

# we|you|they

JANUARY - FEBRUARY 2020 - ISSUE 19

FASHION, SHOPPING, CULTURE AND LIFE MAGAZINE

by **Özdilek**

EN

YOUR COMPLIMENTARY COPY

**A ROMANTIC  
INVITATION**

**THE MOST  
ELEGANT WAY  
TO SHOW YOUR  
LOVE**

**A COZY AND  
STYLISH  
ATMOSPHERE**

**STAR ACTRESS:  
MARGOT  
ROBBIE**

**3  
YEARS**

**AHMET İRİ**  
**"ÖZDİLEK IS RIGHT  
PLACE AND THE  
RIGHT ADDRESS"**

**A WINTER DREAM  
ROVANIEMI**

**STUNNING  
DESIGNS**

**FATMA  
TURGUT**

**"THERE IS A LOT TO LEARN"**



we|you|they  
by Özdilek

3

YEARS

*We would like to thank you to our esteemed readers,  
for being a partner in our story for 3 years.*

# EDITO



**Dear We You They readers,**

We are presenting you our new issue in which we celebrate the 3rd anniversary of our magazine and the first days of the new year together. We wish the happiness to be with you always, all your wishes to come true and you to feel warm with love despite the cold weather in the new year.

You can present a visual feast which is full of classy details to your guests in your romantic party tables with the beauty of winter. You can customize your tables with different color combinations and unique snow flake designs which you can use on your tables. You can read the suggestions with which you can create an effortless but perfect atmosphere with candles and flowers that are inevitable for classy table presentations in our Decoration Ideas pages.

We wish you a joyful reading for the interview with Ahmet İri, Özdilek Holding's General Manager of Retail Operations, with whom we met in this issue regarding his memories in Özdilek, experiences and predictions about the sector.

In the Showcase pages, we gathered the clothing suggestions which you can complete elegant, classy and charismatic combinations including the most popular pieces of the season with outstanding accessories for you. Of course, we did not forget the classy and glamorous pieces which will help you express your love in February 14, Valentine's Day.

In our interview with Fatma Turgut who is one of the beloved people in Turkish rock music, we had a lovely conversation about her first solo album Elimde Dünya which has been hotly-anticipated for a long time, while we were getting to know her better.

Rovaniemi with its postcard-like look and never ending new year spirit... You can read all about the city of winter dream, Rovaniemi, which has been in great demand lately with its magical atmosphere in our Travel page.

We are presenting you the delicious sandwiches of Subway where you can create your menu your way according to your own choices and more in this issue of ours. We wish you a joyful reading of our magazine's new issue.

Kind regards,

*Ceyda Mysal*  
Visual Director

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# NEWS FROM ÖZDİLEK



## Hüseyin Özdilek is at Fortune's Business People of the Year List

Fortune Turkey published the list of successful businesspeople of the year 2019. Hüseyin Özdilek who is the CEO of the Holding was ranked as the 18th in the list of "Businesspeople of the Year" whose seventh issue was prepared this year. The list which includes successful business people who were able to be afloat despite economic challenges in 2019, to realize new investment targets and plans without delay was created considering the criteria such as companies' market share and effect, customer base, strategic initiatives, indicators off the balance sheet. The list includes leading names of the business world such as Ömer Mehmet Koç who is Koç Holding's CEO, Güler Sabancı who is Sabancı Holding's CEO, Ahmet Kocabıyık who is Borusan Holding's CEO, Bülent Eczacıbaşı who is Eczacıbaşı Holding's CEO and Cem Boyner who is Boyner Group's CEO.

## Özdilek Shopping Center Welcomes 2020 with Its New Slogan

Özdilek Shopping Center changed its slogan of "Within Life" which had been used since its establishment to "Core of Happiness". Özdilek Shopping Center started using its new slogan on 1st January. In the slogan "Core of Happiness", the word happiness which is the basis of elements bringing Özdilek together is placed at the core of service, commitment, employee and customer satisfaction. Özdilek Shopping Center which presents advantageous price and campaigns along with world famous brands, unique tastes, game and entertainment and recreational grounds in 11 shopping centers located in 10 provinces follows the advancements in the digitalizing and changing world, and maintain its activities meticulously for the customer satisfaction.



## Brand of the Year Award to Özdilek Home Textile

World Branding Awards rewarding the world's most prestigious brands chose Özdilek Home Textile in the category of "House and Garden Retailers".

The 2019 award ceremony of World Branding Awards organized by World Branding Forum which is a non-governmental organization based in the United Kingdom was held in London Kensington Palace at the evening of November 14. Özdilek which is among Turkey's significant towel and home textile manufacturers has become the only Turkish brand in its category to win the prestigious award of World Branding Awards which evaluates the branding activities and successes of the world's best brands are evaluated with brand assessment, consumer market research and online referendum and achieved a phenomenal success on behalf of Turkish textile.

### *Among the World's Giants*

Apple, Barclays, BMW, British Airways, Coca-Cola, Del Monte, Guinness, Heinz, HSBC, Lego, Louis Vuitton, Nike, Nescafé, ROLEX, Samsung, Sony PlayStation and Oxford University are among the brands which won awards in their fields before in World Branding Awards in which Özdilek competing among the world's giants won the Brand of the Year award in the field of home and garden retailers.



## FASHION OF YOUR HOUSE IS AT ÖZDİLEK IN THE NEW YEAR WITH NORTHERN LIGHTS

Özdilek Home Textile introduces the newest products of 2020 New Year's Collection with a commercial film broadcasted in digital media. We see Brazilian Actress Jessica May as the face of Özdilek Home Textile in the commercial film including everything from New Year's Designs which is the beloved collection of 2019 to the 2020 New Year's Collection. Özdilek Northern Lights Quilt Cover Set which will be the selection of those wishing to carry the magical atmosphere of new year's eve to the living quarters sustains the spirit of new year and take you to a journey in the Northern lights, and make your living quarters modern with its design. Özdilek Northern Lights Quilt Cover Set is presented in the theme of Northern lights where the colors of green, blue, lilac create similar views to bow, cloud, line, circular shapes in the sky. Özdilek and First Company whose commercial film also introduces the pajama pairs in the soothing design of Northern lights on them simply reshape the home fashion. Özdilek Home Textile invites everyone wishing to access to the products of 2020 New Year's Collection to all home textile stores and Özdilekteyim.com online shopping websites.



## Fashion of Your House Is at Özdilek in the New Year WITH NORTHERN LIGHT



## Love Oriented Designs from Özdilek Home Textile

Özdilek Home Textile is about to introduce its new quilt cover set specially designed for the Valentine's Day with a new commercial film. The new commercial film to be broadcast on TV and digital media casts movie players Nihan Balyalı and Cenk Gürpınar. Özdilek Home Textile, making concept designs for special dates, is now introducing its February 14 themed quilt cover sets to its users. This new design including the meanings of love, lover and affection words in different languages presents a romantic ambiance with the little hearts on it and the harmony of the black, white and red colors. With its double-side use feature, the quilt cover set is both a special product for the Valentine's Day and a good one for the daily use. Following the screening of the commercial, Valentine's Day quilt cover set will be available in all home textile stores and on ozdilekteyim.com shopping site which will certainly be a very elegant present option for those seeking for a special present to show their love.



## Özdilek Holding is at Quality Congress

Senior managers and administrative staff of Özdilek Holding participated in the Quality Congress held with the collaboration of Turkish Quality Association (KalDer) and Turkish Industry & Business Association (TÜSİAD) on 26-27 November with the theme of "The Quality is Essential" in Lütfi Kırdar Kongre ve Sergi Sarayı. The issues of strategy development in terms of institutional, local, national, international and global aspects were dealt with in line with the theme of congress that was held for the 28th time this year. In the congress, Görgün Özdemir who is the head of KalDer, Bahadır Kaleağası who is the Board Member and General Secretary of TÜSİAD and Ali Koç who is Koç Holding's acting CEO, famous Economist Nouriel Roubini who is known as "the soothsayer of crisis" gave speeches. The people such as Zülfü Livaneli and Nebil Özgentürk were hosted in the congress in which Fatma Şahin, Gaziantep Metropolitan Municipality Mayor and Mansur Yavaş, Ankara Metropolitan Municipality Mayor, participated as speakers. The congress which is one of the Europe's biggest sharing platforms which address institutional problem solving capacity, environmental sustainability and solutions to current problems ended with "Turkey 2019 Excellence Awards."



## Özdilek, the Biggest Retail Company of Anatolia

The ceremony of "Innovation Forum and Awards in Retail" which was held by Capital and Economist magazines in Wyndham Grand İstanbul Levent hotel this year was realized on 13rd December. The program of "Innovation Forum and Awards in Retail" which was held for the third time this year included topics of innovation strategies of leaders, the future of retail, the new consumer and experience's power in 2020. Özdilek Holding's CEO, Hüseyin Özdilek, who was among the program's panelists and shared his experiences of half century was awarded with first prize of Biggest Retail Company of Anatolia as Özdilek Shopping Center and Textile in the award ceremony held after the forum.



## Real Turkish Delight is at Bursa with its Boutique

The second theme branch of Özdilek Lokum which was opened in Özdilek Bursa attracted intensive attention on the first day. Özdilek which has been manufacturing Turkish delight in Afyonkarahisar since 1996 is consummating its Turkish delight sales conducted in its hypermarkets and online shopping site Özdilekteyim.com with the theme stores which they opened. Özdilek Holding's senior managers participated in the opening of Özdilek Lokum that presented its brand new golden Turkish delight to the tastes of its guests along with its modern architecture, unique concept and boutique service. Özdilek Lokum invites its guests wishing to experience Turkish delight types in addition to Sütfest ice cream and semolina halva with ice cream to the new store.



## Bursa Human Resources and Employment Meeting

Özdilek Holding's Human Resources Department participated in Bursa Human Resources and Employment Meeting Fair which is held for the 6th time this year and one of Turkey's most comprehensive organizations. A total 280 companies including 69 companies from 13 holdings, 56 companies from 13 corporate groups and 155 companies were represented in the set-up booths in the fair bringing job seekers and employers together in Merinos Atatürk Kongre Kültür Merkezi. In the fair enabling participants to make job interviews with companies, free-of-charge certification seminars were held along with a chat by the writer Kahraman Tazeoğlu and "Effective Communication Strategies" conferences by Aşkın Kapışmak who is a Behavioral Sciences Specialist.



## A Glittering Welcome to the New Year

The new year spirit of 2020 was sustained in Özdilek stores again this year accompanied with giant new year's trees, white snows and live music. Özdilek and ÖzdilekParks brightly welcomed the new year with illumination prepared especially for the new year's eve. Various colorful workshops such as Building Christmas Tree Workshop, Making Door Ornaments Workshop, Building Snowman Workshop Preparing Greeting Cards for New Year Workshop were held in December when everyone feels the excitement of the new year. All the guests participating the workshops left the events with beautiful gifts which they can keep as a memory or present them to their beloved ones.



