

# BRAND INTRODUCTION

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O Z G U R M A S U R

ISTANBUL

**Showapp**

creative sales development

# Content

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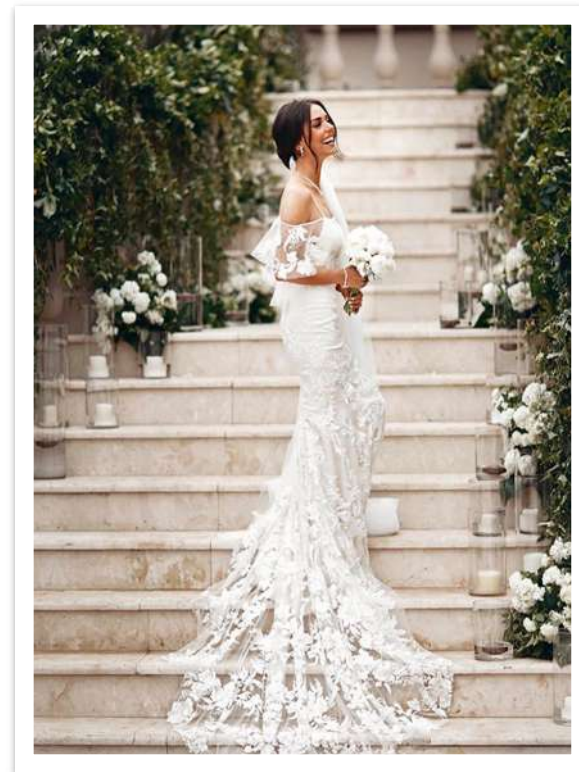
- I. Introduction of the Designer
- II. Lifestyle Statement
- III. Customer Profile/ Target
- IV. Products/Seasons
- V. Price Range
- VI. Sales Channels
- VII. Point of Sales
- VIII. Brand Communication
- IX. Brand Positioning
- X. Brand Support for the Sales Point

# Introduction of the Designer

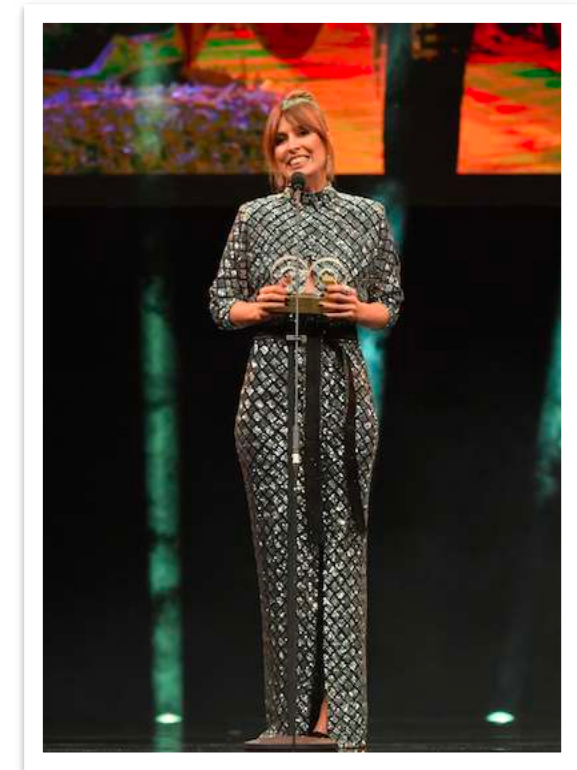
- In 2008, Ozgür Masur established his self-titled label and opened his signature showroom.
- Masur's universe is situated between tradition and modernity.
- He has three labels: *Ozgur Masur Haute Couture*, *Ozgur Masur Bridal* and *Ozgur Masur Prêt-A-Couture*.
- In 2018, he was chosen as co-chairman to the Turkish Fashion Designers Association and he is still continuing his duty.
- Masur's subtle couture craftsmanship is the result of a mixture of forms and colors with modern tailoring and embroidered details to create an unique identity.
- Sophisticated lines with highly feminine glam soul and elegant silhouettes to add a unique take on classical fitting techniques, exuding originality.



