG
2007 PANTS • ORG





6001 DRESS • ORG

5002 KNIT • A
2002 PANTS • B



6005 DRESS • ORG





PASAJ BLOUSE • ORG

2001 PANTS • ORG

SİRKECİ SHIRT • ORG
2000 PANTS • B





7001 JACKET • ORG
4002 SKIRT • ORG

6015 DRESS • ORG





8000 CAPE • ORG
5002 KNIT • ORG
2004 PANTS • C



SARAY SHIRT • ORG
2004 PANTS • C





6009 DRESS • ORG

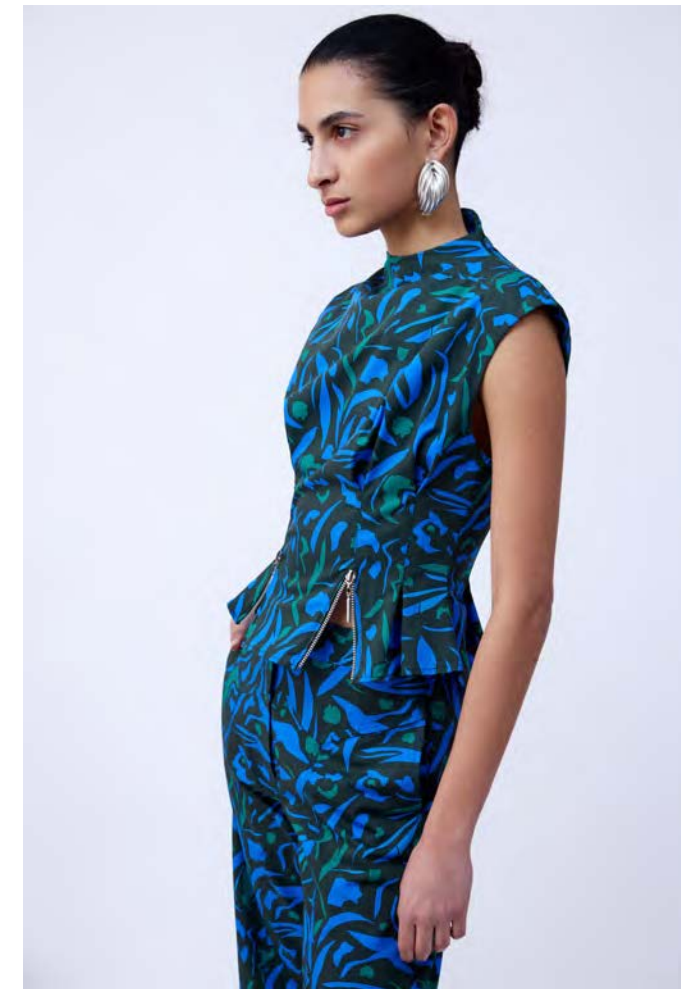
6006 DRESS • ORG



7004 JACKET • ORG
2004 PANTS • B



PASAJ BLOUSE • B
2000 PANTS • C





MERCAN BLOUSE • ORG
4000 SKIRT • ORG



7009 JACKET • ORG
4003 SKIRT • A





6007 DRESS • ORG
2003 PANTS • ORG



6011 DRESS • ORG





5003 KNIT SHIRT • ORG
2002 PANTS • A





AKKAVAK SHIRT • ORG
4007 SKIRT • ORG





6000 DRESS • ORG



6008 DRESS • ORG



FERİKÖY SHIRT • ORG
4008 SKIRT • ORG





MACKA BLOUSE • ORG
2004 PANTS • C



7002 BLOUSE JACKET • ORG

2002 PANTS • ORG





6011 DRESS • A

RUMELI BLOUSE • ORG
2000 PANTS • B