## Awareness in Saving Energy

Awareness seminars will be held in Özdilek branches within Energy Saving Week celebrated in our country each year between 11 - 18 January in order to maintain consciously use of energy which is among the most important needs of today and will leave future generations in a difficult situation since it is used excessively along with its necessity. The Shopping Center guests participating the awareness seminar will be informed about the importance of energy saving and significant practical information will be shared so that everyone can save energy in their daily lives.



## Kare Takımı is at Kocaeli For the First Time

The mascots of Kare Takımı which is one of the most beloved cartoons of TRT Çocuk Channel met with their little fans in the musical show held for the first time in Kocaeli in Özdilek. Kutu and Aypa which are among the beloved characters of the cartoon danced along to the songs of the show and took many souvenir photos with the children in the event held in three different session for the holiday. Özdilek Kocaeli hosted all its little guests of the age 3 and above within the first holiday events in this full-of-fun event where the participation was free-of-charge.



## The Best Valentine's Day



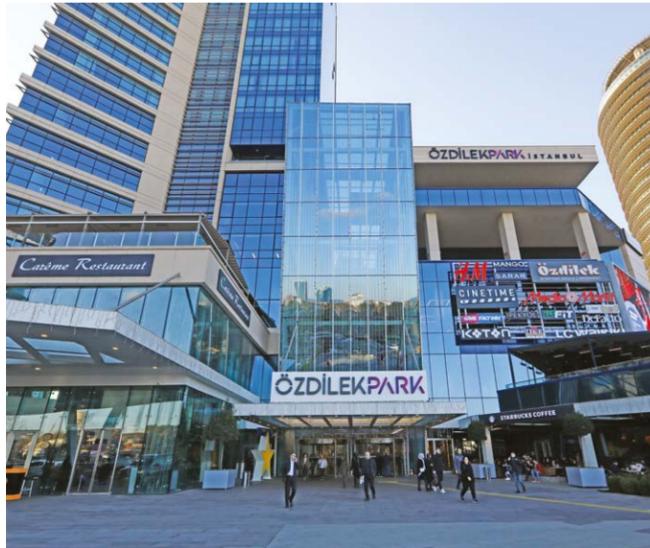
Valentine's Day which is regarded as the most special day of the year for couples will be celebrated in Özdilek stores with various activities and campaigns along with Valentine's Day dinner invitation which became a tradition. A dinner will be served to married couples in Özdilek stores for 14th February Valentine's Day when special gifts are received and special plans are made worldwide. Live music will accompany the dinner to be served to couples who spent their years in marriage with love. Furthermore, the caricatures of couples participating the Valentine's Day Special Caricature Event which will be held in Özdilek Yalova will make a fun and unforgettable memory.

## Faces Covered in Wonderful Colors

Özdilek Bursa Geçit hosted its guests with three dimensional face painting event. Face painting which is one of the activities loved by children of nearly all age groups enables children to have fun as well as contributing to their imagination and artistic skills to develop. The images painted on the faces of children participating the event were identical to the originals. Shopping center hosted colorful memories with the participation of the parents who wish to join the happiness of the children.



# NEWS FROM ÖZDİLEKPARK



## ÖzdilekPark Logo Has Been Renewed

ÖzdilekPark which is one of Özdilek Holding's shopping center investments changed its logo which has been used since the day of establishment by adapting the dynamics of the developing world. The renewed logo of ÖzdilekPark which included ÖzdilekPark İstanbul and ÖzdilekPark Bursa Nilüfer to the chain respectively after ÖzdilekPark Antalya and provides service to its guests by giving particular importance to customer satisfaction represents the endless development, change and transformation with its design. There are schematic cuts in the word "PARK" as if it is proving the idea it has in terms of change and development. In the letters of "PARK", the color purple represents the women with its feminine stance, the dark blue represents the men and the pink represents the children. In the new logo of ÖzdilekPark proceeding its activities aiming to present quality service to its guests of every age, the dark blue reflects the brand's reliability and stability while purple represents the power and the pink represents creativity.



## Game Factory Continues Producing Fun

21st address of Game Factory where teenagers and little guests have fun time opened in ÖzdilekPark Antalya with a great enthusiasm. In the entertainment center covered with beautiful toys, all the details were considered so that little guests can have delighted moments. There are many new and quality playing machines such as dodgem cars, carousel, ferris wheel, table football, basketball tracks, area of selling toys, game consoles, virtual reality toys in Game Factory which opened its doors to its visitors from Antalya. Game Factory where children have endless fun with Robot and Mascot Dinosaur events held for three days especially for the opening will continue hosting its guests with quality service concept in its new branch.



## A Premier Worthy to Cep Herkülü: Naim Süleymanoğlu

The premier with audience of the movie Cep Herkülü: Naim Süleymanoğlu which is about the life story of legendary Lifter Naim Süleymanoğlu who put his stamp on history with golden letters was held in Cinetime ÖzdilekPark Bursa Nilüfer with a large turnout. The stars of the movie met with their fans at 19:00, then moved on with movie screening at 19:30 in the salon with audience. The actor Hayat Van Eck who portrayed Süleymanoğlu in the movie, the Producer Mustafa Uslu and the Director Özer Feyzioğlu along with Gürkan Uygun, Batuhan Davutoğlu and Renan Bilek who are among the main character of the movie participated in the premier. The movie narrating the life of Naim Süleymanoğlu who earned his first World Record at the age of 15, added 7 World Records, 3 Olympic Gold Medal won in three different Olympics, 6 Europe Championship and 7 World Championship and many other successes to its sports career was watched by the audience with great admiration.

## Gale of Laughter in the Gala of Kırk Yalan



The premier of the movie 40 Yalan whose director is Hamdi Alkan and which is a Trakya comedy was held in Cinetime ÖzdilekPark Bursa Nilüfer on 20th December. After the premier held at 19:00 in the activity area, the stars of the movie met with the audience at 19:30 and then the movie was watched with the stars at 20:00. Hamdi Alkan, the director of the movie, Oğuzhan Uğur, Ataberk Doğan, Ferdi Sancar, Melis Sabah and Elif Zeynep Alkan participated in the premier.

### The Audience Burst into Laughter

Film lovers burst into laughter in the premier of the movie narrating the funny incidents happened to Tahsin whose nickname is "Kırk Yalan (Forty Lies)" when he returns to his hometown for the wedding of his childhood friend. The audience who did not forget to take photos with the stars left the premier contently.

## Surprise to the Audience in the Premier of the Movie Mucize 2: Aşk



Cinetime which brought something new in Eskişehir and conducted the Eskişehir premiers of popular movies held the premier of the movie Mucize 2: Aşk which Mahsun Kırmızıgül wrote, directed and played whose leading roles were shared by Mert Turak, Fikret Kuşkan, Biran Damla Yılmaz Erdal Özyağcılar and Şenay Gürler. Eskişehir premier of the movie Mucize 2: Aşk in which the leading actors and actresses participated attracted great attention by film lovers. After the actors and actresses gave brief information about the movie, they invited the audience to watch the movie. The stars who entered the cinema salons surprisingly took plenty of souvenir photographs with film lovers.

## Days Full of Sports

Gymnastics, aikido, karate and chess tournaments held in ÖzdilekPark Antalya which is remembered for its events contributing to the physical developments of the children and teenagers were carried out closely to a sports festival. The events held in Friday, Saturday and Sunday were watched with great interest by the guests of Shopping Center. There were cheerful moments in the first of the events held with the participation of children to the shows of professional gymnasts. The moves by the children and teenagers trained by professional athletes were applauded in the aikido and karate event. The contest of the players in the category of age 9 - 12 in the Prize Chess Tournament in which registered players participated was worth seeing. The fact that little players decided their moves after thinking for a long time was just like the professional players. The management of Shopping Center presented the gifts and trophies of the winners at the end of tournament. The parents who attended the events congratulated ÖzdilekPark Antalya Management and the Özdilek Family who attach this kind of importance to sports with the awareness that sports is at the every stage of life.



## Smurfs is at Bursa for the First Time

The characters of the Smurfs cartoon met with the little in ÖzdilekPark Bursa Nilüfer where various events are held so that the students can have fun time in the first holiday. Musical dance show of the Smurfs who met with children in ÖzdilekPark Bursa Nilüfer for the first time were followed with great interest in three different sessions during five days. The children participated in the show held in -1st floor activity area of ÖzdilekPark Bursa Nilüfer got rest in the first holiday, danced and sang along a lot.



## Fun Dance Show by Pirl

ÖzdilekPark İstanbul who bring cartoon characters and children together hosted Pirl which is a beloved cartoon of TRT Çocuk channel and her friends. Pirl, Nazlı, Deha and Cesur mascots danced with children accompanied by the best-loved songs in the musical dance show performed with mascot characters from the cartoon Pirl. The children who participated in Pirl event which continued in three different sessions at 14:00 - 16:00 and 18:00 on three days of holiday left the event happily.



## Children Participated in the Extraordinary World of Indians

Little Bison Indian Village which children waited impatiently and attracted great attention with general information on Indian culture and special decorations was established in ÖzdilekPark İstanbul. The event held in five sessions a day witnessed painting, playing drum and percussion, jewelry design workshops and dart contests. In the held event, the little guests of ÖzdilekPark İstanbul did not forget Indian dances with the special costumes and caps which they wore.



## Voyage of Discovery in Space

ÖzdilekPark Antalya who holds various events in order for children to research, experience and discover new stuff during the school break gave its little guests moments full of adventure in the event called "We Are Discovering the Space". The event which took the children to a trip to space with the motto We Are Discovering the Space was held in the established special area. The children who wore astronaut costumes participated in the workshop activities, learned about planets and Solar System and performed robotic coding with robots. The little guests was happy to share the information they just learned with their parents in the event "We Are Discovering the Space" conducted with great turnout between 14:00 - 19:00 while the parents also left the event happily.

## Occupations Festival for Children

In the Occupations Festival held by ÖzdilekPark Antalya, the children both had fun and learned about the occupations they are interested in and performed various applications. The children graduated from medical faculty, civil engineering, faculty of agriculture, fashion design, faculty of fine arts and faculty of aquaculture in the Occupations Festival held in order to pose an example for applied training which is known as the shortest way to learn. The children were informed briefly about occupations. The excitement and happiness of the students who both had fun and learned by experiencing the applications about the occupations worth seeing.