*Women who has a daring, free, and creative persona and not afraid to wear bold colors and extravagantly embroidered gowns to be the showstopper.*



- **Target Customer:** Between 25 to 50 socially active, educated, elite urban women (mostly celebrities).
- **SEG:** A + (Haute Couture), A + (Bridal), AB + (Prêt-A-Couture)
- Feminine and alluring women who want to look as if they are coming out of a fantasy.
- Mostly targets celebrities, rich and famous upper-class fashion lovers who have significant disposable income for premiere luxury experience.





*Prêt - A - Couture AW 20/21*



*Prêt - A - Couture SS20*



*Byzantium Signature Couture Collection*

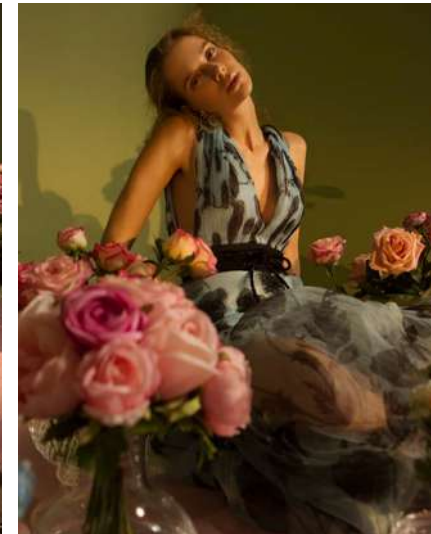


*Haute Couture 2018*



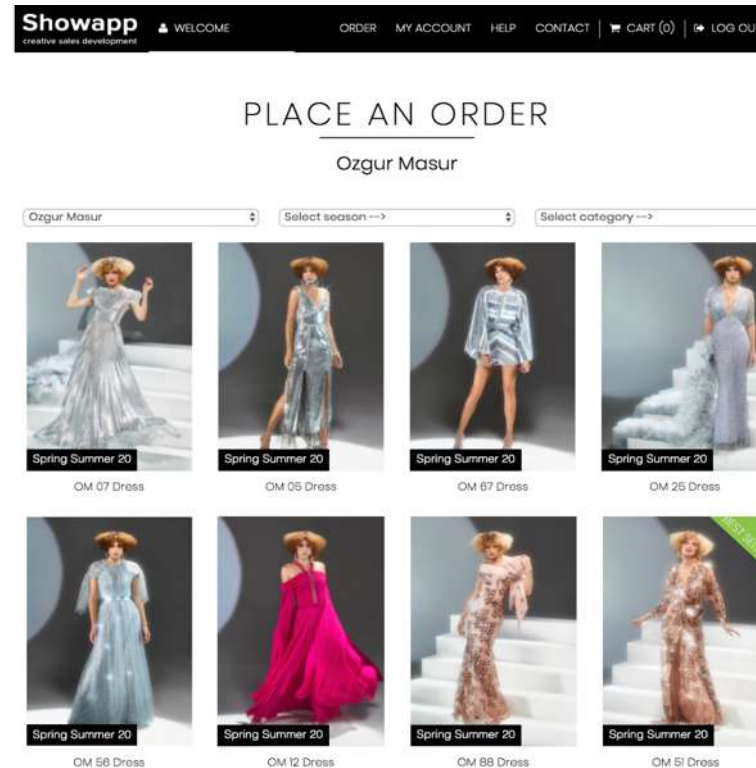
# Price Range

- Average Haute Couture Wholesale Price: 2,803 \$
- Average Pret-A-Couture Wholesale Price : 650 \$
- Average Ready to Wear Wholesale Price : 570\$
- Average Bridal Wholesale Price: 2200 \$
- Pret-A-Couture Collection Wholesale Prices in Breakdown:
  - Dress Wholesales: 496 – 1250 \$
- Ready to Wear Wholesale Prices in Breakdown:
  - Dress Wholesales: 270 – 1155 \$
- Retail price global markup: WSP X 3
- Full price retail gross margin: 67%