## The Tiniest Campus

The children who attended the Tiniest Campus event held in ÖzdilekPark İstanbul gained brand new experiences by participating in workshop activities regarding six different occupational groups. Fun decorations were made for fine arts, civil engineering, faculty of agriculture, fashion faculty, medical faculty and the presidency building of the faculties in the concept of six different faculties located in the activity area prepared especially for the Tiniest Campus. Children played various games according to the faculties in the workshops.



## New Year's Gifts from ÖzdilekPark Bursa Nilüfer

ÖzdilekPark Bursa Nilüfer that organizes various events and campaigns so that students can have fun time both during school terms and holidays keeps the tradition in this semester holiday as well. The students whose semester holiday will start on 18th January will continue their education on 3rd February. ÖzdilekPark Bursa Nilüfer will be the gifts of students who will finish their semester holiday and return to school in order to make a fresh start to the new semester. Colorful school bags will be given as gifts to all the guests reaching to the determined shopping amount within semester gift campaign.



# Ahmet İri:

## “Özdilek is the right place and the right address.”

We wish you a joyful reading for the interview with Ahmet İri, Özdilek Holding's General Manager of Retail Operations, with whom we met in this issue regarding the reflections of technological developments to the retail sector, his economical evaluation of the year 2019, his memories in Özdilek, his interests and hobbies.

Interview Ece Şentürk Photo Onur Yurtsever

### We would like to know you before we start our interview.

I was born in Reyhanlı county of Hatay in 1970. I am coming from a big family of 10 siblings, I have reaped the benefits of this a lot. The solidarity, family culture, the family discipline have an significant role in human life. As you know, my hometown is tolerance city of Anatolia. I would like to address these issue later. I was accepted to Bursa Uludağ University in 1989 after completing my middle and high school in Reyhanlı county of Hatay, and graduated in 1993. After military service and marriage, i met with Özdilek thanks to a job advertisement in a newspaper in 1996. I always express this point since it is quite important. This indicates how Özdilek is a country based on being objective and qualification. I applied with a newspaper advertisement and was regarded suitable for the job. I was asked “Would you like to work in Özdilek Afyonkarahisar?”, which was not certain back then. I started working in 1996 thinking where is our food, there is our job. Then, i worked in Özdilek Afyonkarahisar for about two years. I was promoted to the duty of deputy business manager here. In 1998, i was appointed to founding business manager of Kocaeli. After working as business manager of Özdilek Kocaeli for 10 years, the expanding

and growth of the operations created a need in the central staff and i continued my duty as Deputy General Manager in Özdilek Bursa. I continued my duty as general manager and now as the General Manager of Retailing Operations due to the changes in our company. I am married and I have two children. My wife whom I know from the university is a teacher. We have been together for more than 30 years during which we share the life. We have a daughter who is about to finish university and a son who is a junior student in the high school.

### What are the points which working in the retailing sector for many years and dedicating your life to this job affected your life and provided to you?

People only live once, we are in a process which cannot be repeated. I am a person who believe in fate along with effort and study. Meeting with Özdilek has been a great luck for me and i call this synchronicity of course. I must have stricken a balance with the characteristics and personality of the company in many aspects so i have been working with great pleasure for 25 years. I pursued the every stage of my duty which started as store sales chief with a great sense of belonging and i never got tired. The love i have for my job has affected this situation a lot. If you

are in the right job, place and address, you will enjoy your work a lot and the working will not tire you. Özdilek is the right place and the right address. I consider myself lucky in this regard. We are working in a sector where employment is intense. We have nearly 8 thousand employees working under the holding today. Think about it, you are affecting the lives of 8 thousand people somehow. This gives me a spiritual joy as well. The spiritual joy which Mr. Hüseyin always stresses is our most important motivation source in this job. This is quite a significant situation which we really feel to the marrow. Otherwise, it is not possible for you to succeed and spend long years in a job which you do not like. I am 49 years old and the half of my life, 25 years, has passed in Özdilek. I continue my job with a great joy and excitement. There is an order and discipline which our sector provide to our lives. We have people of which we are in charge and a serious job. This discipline your life and also gives a joy to people. We came this far thanks to the opportunities provided by the state. We deeply feel that we had contributions to the state afterwards. The contribution of your company to the employment, its tax generation, the fact that everything is recorded and that it is an honest company give you more than joy. We are happy to perform out duties as citizens.



**What do you keep in consideration when determining short, medium and long term strategies in line with the economic conditions, market and customer needs for the company's growth?**

If you focus on the customer all the time, your job will get easier. We are also consumers along with being managers of a company. The most important thing for us is to place the customer in the focus of all our activities. Then, we collaborate with the esteemed managers within our organization, observe the market and technological developments, conduct market surveys and professional studies when necessary. Our past experiences are the biggest reference for us. Özdilek has an experience of 50 years. We can draw our roadmap when we gather all these data together. We can detect the company's growth, strategies, market shares and customer needs a lot easier. Observation is the most important thing in this regard. It is easier to stay within the market, to visit the bazaar and the market when you follow the rival companies, shopping centers in the most developed countries of the world, trends and the fashion. You can provide a much better service with products and presentations which are special to you and your customers.

**How was the year 2019 both for the sector and Özdilek?**

As known, 2019 was a year of recession, which means that it was a year when the slump was felt. If we were to evaluate the year in general, we could say that it was slump in the first quarter and partly slump in the second quarter, but the recession decreased in the third and final quarter to some extent. There is a nice phrase we use: "The game changes when the music changes." It is obvious that we cannot pursue the same game since the music changes. Therefore, we reviewed our situation, especially the productivity-oriented cost discipline considering the recession. Firstly, we discussed the cost discipline in detail not to reach our targets one hundred percent but to make sure there is no great deviations in our targets. We, with our staff, believed and maintained sales techniques, customer satisfaction and cost discipline, and we conducted the required studies to survive

this recession with the minimum damage. We succeeded this as well and met a certain target. We are a strong corporation, we have a process improvement management. These units have a lot of responsibilities during these times. All the teams knew their roles and duties very well; therefore, they sensed and realized the situation proactively, beforehand, and they conducted what is necessary with a serious discipline. This year, there have been organizations who slipped, closed down and were appointed a trustee. We cannot say it was a good year for retailing. However, I should also say that this slowed down and stopped by the end of the year, a recovery process has started.

**Do you have any plans and activities based on profitability and productivity in 2020?**

Of course. Productivity is one of the issues which we will emphasize the most in 2020. Otherwise, it will not be possible and become even harder for the companies to survive for a long time and meet their targets. Productivity is not achieved with only one thing, this is possible with a methodology. We prepared the plan and roadmap on how to maintain the productivity. We will achieve this with our human resources, quality management system, process improvement and management system, information processing, R&D staff and R&D studies in the food sector. We dealt with these issues with these teams. We focused on achieving productivity with our future innovation.

**How do you think the vision of retailing sector, the trends and applications guiding the sector will shape in the future term?**

Digitalization, the internet of objects, e-commerce, mobile applications which are on the agenda lately and constantly will develop and become more important in the business processes. Companies will turn to the experts with digital background and who are creative in this regard, and human resources will focus on these abilities. Smart devices and hardwares, artificial intelligence, robots will play a role in field management and the shelf stocks and controls will be conducted by these device and

hardwares. The softwares and programs will become even more important to store data and correctly use the data in the business processes. The improvements on concise - simple reporting instead of data pollution and smart managements will increase. We can increase these but the value of a perfect service provided with welcoming, hosting and sending our customers with a genuine smile will never decrease. Technology is only meaningful when it makes the lives and preferences of the customers easier.

**What do you think about online retailing when nowadays certain shopping days, discounts and campaigns have increased and eyes are on the online shopping?**

As you know, global brands have focused on e-commerce by making purchases in our country. Companies such as Alibaba and Amazon will be more active in this market and increase their market share. We know that Turkey has an unsaturated market in this sense. When we look at the global scene, there are a lot of steps to be taken in e-commerce and Turkey has a vital potential. As I have said before, I predict that this will increase. On the other hand, we continue with our work at an increasing speed and we have went live with our online Özdilektyim.com shopping website, especially on mobile platforms. We carry out these processes with our data processing and R&D teams. However, we are aware of the fact that this subject will not be saturated in 1-2 years time. We plan to be more effective and focus on this subject more in order not to fall behind in this race.

**Digitalization processes of the companies have gained importance with the advancements in the information technologies. Will there be changes and advancements for Özdilek in this period?**

We have established R&D unit in our data processing department. We are especially working on digitalization and other products for which we can obtain a patent. We aim to use the technology more with notification systems integrated with the security cameras



“YOU ALWAYS HAVE TO BE INNOVATIVE AND DYNAMIC.”

in our current establishments, managing and optimizing registry points via tablets or mobile phone messages (which registry is congested and where the customers need the personnel) that enable our managers to follow anything while they supervise in the field in order to provide a better quality service to our customers. The trend is in this direction. We frequently need unique solutions and softwares in which all these systems will be integrated since we are active in a wide range of sectors from tourism-hotel management, breeding, retailing, textile and manufacturing. We have created new teams by hiring software engineers and invested a lot on this matter. This is a long and narrow path... Since there is not a point in technology that we can say this is the end, we may even invest more resources on this matter with the idea of always improving. We plan to obtain better results.

**Merchandising understanding changes in this period when everything is going under a change. From the interior and exterior displays of the store to its light, layout and striking decorations, there is an integrated**

**formation that affects the sale. How do you evaluate these changes?**

With the expectation of constant change and innovation, nothing stands in place and customers get bored of monotony. You always have to be innovative and dynamic. You must always make changes in visuals, showcase arrangements, exposure products. We design, produce and display our products with great efforts and present them with the right exposure products to our customers. When you fail in this perspective, all your efforts goes to waste from purchasing process to shelving. We are aware of this situation and we have an experienced, strong and serious visual presentation team. We carry out all the arrangements from the showcase to selling points professionally with a central management. Of course, aside from our experience and creations in this fields that nurture us, we update ourselves, catch up with latest trends or even set them with our vision travels as a team including our visual presentation, category management and senior management. We constantly review and improve ourselves with foreign and sector trips on our position in visual presentation, our strong and weak sides.

**Özdilek Home Textile was selected as the Brand of the Year at World Branding Awards which awards the most prestigious brands of the world. You must be feel the justified proud of being the only company to be awarded in its field from Turkey. Can I learn about your feelings about this success?**

Our core talent is towel. Of course, the towel comes to mind when Özdilek is mentioned but we achieve success in every subject we get into. Being awarded in home textile group made us very proud. The fact that the towel that Hüseyin Özdilek put so much importance on and crowning its success with such an award is an indication that our work is done in a very stable, orderly, international and good level. We will try to be worthy of this award by improving ourselves and being aware of the fact that it puts a huge responsibility on our shoulders as well as making us quite happy. Özdilek is a company capable of doing so and I would like to congratulate the general director of textile operations and the team.



**We know that Hatay which was chosen as the “Peace City” by UNESCO is also your place of birth. Would you like to give us some recommendations on the food culture of this city which is known with its cuisine?**

Of course I would love to, it is within my expertise (Laughs). It makes me proud to see that Hatay is a city of hospitality. We grew up in a city where people from different religions such as Muslims, Christians, Jews could pray freely in synagogues, churches, mosques as well as being able to trade together. We talk about a city which have hosted the history and humanity for many years as well aside from being a city of peace. Hatay is an old place in which many civilizations have lived. Naturally, hosting many different cultures makes the food culture develop as well. The important thing is to preserve and sustain it. I cannot continue without praising my hometown, I am a Hatay fan. I recommend everyone to visit the city, they should not say they have seen the Turkey without visiting Hatay. Its food and side dishes appeal to everyone. It is especially successful in meat dishes but it is also a

heaven for vegetarians. Its vegetation and climate is suitable in this sense, it gets a lot of sunlight. Of course, as someone from Hatay, my most favorite dish is tray kebab. The second one is hummus (mashed chickpeas with tahini) which is a side dish. You can eat the best hummus at Reyhanlı where I was born. Of course, two recommendations are not enough for Hatay, we can add bread with pepper, bread with dairy, fried stuffed meat balls, boiled stuffed meat balls. When Hatay is mentioned, tray kebab and kunafah comes to mind but you must definitely try these recommendations as well.

**You have been working at Özdilek for many years and we would like to listen if you have an unforgettable experience or memory.**

Of course there is, my unforgettable memory is from the 1999 İzmit earthquake. I was working at Özdilek Kocaeli at the time as an operating manager. The earthquake struck at night. Therefore, I could not reach anyone, neither my family nor Özdilek headquarters... I went to the establishment by walking in the morning and the scene was horrible. That day, Mr. Hüseyin, landed to the garden of Dürdane Özdilek Elementary School which is located net to the Özdilek Kocaeli with a helicopter. I cannot forget his first question as soon as he landed. I got very emotional when he asked “My son, is

there any casualties, is the team okay?”. When we said I “No”, he said that “Then it’s fine.” That sentence is one of my unforgettable memories. We have seen the living example of “Putting importance on people and their development.” which is in our quality policy. I have told this to my team many times over the years. We have once more realized that we are in the right place. We already knew that but it is really important to know that our Chairman of the Board thinks this way. Because we say that we are a big family and we live it at its essence.

**What would you like to do in your free time?**

We play billiard and backgammon at our social facility with our managers and Mr. Hüseyin after working hours when we are at Bursa. This is an activity that has become an hobby and we all enjoy it. Aside from that, i am really interested in music. I can play baglama at a beginner level and that is how i relieve myself of stress. Music is a hobby and activity that we enjoy as a family. This is reflected to our children as well, my daughter plays the guitar professionally and my son is a drummer at the band of Tan High School. The band has become first in many foreign and domestic competitions. I spend my free time like this with my family and my friends. I also like swimming, it is one of the sports that is indispensable to me. Of course, as a manager, I need to be careful about your health in order to stay strong and vigorous. Therefore, i make time for sports and music, which is the food of the soul.



**A WORLD BEYOND IMAGINATION...**

ÖzdilekParks offer a world beyond imagination to their visitors with their easy access locations, rich brand combination to appeal all styles, friendly service mentality and spacious architecture.

**ÖZDİLEK PARK**  
ANTALYA BURSA İSTANBUL  
ozdilekpark.com.tr

# Just for you at ÖzdilekPark

## INDISPENSABLE DESIGNS FOR INVITATIONS

İpekyol Night Dress Collection dazzle in elegant invitations with its spangles, glitters, romantic veils and lustrines. Ready to make a difference with guipure and lace maxi and midi-length dresses will reveal the feminine waist line with a satin belt and foulard that is tied to the front adds an exciting touch to your winter look. Modern touches, embroidering and designs accompany this collection in which gold, silver, black and red are prevalent. You can find everything you are looking for in İpekyol Night Dress Collection if you are one of those people that want to experience the glory and elegance on the upcoming Valentine's Day.



## A COZY MEETING WITH SHEFAME

Shefame, which entered the textile sector as an Özdilek brand with "redefines the elegance" slogan, is ready to make an impact on the 2020 winter season with its products for women such as classic clothing, shoes, purse and accessories. It is possible to create combinations like a postcard with brown and earth tones and colors like beige, khaki and cinnamon in the Shefame collection. The effect of these warm colors accompany tricot suits, long coats and suits while velvet fabric, plaid and leopard patterns leaves elegant marks on your style. Each product of Shefame, a new brand for modern, stylish, elegant and strong women, makes for a good gift alternative for Valentine's Day. Shefame collection is available at Özdilek stores and Özdilekteyim.com.



## ALTINYILDIZ CLASSICS BRING DYNAMISM TO THE WINTER STYLE

Altinyıldız Classics determine the color codes of the season with its color palette in the 2019 - 2020 / Fall - Winter Collection. The favorite colors of Altinyıldız Classics, which cannot give up on classic black and white colors, in this season are khaki, claret red and brown. While it adds dynamism to the style with the tones of sax and tile, it also eliminates the saying "light color cannot be worn in winter" with its gray and beige combinations. The trousers in the 360° collection offer freedom of movement all day long, while shirts create a t-shirt feel. The new 360° jackets added to the collection this season increase the lightness with their thinned out materials and updated forms.



## SPECIAL GIFTS FROM STARBUCKS FOR YOUR BELOVED ONES

Starbucks offers different experiences for coffee lovers every season and the newest products that are expected with special interest for the winter season took place in the stores. Starbucks gifts will help you express your love for the upcoming Valentine's Day; agleam thermos, cute mugs and cups. You can double your hot coffee pleasure and make your beloved ones happy with these stylish and decorative products.



## SHINE WITH BLUE AND PURE SILVER

The pieces in Pandora's Celestial Jewelry Collection offer styles and matching pieces that match the idea of blending, stacking and layering as meaningful gifts. Celestial Jewelry Collection, born from the admiration to the infinity of the universe, focuses on the shooting stars, to angles, to the mystery of the horoscopes and to the infinite magic of the skies. Products hand-crafted from pure silver and presented with night blue tones make an ideal alternative for Valentine's Day present.



## THE COLLECTION THAT EVERY PIECE IS A GIFT

This year, the most stylish gift options that will make your loved ones feel special and will appeal to all tastes and styles are waiting for you in NetWork collection with different clothing and accessory alternatives. NetWork 2020 Winter Collection will make it easier for you to choose a gift due to its wide range of products. In addition to special gifts such as ties and cuff-links that you can choose to make your loved ones happy or indulge yourself, there are also leather bags and shoes that are driven by contrast stitches and staples, and specially designed non-iron shirts.



## STYLISH INVITATIONS WITH ESSENTIALS

Glory of the dark red, richness of the velvet, radiant star, gold and winter flowers are together in H&M HOME 2020 special collection. Vases and agleam details are among the essentials of the new collection. At the dining table, a gold-tone dinner set, marble accessories and engraved glassware become the star of a feast, while candles and candlesticks change the mood. If you want to surround yourself with decorative products that creates a loving atmosphere in your living environment, then you will find everything you need for a comfortable and elegant feast at a Valentine's Day invitation in H&M Home's new collection.



# FATMA TURGUT

*"There is a lot to learn..."*

Here is an interview with Fatma Turgut, the musician who released her first solo album titled "Elimde Dünya". We talked about a lot of things including the successful musician's music career, her interest in rock music, passion for auto sports, and her life story stretching from İzmir to İstanbul after her dreams. Enjoy such a special interview!

Interview Ece Şentürk Photo Fethi Karaduman

**A singer, lyrics writer, composer, and guitarist. This is how we define Fatma Turgut. How would you define yourself?**

I'm a musician above all. I love singing and being on the stage so much. Previously i worked as a music teacher in a private school in Karşıyaka, İzmir. Actually, i have a side like this. I think i'm a good person.

**You said you were a music teacher during the early part of your career. Being an instructor is very different from being a musician, how did this happen eventually?**

While studying at the university, i also used to work in a private music school. I enjoyed teaching a lot, sharing what i know, teaching... I worked as a teacher for nearly three years.

**You come from Aydın and you have got your degree in İzmir. How did you happen to come to İstanbul?**

During those days, i started to play music in a band and we made this decision because this industry is established in İstanbul. If you want to make a name for yourself in the music industry and make your work professional,

you have to come to İstanbul. So we moved to İstanbul in 2009. We even lived together for a while and started playing music. We were lucky to meet very nice people; this is how the adventure began.

**We know that you have a degree in the classical guitar department of music. Now you're engaged in rock music. How did you grow interest in rock music?**

It was something which started when i was little. When i first got on the stage, i was in the third grade. I remember participating in a music competition for my school and i won the first place. When i was 12 - 13, i started my first band with my mother's colleague's son. He played the guitar and i sang. Rock was then my most favorite type of music, as it has always been. I have also always wanted to perform that type. I listen to classical and rock music for as long as i can remember. Nowadays a lot of other types of music are popular, but rock music always takes precedence for me.