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





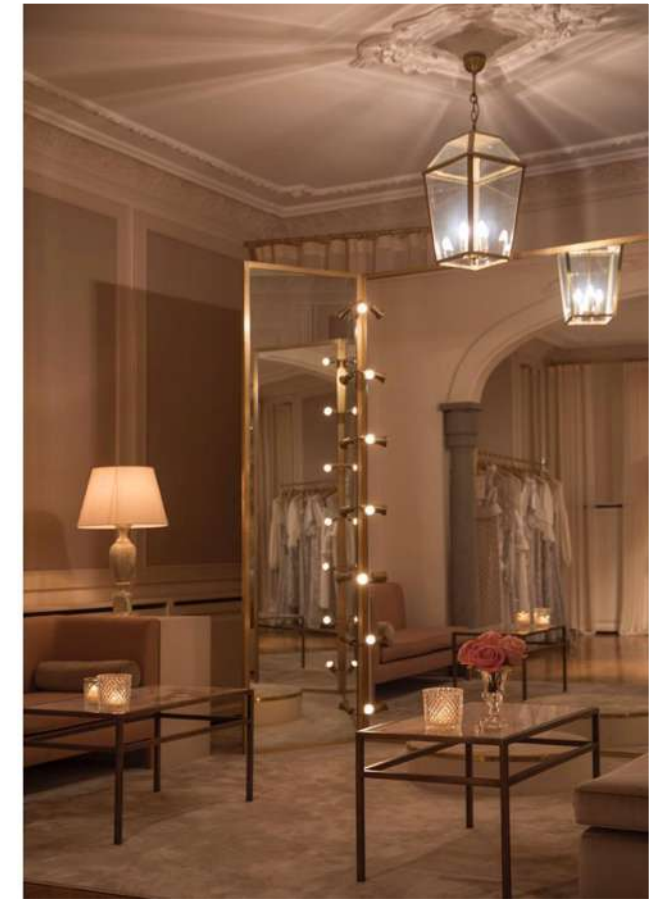
Saudi Arabia,  
Lebanon,  
Monaco,  
Panama,  
Bahrain,  
Tunisia,  
Kuwait,  
Turkey,  
Egypt,  
Qatar,  
UAE,  
USA