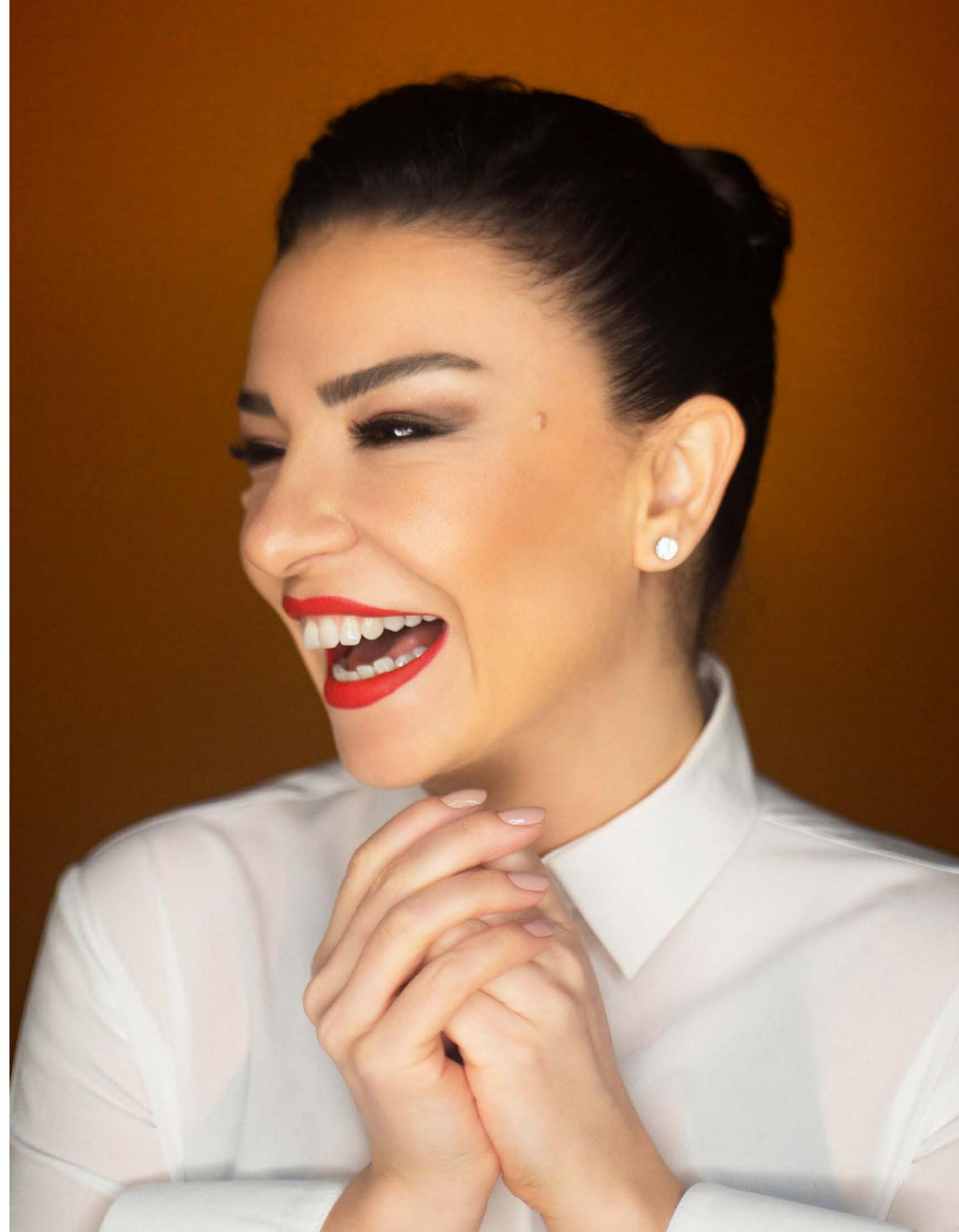
**Even though you are more involved in rock music, you have a very strong and very naive voice that allows you to successfully sing all kinds of songs. If we asked you to**

**describe your type of music, how would you describe it?**

Appreciating the song matters to me, not the type of music. Every song has got a thing in it to express, and i have to tell it in the best way. I must be able to make that feeling felt to listeners in the best way possible. In that situation, the type of the song doesn't really matter to me. If i can appreciate the song, sing it properly and integrate the song with my voice, it is accomplished for me.

**You have been continuing your music career in solo performance for a while. What do you think are the most noticeable differences between music in a band and solo?**

In the past, the work was divided into three or four. Every member of the band had a task to do. Now, all of the tasks rest on one single person, so you are the boss. It is like a band of one person. I touch every single thing from the cardboard to font, I am a Capricorn (Laughing). I'm a bit of hypercritical, and when it comes to work, you can't recognize me at all. Whatever work in question has to be the best of all. I am disciplined, hardworking and determined. And my favorite and hated trait is that i'm so stubborn.



*"It is important to explore life to make it even more meaningful."*



**You released your first solo album "Elimde Dünya" as a fruit of hard work. All distinguished names from Sezen Aksu to Can Bonomo took part on your album. Still, some of them were not initially planned. Who were they?**

There were some surprises, yes. I called Emre Aydın and asked for a song. And he said, "I'm going to make you a beautiful song." One of my favorite songs was composed by Emre Aydın, it is "Unuttum Gitti". There's another unplanned name in fact. Umut Kaya gave me a song as a gift. I'm going to shoot a clip for it soon. During the studio works on that song, the guitarist of the band Mor ve Ötesi, Kerem, came to me and said, "I'll play the guitar over there..." I've listened to Mor ve Ötesi a lot. So it's tremendous that the guitarist of that band is playing a gift song on my album.

**We know you enjoy being on the stage. Do you remember your first concert?**

I do, of course, i do. I remember performing at a facility in İstanbul. Also, we gave a very good concert in Galatasaray High School. These are the first things that come to my mind and what i can't forget...

**Like any musician, your love for music started from a small age. Do you remember your favorite song to sing when you were little?**

Zeki Müren of course... "Mihrabım Diyerek". Rest him in peace.

**What comes to your mind talking about your biggest dream?**

My biggest dream is to be on the stage and to sing. I'm proud of myself to have made my dream come true.

**For man, learning is a never-ending process. What do you plan to learn in the future?**

There's so much to learn. For example, since i don't want to use a stunt woman on my video clip, i've been taking lessons for a week to learn how to use a gear motor. I have to go through a course to be ready. When it's done, there's something else, and when it's done, there's something else ... Life is precious. It is important to explore life to make it even more meaningful.

**How did your concert tour go? How does it feel to share your songs with your audience in different cities?**

I am doing great with my concerts. It's an unutterable feeling to be able to sing eyes to eyes. I thank for every moment i'm on the stage. It is just excellent to visit, learn, and feel many other cities and countries!

**Well, the surprises that await us in 2020... Which of your new songs will come on a clip soon, can you give us a clue?**

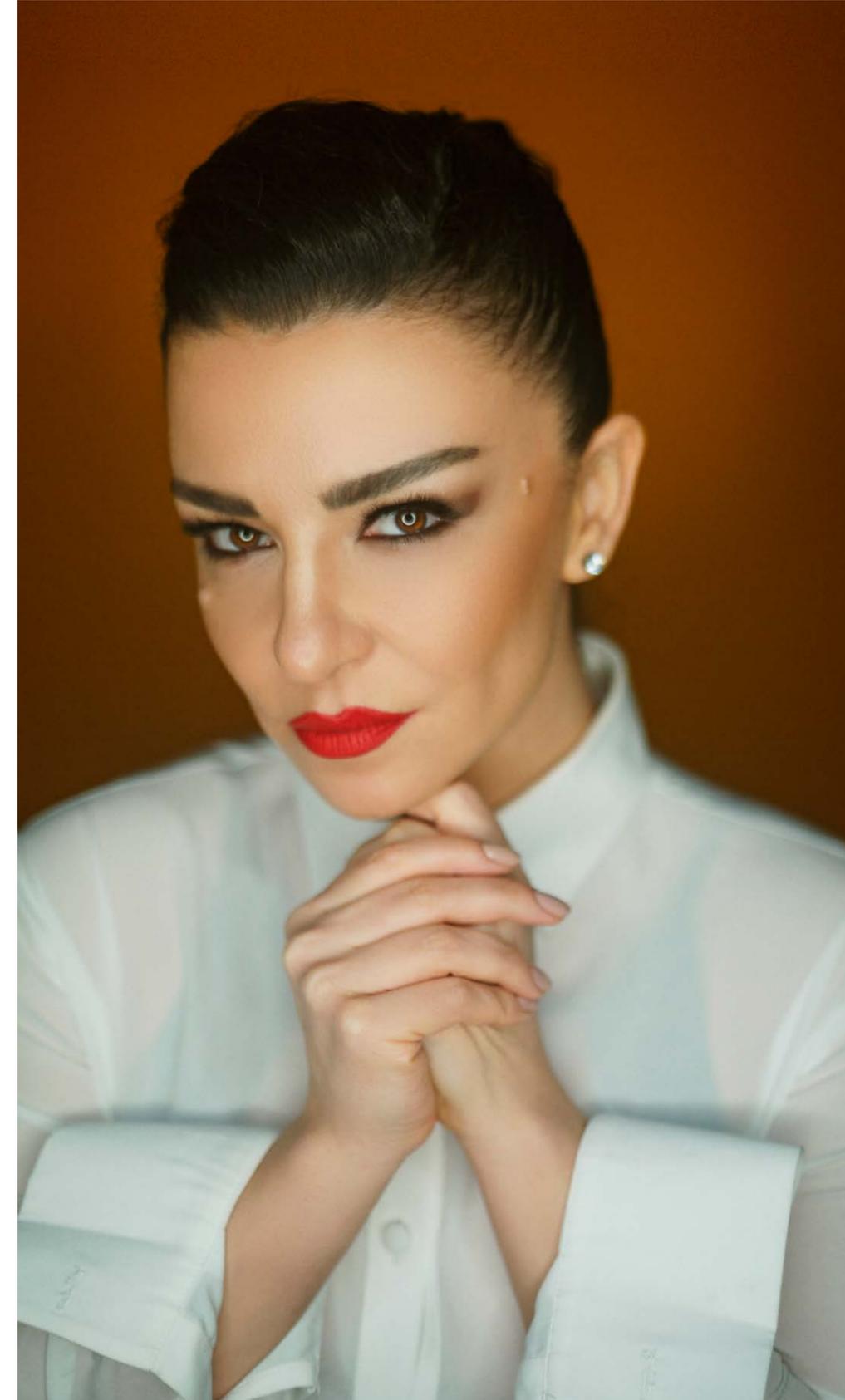
2020 will be a perfect year. I'm shooting a video clip for "Günleri Bağlarken". I have planned very good tours and collaborations, but unfortunately i can't tell it now.

**Undoubtedly, you devote quite a lot of time to music in a day. When you want to relax, what activities do you do or where do you go?**

I love strolling. I also work out with an instructor four days a week. I never miss films that are on. I also enjoy meeting up with my best friends, conversing with them, and creating new ideas. In addition, i've been interested in auto sports for years. What's more, i have competed at Rally 34 and become the winning female co-pilot. My cup is in my house (Laughing).

**For most people, it is meaningless to celebrate Valentine's Day. How do you interpret Valentine's Day as a person who lives all her emotions deep inside and gives life with her voice?**

Love is for every single day, not for one specific day. Open your doors wide when you love. Trust, give thanks and love most. The universe necessarily reciprocates pure emotions, so love unconditionally. Loving and believing are truly miraculous feelings.



## Stunning Designs

Stylish designs consisting of the most beautiful shades of green, which carry simple and luxurious tones, are quite stunning. You can catch a perfect harmony with your partner that wears earth tones and become the dazzling couple of the Valentine's Day invitation...



**H&M**  
Dress  
229 TRY

**H&M**  
Shoes  
119 TRY



**KEMAL TANCA**  
Shoes  
329.99 TRY



**ROMAN**  
Earrings  
83 TRY



**KOTON**  
Bag  
64.99 TRY



**MANGO**  
Blouse  
129.99 TRY



**H&M**  
Trousers  
129.90 TRY



**KOTON**  
Jacket  
229.99 TRY



**MANGO**  
Overalls  
549.99 TRY



**IPEKYOL**  
Shoes  
459 TRY

## Dazzling Styles

We have brought together stylish and assertive Valentine's Day gift alternatives for your partner to accompany you with dazzling style while you shine with your style.



**INTERVIEW**  
Jacket  
1049 TRY



**SARAR**  
Sweater  
335.99 TRY



**DAMAT TWEEN**  
Wallet  
109.99 TRY



**BEYMEN**  
Scarf  
149.90 TRY



**FOSSIL**  
Watch  
900 TRY



**KEMAL TANCA**  
Gloves  
399.99 TRY



**MANGO**  
Shirt  
349.99 TRY

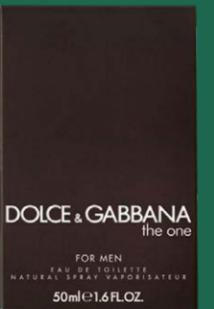


**ALTINYILDIZ**  
Cuff-links  
49.99 TRY

**ALDO**  
Shoes  
479.20 TRY



**DOLCE&GABBANA**  
Perfume  
525 TRY



**DOLCE & GABBANA**  
the one  
FOR MEN  
EAU DE TOILETTE  
NATURAL SPRAY VAPORISATEUR  
50ml e 1.6 FL.OZ.

# Neat and Charismatic Look

The most popular products of the new season are almost racing to be the most classiness! You will feel classy on Valentine's Day with our alternatives for stylish men. Here are recommendations that will give you an assertive look not just on 14th of February but on all of your special days...



**MANGO**  
Vest Suit  
269.99 TRY



**DAMAT TWEEN**  
Shirt  
169 TRY



**AVVA**  
Jacket  
297.99 TRY



**H&M**  
Trousers  
179 TRY

**BEYMEN**  
Shirt  
300 TRY

**BEYMEN**  
Bow-tie  
120 TRY



**SARAR**  
Trousers  
559.99 TRY

**ALTINYILDIZ CLASSICS**  
Sweater  
69.99 TRY



# The most elegant way to show your love...

We have not forgotten to gather gift alternatives together to show your love on Valentine's Day while feeling yourself stylish. You can choose one of the stylish and star items and make a special combination for your beloved one.



**MANGO**  
Dress  
249.99 TRY



**TWIST**  
Gloves  
199 TRY



**NINE WEST**  
Shoes  
499 TRY



**VERSACE**  
Perfume  
300 TRY



**BEYMEN**  
Wallet  
360 TRY



**GIAMBATTISTA VALLI x H&M**  
Dress  
999.99 TRY

**YARGICI**  
Earrings  
79.99 TRY



**KOTON**  
Bag  
49.99 TRY



**IPEKYOL**  
Shawl  
224 TRY



## Özdilekteyim for Styles as Strong as your Love

A month that excites us all with noble, elegant, stylish and charismatic combinations, outstanding accessories to accompany the combinations and romantic gifts: February...The power of your love is reflected in your style with Özdilekteyim with 14th of February Valentine's Day gift alternatives, where you can make both your loved ones and yourself happy.



**SHEFAME**  
Dress  
259.90 TRY



**EKOL**  
Dress  
299 TRY

**FINESUITS**  
Suit  
599.90 TRY

**FINESUITS**  
Shirt  
79.90 TRY

**FINESUITS**  
Tie  
29.90 TRY

**FINESUITS**  
Shoes  
199.90 TRY



**FINESUITS**  
Suit  
599.90 TRY

**FINESUITS**  
Shirt  
79.90 TRY



**EKOL**  
Dress  
349.00 TRY

**PACO RABANNE ONE MILLION**  
Parfume  
528 TRY



**PIERRE CARDIN**  
Bag  
209 TRY



**FIRST COMPANY**  
Belt  
39.90 TRY



**ONFASHION**  
Knitwear  
229 TRY



**ONFASHION**  
Skirt  
199 TRY

**PACO RABANNE ONE MILLION**  
Parfume  
462 TRY



**SHEFAME**  
Overalls  
359.90 TRY

## Flawless Style Signature

Velvet and tricot details which are rising trends of fashion in this winter adds elegance to you with the nobility of black. You can glare with the prevalent pieces of this season.



## For a Warm Winter...

Children become little style icons with their new season products, and they will not lose anything from their cuteness while enjoying nature in the cold winter season. This season will be colorful with sparkles, pastel colors, soft plush details, winter accessories and more.



**H&M**  
Plush Coat  
170 TRY



**TWIGY**  
Snoozies  
79.90 TRY



**PENTİ**  
Beret  
23.99 TRY



**MANGO**  
Coat  
269.99 TRY



**LCW**  
Cardigan  
29.90 TRY



**DEFACTO**  
Sweater  
44.99 TRY



**LCW**  
Ski Pants  
99.99 TRY



**KOTON**  
Glove  
20.99 TRY



**PENTİ**  
Earflap  
34.90 TRY



**MANGO**  
Sweater  
159.99 TRY



**MANGO**  
Jacket  
299.99 TRY



**H&M**  
Overalls  
399.99 TRY



**DEFACTO**  
Scarf and Beret  
39.99 TRY



**KOTON**  
Trousers  
42.99 TRY



**KOTON**  
Trousers  
38.99 TRY



**POLARİS**  
Boots  
74.99 TRY



**SWATCH**  
Watch  
375.99 TRY



**PENTİ**  
Scarf  
59.95 TRY



**FLO SPIRALE**  
Snow Boots  
99.99 TRY



**U.S.A POLO ASSN.**  
Shirt  
179.95 TRY

## STYLISH DECORATION RECOMMENDATIONS FOR A ROMANTIC INVITATION

The fascinating beauty of the winter is hidden in the tables with cozy dinners, nice conversations and elegance. We have gathered our decoration recommendations for you to prepare an invitation table for your guests to make them feel the atmosphere of an elegant restaurant and leave with romantic feelings.

## FABULOUS TABLES WITH COLORS AND COMBINATION

You can choose a pattern for winter tables out of colors of red, green, black, white, silver and gold. Many ideas and combinations can be created from these. White and silver, claret red - red and white, gold and white, green and white or even combinations of one color... You can make your tables resemble a painting by using these colors. It would be a good idea to use printings, strips and plaids to make this resemblance more dominant. If you want to polish this painting look, you can make metallic touches. Metallic objects, elegant metal cutlery would be a good addition.



## CUSTOMIZE YOUR TABLES WITH THE UNIQUE PATTERNS OF SNOWFLAKES

You can add decorative snowflakes, white-silver table clothes, white flowers, candles and silver star patterned objects to your table collection. If you like simplicity, then you can go for big glass objects. You can make lanterns, candles that are put in geometric

vases or candles that float in glass bottles the main elements of your table. You can tie pine branches to your napkins with napkin rings or straw threads. You can prepare an ideal winter table by covering pine cones with white spray paint. Or you can leave the pine cones as they are and create a natural environment atmosphere in your white table. You can complete the main decoration of your table with white food and write the interesting story of taste with cookies covered in coconut.

## A STYLISH HARMONY WITH DIFFERENT ALTERNATIVES

You can choose hand-made wooden objects, big trinkets, a natural floor and a vintage dinner set for a soft dinner table. You can get a stone table with dark colors if you choose to make a stunning scheme with one color. You can prefer marble service plates with black-white patterns or soft gray plates. You can prefer modern amber glass products with a simple design and have a harmony with black - gray napkins and luxurious silver cutlery. Napkins have the power to make the table more enjoyable in an aesthetic manner. You can change the whole atmosphere of the table with plaid and plain square napkins or sometimes with colorful napkins with flowers patterns.



## A DASHING ATMOSPHERE WITH RED CANDLES AND SOFT FLOWERS

You can bring light and red together with flowers and red candles. You can create a perfect ambiance with metallic gold, light copper, soft velvety red and midnight jewelry tones. You can mesmerize your guests with cage candle holders, stylish candlesticks and small fringes tied to the candlesticks. You can reflect peace and glory at once while giving the table a spectacular and cozy feeling to the table with red candles. You can choose specially designed cutlery, or plain but dashing cutlery in gold-copper color. You can feel special in a stunning table.

## WHITE DINNER SET, THE LEAD OF THE TABLE

You can bring elegance to your table with a snowy table cloth and white dinner set. You can prefer a neutral floor, designed cutlery and service equipment. Complementary colors of cones, leaves and candles help create an eye-catching ambience, while you can truly feel intuitive indoors. You can enjoy decorating by using dry foliage in your design. If you do not prefer foliage, you can try matching dark colored fruits and tones intertwined with elegant fairy lights.

*A Cozy and Stylish Atmosphere*

We have carefully compiled our decoration suggestions that will turn your living spaces into a warm and elegant atmosphere with the most noble tones of claret red, black and turquoise.



**HOMETIME**  
Floor Standing Mirror  
84.95 TRY



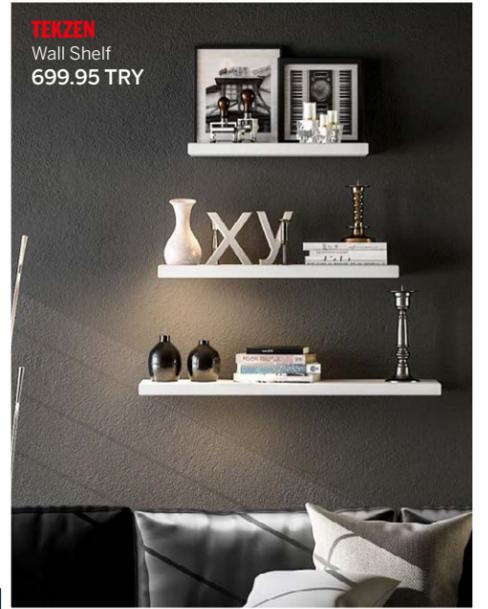
**KOÇTAŞ**  
Decorative Object  
225 TRY