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



# 1. Visual Presentation & Merchandising

OZGUR MASUR  
ISTANBUL



## 2. Brand Website

OZGUR MASUR

ISTANBUL



THE COLLECTION  
Haute Couture 2018

DISCOVER THE COLLECTION



THE COLLECTION

PRET A PORTER SS 2019

Discover The Collection



THE COLLECTION

PRET A PORTER SS 2018

Discover The Collection



THE COLLECTION

PRET A PORTER AW 2018

Discover The Collection



THE COLLECTION

PRET A PORTER SS 2017

Discover The Collection



OZGUR MASUR

CONTACT

COLLECTIONS

HAUTE COUTURE

PRET A PORTER

COLLABORATIONS

# PRET A PORTER FW 2019

EXPLORE HERE

Pret A Porter FW 2019



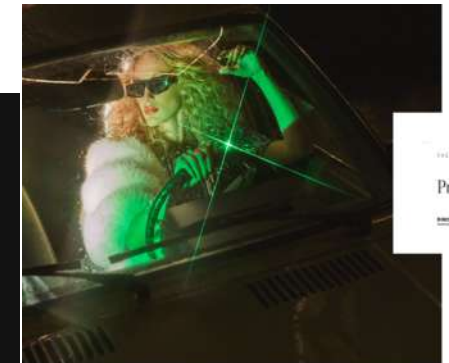
THE COLLECTION  
Pret-à-Porter

DISCOVER THE COLLECTION



THE COLLECTION  
Haute Couture

DISCOVER THE COLLECTION



THE COLLECTION

Pret a Porter FW 2019

DISCOVER THE COLLECTION



THE COLLECTION

HAUTE COUTURE 2017

Discover The Collection



THE COLLECTION

HAUTE COUTURE AW 2015/16

Discover The Collection



THE COLLECTION

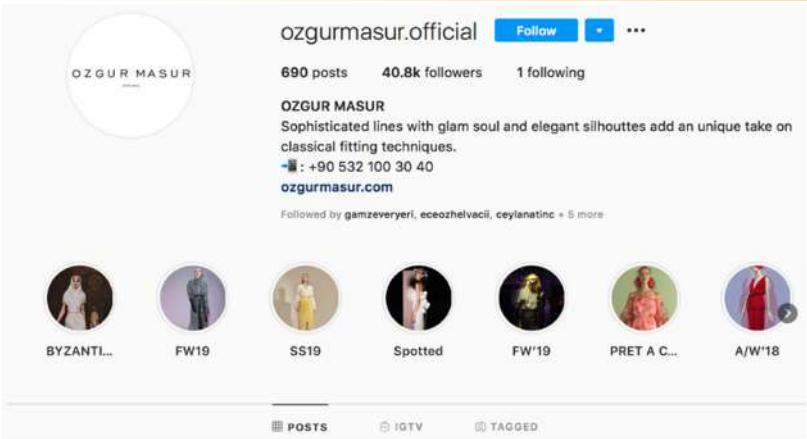
HAUTE COUTURE SS 2015

Discover The Collection

# 3. Social Media

OZGUR MASUR

ISTANBUL



ozgurmasur.official Follow

690 posts 40.8k followers 1 following

**OZGUR MASUR**  
Sophisticated lines with glam soul and elegant silhouettes add an unique take on classical fitting techniques.  
📞: +90 532 100 30 40  
ozgurmasur.com

Followed by gamzeveryeri, eceozhelvacil, ceylanatinc + 5 more

BYZANTL... FW19 SS19 Spotted FW'19 PRET A C... A/W'18

POSTS IGTV TAGGED



ozgur masur @ozgurmasur

ISTANBUL /NİŞANTAŞI ozgurmasur.com  
Joined December 2009

208 Following 108.8K Followers

Tweets Tweets & replies Media Likes

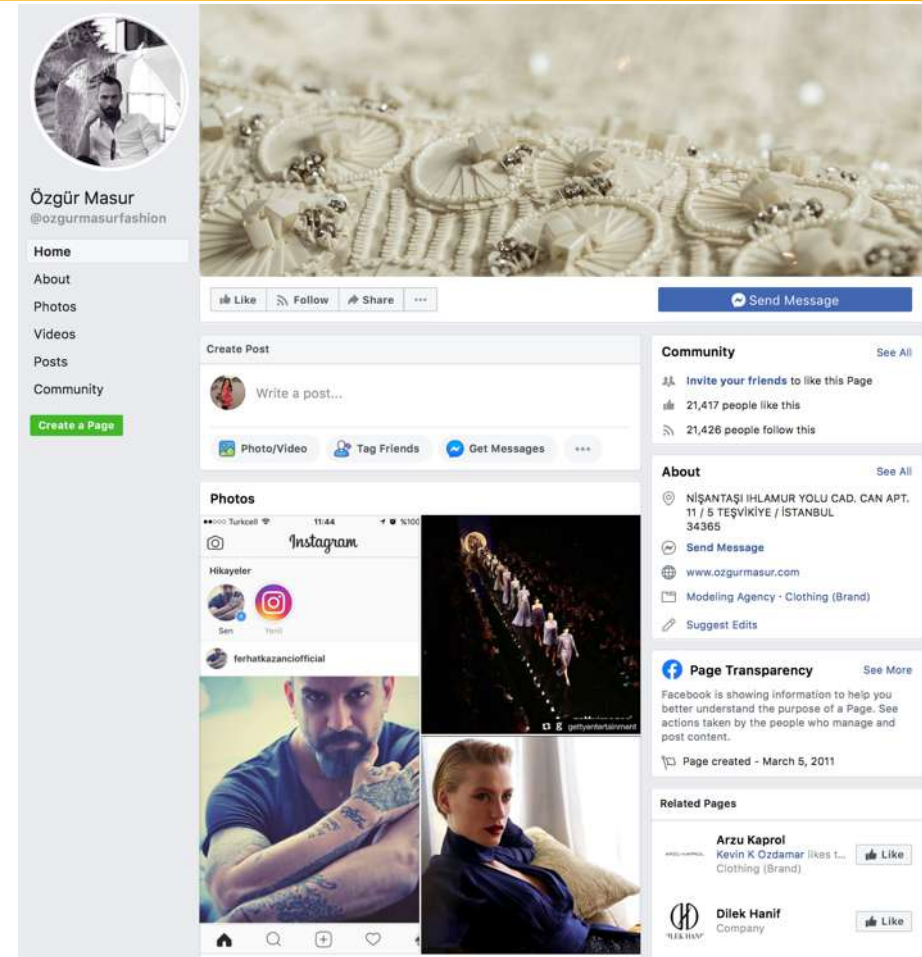
ozgur masur Retweeted İlber Ortaylı @ILBERTAYLIGSU · Apr 11  
Günlerdir gece gündüz demeden canlarını ortaya koyan sağlık çalışanlarının emeklerine yazık oldu.