**PAŞABAĞÇE**  
Bark Vase  
199.90 TRY



**KOÇTAŞ**  
Wall Clock  
179.90 TRY

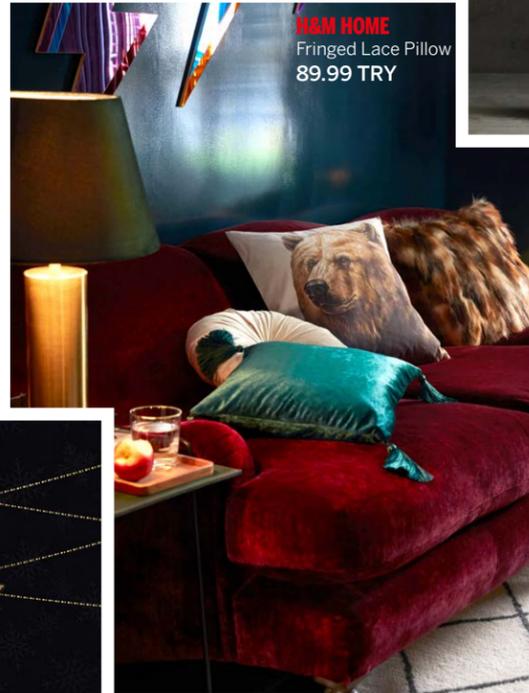
**YARGICI**  
Trinket  
449.90 TRY



**TEKZEN**  
Wall Shelf  
699.95 TRY



**LCW HOME**  
Velvet Lace Pillow  
39.99 TRY



**H&M HOME**  
Fringed Lace Pillow  
89.99 TRY



**YARGICI**  
Ceramic Vase  
99 TRY



**H&M HOME**  
Vase  
189 TRY



**KOÇTAŞ**  
Vase  
19.90 TRY



**LCW HOME**  
Service Plate  
16.99 TRY



**KOÇTAŞ**  
Painting  
179.90 TRY



**HOMETIME**  
Porcelain Bathroom Set  
59.95 TRY



**HOMETIME**  
Porcelain Mug Set 3 pcs  
49.95 TRY



**VAKKO**  
Candle Holder  
149 TRY



**H&M HOME**  
Service Napkin 2 pcs  
39.99 TRY



**TEKZEN**  
Lamp Shade  
240 TRY



**HOMETIME**  
Elephant Trinket With a Plate  
24.95 TRY



**ARYILDIZ**  
Coffee Cup Set 2 pcs  
29.95 TRY



# 7 IMPORTANT UNKNOWN BENEFITS OF TANGERINE

We all know that tangerine which is an important member of citrus fruits and distinguishes with its own flavor diminishes the risk of common cold. However, tangerine has much more benefits which are known by few in the society. **Dilan Eker who is Nutrition and Dietary Specialist in Acibadem Taksin Hospital** explained 7 important unknown benefits of tangerine, and made important warnings and suggestions.



**Nutrition and Dietary Specialist  
Dilan Eker**

## *Boosts the Immune System*

Stress and malnutrition may cause an individual's immune system to weaken and cause them to easily catch many diseases. Tangerine boosts the immune system, decreases the risk of disease thanks to anti-inflammatory A and C vitamin content.

## *Contributes to Protection from Cancer*

Tangerine contributes to protection from many types of cancer by suppressing the cellular damage process. Phytochemicals in the tangerine play anti-carcinogenic role in the body. Anti-carcinogenic components help preventing normal cells to become cancerous and tumors to grow.

## *Regulates Blood Sugar*

2 small pieces (100 gram) of the fruit which has a very low glycemic index contain approximately 53 calories and 2.1 gram pulp. Thanks to this aspect, one portion of tangerine does not increase the blood sugar immediately, the fructose in it slowly mixes with the blood. However, it should not be eaten excessively since it would cause blood sugar to increase, and it is necessary to consume it with its pulp instead of its water even it is freshly squeezed.

## *Supports Decreasing the Bad Blood Fats*

Flavonoids in tangerine supports the heart health. The studies show that consuming citrus fruits which are rich in antioxidant reduces the bad cholesterol – LDL and triglyceride. Furthermore, vitamin C supports decreasing the risk of cardiac diseases.

## *Enhances the Eye Health*

It is quite important to consume foods containing carotenoid for protecting the eye health and a better vision. Tangerine helps protection from macular degeneration thanks to its carotenoid and vitamin A contents. Furthermore, it protects from glaucoma by decreasing the pressure in the eye.



## *"Do not eat more than two portion at once!"*

Dilan Eker says; "Fruits support our health from different aspects thanks to their nutrients. However, excessive food consumption means taking excessive fruit sugar which is fructose. Consuming excessive fructose may cause abdominal and liver lipoidosis. One should not exceed two portions of fruit in one sitting and consume fruit in moderation (two – three portions a day). One should also keep in mind that a glass of freshly squeezed fruit juice is made of two – three portions of fruits. It should be preferred to eat the fruit itself. If it is going to be freshly squeezed fruit juice, a small glass should be preferred."

## *Regulates Blood Pressure*

Dilan Eker who is Nutrition and Diet Specialist states; "The fact the tangerine contains high potassium and low sodium makes the fruit anti-hypertensive. Hypertension is linked with high sodium which is salt. Potassium, sodium function reversibly and help balancing the blood pressure. The main target should be decreasing the salt consumption. It would be beneficial for blood pressure to balance a meal consisting salt with vegetables and fruits which are rich in potassium."

## *Nourishes the Skin*

Our body produces free radicals as it gets older. This is a natural process; however, it affects our skin which is our biggest organ adversely if it increases excessively with the effect of environmental factors. Tangerine helps decreasing the damage of free radicals over the skin while supporting the skin health with the antioxidants which it releases to the blood circulation.



It is high time to realize the plans which you made with the first days of the new year and your thoughts which you do not want to postpone any longer! Our High Time suggestions which we prepared for you to spend winter joyfully with hobbies, vacation routes and events...

### ...SKI EXPERIENCE IN BANSKO

Is skiing the sports which you love the most or want to do the most during winter months? If so, it's high time to visit Bansko which is a city of our very-close border neighbor hosting the best ski tracks in order to turn ski which is a must for winter into a whole different experience. Bansko which is a city of Bulgaria reserves both tracks suitable to each level and comfy hotels which you can accommodate very close to the tracks. Skiing on these tracks which have hosted winter Olympics and world championships can be memorable ski experience.



### ...TO CREATE YOUR 2020 AGENDA

New year, new hopes... What about creating your own agenda while we are at the very beginning of the year? A new agenda which you can plan your events, add notes which you do not want to forget or you can only note the special dates of your beloved ones and yours can be a new-year motivation for you. Your new agenda can make it easier for you to find ticket for that play which you want to go but came to your mind at the last moment, to remember the birthdays of your beloved ones beforehand, to find the name of that poem remaining in your mind. It is up to your creativity to design and fill inside the agenda which you will buy in the color whose energy you believe in...



### ...TO START A NEW COURSE

We welcomed the new year with new excitements and dreams, but what would you like to achieve this year? Maybe playing a new instrument, maybe starting a new hobby or let yourself go into a craft sinking into oblivion. It is not late for anything but it is high time to start a new hobby with the help of a new course. You can apply to private or state-funded courses for all the hobbies you want to learn from piano to waltzing, from kitchen to marbling art.

### ...TO FEED THE BIRDS DURING WINTER

It is high time to build bird feeders which you can hang to the tree branches or place near your houses for the birds having trouble feeding due to cold weather conditions, rain and snow. The types of feeders which you can build so that birds gets affected less from the cold are quite easy. You can string out the bird food, cover an empty roll of paper with foods or you can shape an empty and fill it with foods. You can support their feeding by placing the feeders in frequent destinations of birds.



### ...TO MAKE A MODEL

You have read books, listened to music, done a jigsaw, maybe entered the kitchen and tried new recipes. If you are one of the people thinking that it is nice to stay at home during winter but I get bored, making models is the hobby which will make you happy and you can have fun without leaving your warm chair! It is high time to start making a model with the number of pieces according to the difficulty level and in the look you want. You can demonstrate the models which you completed in your living quarters.



### ...TO PARTICIPATE IN WINTER FESTIVALS

It is high time to participate in winter festivals which you can enjoy the winter. The festivals with winter concepts which are held inland and abroad, usually in open air present music to repletion with live performances of the musicians you like, winter tastes and plenty of snow. You can enjoy winter by going to the festival which is closest to you or suits you the most in Uludağ, Sarıkamış, Ankara, Lerwick or Quebec.





## A WINTER DREAM

# Rovaniemi

An enchanted winter dream in the autonomous territory within the Finland, Sweden, Norway and Arctic Circle: Rovaniemi. The city, which is the capital of Lapland Region, is one of the most visited places in North Europe. It has become the attraction center of tourists not only with city center but also with fairy-tale like towns, natural beauties and unique Northern lights. In the city, which is located in Arctic Circle, the winters are too long and summers are too short due to the effect of the polar climate. We can say that a never-ending New Year spirit is present in the city which resembles the New Year postcards. In this city, there are many popular activities in the city such as riding sledges pulled by reindeers and wolves, staying at hotels made out of ice, walking on or fishing in the frozen lake. In this issue, we leave you to read about the beauties of Rovaniemi, which is the capital of Lapland that has been popular in the recent years, and travel content.



### NORTHERN LIGHTS

Aurora Borealis, known as Northern Lights, are the natural radiations that occur in the sky in the Arctic regions as a result of the interaction of the earth's magnetic field and charged particles from the sun. No matter which city you visit in Lapland, one of your first priorities will be to see the Northern lights. You need to be in a place within the Arctic Circle in order to see the Northern Lights; therefore, Rovaniemi is the best place to see this unique scene. The first prerequisite of seeing the Northern lights is a cloudless sky, thus, if you want to see the Northern lights, it is better to plan your travel date keeping this condition in mind. You can also join tours that are organized to experience this magnificent scene. During these tours, sausages cooked on the fire at the observation point while waiting for the Northern lights and hot syrup made from forest fruits are also served.

### ACCOMMODATION IN SNOW

Since Rovaniemi is a touristic city with a tourist density, there are many options from hostels to hotels where you can stay at affordable prices, but we can say that the most beautiful ones are themed hotels and hostels. There are many igloos in Finland. Some of the igloos, which are completely made out of snow, are normally furnished while some of them have furniture made out of ice in them. In the region, there are even old Eskimo houses where you can stay. On the other hand, there are ultra-luxurious hotels completely made out of glass in the shape of an igloo for those that want to stay and sleep in a cozy environment while watching the Northern lights.





## SAFARI TOUR AND SKIING

The area's most popular activities include safaris with Siberian wolves and reindeers. Approximately two hundred thousand deer that live in their natural environment of the farms and forests in the immediate vicinity of the village are all registered and only two percent of these deer are used in the reindeer safaris. Siberian wolves, known as Husky, are peaceful since they have been living with humans ever since they were cubs and running is in their nature. Therefore, this safari is enjoyable for them as it is for humans. You can enjoy the sledge during the safari and you can take pictures with Husky's while petting them. If you do not like the safaris, you can buy skiing equipment and outfits from the many stores in the city and can go skiing on the frozen lake. If you like using snow bike or looking for a similar activity, you can try ice karting which is an ice version of the go-kart. There are also safaris that are organized with ATV motorcycles to fish. You go to the frozen lake from a designated meeting spot with ATVs, drill a hole in the ice, fish and cook sausages or the fish that you have caught in the campfire.