274 6.5K 45.6K

ozgur masur @ozgurmasur · Apr 10  
Yasak açıklanırken genelge ile birlikte açıklanmalıydı.Zaten alışverişe çıkanlar günlerce korudular kendilerini ama şimdi başa döndü.Olacak iş değil.

1 9



Özgür Masur @ozgurmasurfashion

Home About Photos Videos Posts Community

Create a Page

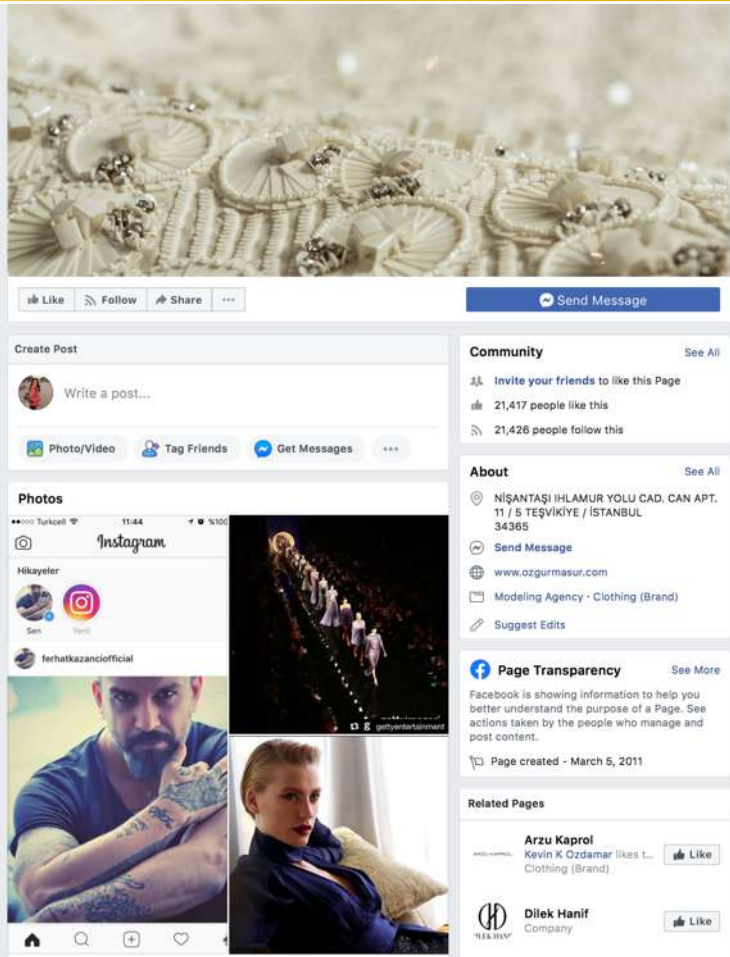
Create Post Write a post... Photo/Video Tag Friends Get Messages

Community 21,417 people like this 21,426 people follow this

About NİŞANTAŞI İHLAMUR YOLU CAD. CAN APT. 11 / 5 TEŞVİKİYE / İSTANBUL 34365  
Send Message www.ozgurmasur.com Modeling Agency - Clothing (Brand) Suggest Edits

Page Transparency Page created - March 5, 2011

Related Pages Arzu Kaprol Kevin K Ozdamar likes L... Clothing (Brand) Like Dilek Hanif Company Like



A collection of fashion show images, including a close-up of a white sequined dress, a model in a white sequined dress, and a model in a white sequined dress.



# 4. Press Coverage

OZGUR MASUR

ISTANBUL



# 4. Press Coverage

OZGUR MASUR

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# 5. Celebrity Endorsement



Serenay Sarikaya  
Actress



Burcu Esmersoy  
TV Host



Busra Develi  
Actress



Ezgi Mola  
Actress



Beren Saat  
Actress

# 5. Celebrity Endorsement



Tuba Buyukustun  
*Actress*



Hazal Kaya  
*Actress*



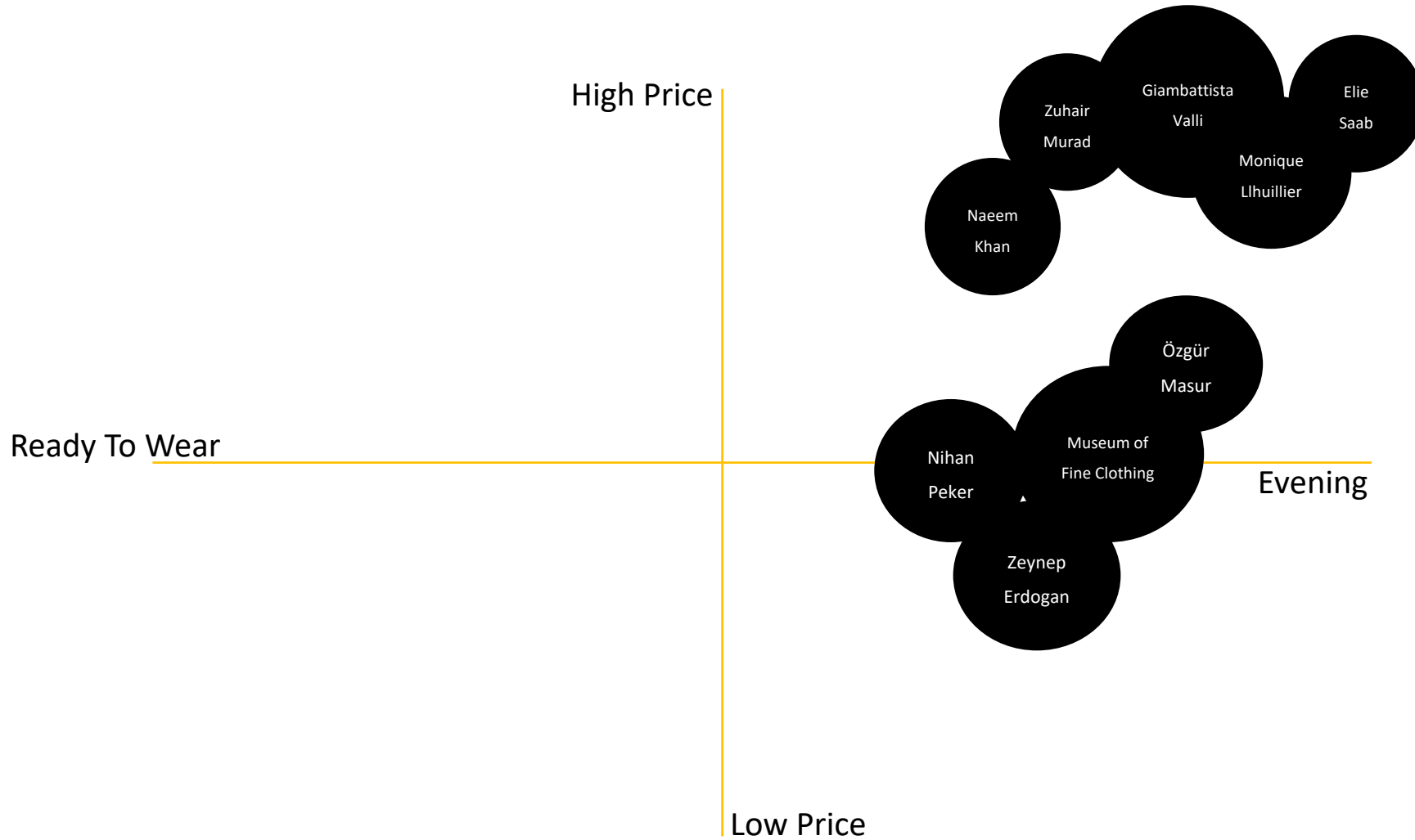
Ece Sukan  
*Fashion Editor*



Neslihan Atagul  
*Actress*



Goksel  
*Singer*



## 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



# O Z G U R M A S U R

ISTANBUL

## 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.*