## SANTA CLAUS VILLAGE

The village of Santa Claus, which is the subject of fairy tales and has hundreds of legends about it although cannot be proven, is located in Rovaniemi. According to the legend, Santa Claus lived on the ear-like Korvatunturi Mountain in the north of Rovaniemi, where he heard all the children, learned where they lived and what gifts they wanted. Realizing that this myth spread from ear to ear, the people of Rovaniemi built Santa Claus Village where the North Polar Line crosses. Each year hundreds of thousands of tourists have visited the place ever since 1985 thanks to the village. Noel Baba Village is the best place to see Northern lights since it is exactly located on the North Polar Line. The most visited place in the village is the office of Santa Claus after hundreds of stores that sell souvenirs. Inside the wooden house, there is a lively room with frozen animals, a snowmobile and wax sculptures, and another part of the building is Santa's office. A representative Santa Claus with a beard of one meter and cute costumes speaks to tourists in their own languages due to his knowledge on 13 languages and sings Happy New Year songs to his little guests. You can also buy your favorite postcard from Santa Claus Post Office in the village and send it with postage stamp unique to Santa Claus Village.



## LUMBERJACK CANDLE BRIDGE

The Lumberjack Candle Bridge, which is 320 meters long and has an aesthetic appearance supported by steel ropes, has become one of the symbols of Rovaniemi in addition to traffic and road service. The bridge, which serves as a balancing factor between city buildings, slightly sloped Ounasvaara Hill and the wide scenes of the Kemijoki River, is Finland's first one-piece suspension bridge. In winter, you can walk on ice skate or ski with the river freezing under the bridge. This spot is the best place to rest for migrating birds in the spring. This bridge, which is under the migratory route of birds, also witnesses thousands of North Pole birds in some rare species.

## NORTH POLAR LINE

There is a white band in the Santa Claus Village on which is written 66° 33' 07". This is the North Polar Line. The moment you step over this line, you pass to the Arctic Circle. If you go there in winter, it will be covered in snow and possibly will not be seen; therefore, there is a similar line created in the tourist office. If you want, you can get a stamp on your passport showing that you passed the North Polar Line. And also you can buy a certificate issued to your name showing that you passed the North Polar Line.



## ARKTIKUM MUSEUM

Arktikum Museum consists of rooms to the left and right of a long corridor. In the culture and nature section of the museum, wax sculptures of the people living in Lapland Region, the tools and equipment they use, the frameworks of their triangular houses, the original clothes and accessories they wear according to the seasons, as well as the animals unique to the region are exhibited. In the science section, there are interactive screens that give information about the climate change, ice room with blue lighting that gives information about freezing, science room where you can see the first designs of the sunglasses, Aurora Borealis room where you can lay down on the cushions and watch the 3D Northern lights projected on the ceiling, as well as a movie theater with a big screen that gives information about Lapland.



## WHAT TO EAT?

Reindeer breeding has been a way of living in Lapland for hundreds of years and it is a vital part of the Rovaniemi cuisine. The most classic dish of the region, The region's most classic dish is sautéed reindeer served with mashed potatoes, fresh blueberries or blueberry jam. Reindeer is served only in the form of fillets, minced meat and sausages. Famous chefs from all over Finland participate in Reindeer Chef of the Year (Vuoden Porokokki) competition in Rovaniemi every spring.

# DO NOT MAKE THESE MISTAKES WHEN TEXTING!

Tablet, laptop and desktop computers, especially the mobile phones have become a must for every age group from 7 to 70 with the developing technology. But be careful! Our spine can be seriously damaged if we do not correctly use these devices which are in our hands for hours, even the whole day. For example, it can cause spine hernia which are worse than spine pain! Moreover, the number of young people with spine problems are gradually increasing nowadays due to the excessive and wrong usage of smart phones and tablets. In a study carried out in Thailand with 779 university students using smart phones, it was detected that 32 percent of the users had neck pain, 26 percent of them had shoulder pain, 20 percent had back pain and 19 percent of them had wrist pain. But what should we do, what should we avoid when using technological devices which we cannot stop using in order to protect ourselves from spine problems? **Assoc. Prof. Dr. Emrullah Hayta who is Physical Medicine and Rehabilitation Specialist in Acibadem Kadıköy Hospital** made some important warnings and explained the points we should pay attention when using the technological devices, especially the smart phones.



*"Neck and Shoulder Problems are the Most Common Ones"*



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Spine is a very important structure of ours since it carried 2/3 of the whole body weight along with enabling us to stand, to move, to take healthy breaths. Pathological alterations in the spine affect the distribution of weight since it plays the role of “roof” in the body; and as a result, it leads to more pressure in neck muscles, spine joints and soft tissues. This adverse effects may threaten our health seriously. Assoc. Prof. Dr. Emrullah Hayta who is Physical Medicine and Rehabilitation Specialist in Acibadem Kadıköy Hospital remarks that neck and shoulder problems are the spine problems encountered the most lately. The reason why is that we lean our neck forward or sideways, we hold our torso and legs in a non-ergonomic posture while using smart phones or tablets; therefore, the pressure in the spine muscles and discs increases. For example, the head weight applies a pressure of 4.5 – 5 kilograms to the disc when an adult individual is looking across. When using a keyboard, it applies a pressure of 12 kilograms and 27 kilograms when using smart phone. As a result; many significant health problems including posture deformities such as degeneration, scoliosis and kyphosis, neuropathic complaints such as numbness and tingle in the body, and even depression in some cases may develop.

## Do Not Make These Mistakes!

Assoc. Prof. Dr. Emrullah Hayta listed the mistakes which we should avoid while using the technological devices including smart phones and tablets.

### Do Not Lean Your Neck Forward

Our neck leans 30 degrees forward when we are using desktop computers. However, we lean our neck 45 degrees to 60 degrees forward when using mobile phones, which cause more pressure on the neck. This duration prolongs due to the texting applications. Therefore; avoid the posture which will lean your neck forward during texting. The screen of the device should be right across you and should definitely be at the same height with your eyes.

### The Type Size Should Not Be Small

The type size should not be small during texting for your eye and spine health. If the font is big, you can stay further from the screen and hold your neck in a steeper position.

### Do Not Extend the Texting Duration

It was displayed in the electromyography studies that texting longer than 20 minutes cause pain and neck muscles and shoulder muscles to get tired quicker. Minimize the duration as short as possible. Use the rule of 20 / 20 / 20 everyday: limit your duration of using phone and tablet with head bent posture to 20 minutes, and look 20 feet (5 – 6 meters) away for 20 seconds once in every 20 minutes. Make stretching and strengthening exercises for neck, shoulder and back muscles two sets of 10.

### Do Not Use Your Both Hands

Do not use your both hands on phones and tablets; instead, use your index finger of one of your hands. In this way, you will apply less pressure to thumb joints and tendons when using a technological device, and you will bend your neck less.

### Do Not Place the Phone Between Your Ear and Shoulder

Talking with the mobile phone by placing it between your ear and shoulder for a long time causes and abnormal pressure on the neck muscles, soft tissue and discs. Therefore, pay attention to use headphones when talking with the phone for the health of your spine.

### Do Not Sit with Your Back Bent

Assoc. Prof. Dr. Emrullah Hayta warns, “When using the devices, make sure you are sitting in an upright position and supported with a pillow.” and he adds: “During the use of tablet or laptop, the monitor should be at the eye level as far as possible. The distance between the eye and the screen should be arranged as 60 degrees at least, shoulders should stand back and the arms must be in a comfortable position. You should not sit longer than 30 minutes and should give breaks. During the breaks, the posture should be arranged by shrugging the shoulder and slowly sliding the head to the side. You should take a three minutes walk at least in order to reduce the negative effects of sitting.”

### Do Not Lie Face Down While Using the Devices

Pressure on the neck muscles (to keep the neck erect) increases more than in any other position when you are using the mobile phones and tablets face down. Using the devices in the side-lying position causes muscles in the shoulder joint to be jammed and spine pain since the it will give more pressure on the shoulder joint of the side you are lying on. You should avoid using laptop lying down as far as possible or prefer special apparatus (laptop stand, neck support) during use.

# Feel the Luxury and Comfort



Wyndham Grand İzmir Özdilek is close to recreation area with shopping malls, restaurants, cafés and military museum ship. Proximity to motorway for International Adnan Menderes Airport, Gaziemir Fair Complex, industrial zones including Aegean Free Zone, Ephesus and House of Virgin Mary makes the hotel's location excellent.

With 219 rooms and suites, the hotel offers privileges and advantages of distinguished location embracing sea & city to guests travelling for business & leisure purposes and meeting delegates with five star hotel quality.

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**WYNDHAM GRAND**  
İzmir Özdilek

# Trending Beauty Products of Winter Season

We gathered trending beauty products, cosmetics for your hair and skin which need more care and moisturizing in the cold weathers; and outstanding make-up products of the new season for you to have dazzling skin make-up, impressive looks, perfect lips. Here are the outstanding beauty products of the new season which you will always want to keep them with you for well-groomed and beautiful days...

## I HEART REVOLUTION

Cranberries Chocolate eye shadow palette which would make the most delicious tastes jealous with its look brings the most beautiful tones of cranberries and chocolate together. Cranberries which will be indispensable for the ones preferring bright colors in the eye make-up provides a mysterious and magnificent looks with its brown, nude, burgundy, chestnut, auburn, black and golden tones.



Price: 80 TRY

## MAKE UP FOR EVER

It thickens the eyebrows thanks to its formula enriched with colored and long-lasting gel, fibers. Asymmetric applicator of Make Up For Ever makes it easier to brush the eyebrows for a natural effect and to crystallize them again. The gel which provides a day-long effect and is not sticky can be cleaned easily when desired.



Price: 118 TRY

## BECCA

Aqua Luminous Perfect foundation which has a conceal as light as water balances the skin tone and enhances the look. Each drop highlights the skin naturally and conceal the imperfections, and creates a velvety touch. It also gives a natural and healthy look to your skin thanks to its light content.



Price: 200 TRY

## PASTEL

You can follow the trend of the year by transferring the favorite color of the year, maroon, to the eye make-up with Pastel Profashion Trend Line Liquid Eyeliner. New mat eyeliner of Pastel dries quickly thanks to its special formula and can easily be cleaned, provides a sharp finish. It is rather easy to create the perfect match with the rouge you can prefer in maroon colors.



Price: 25 TRY

## HUDA BEAUTY

Huda Beauty brings cream mat rouge set created in limited numbers to re-create the symbolic lips together with the make-up lovers. The sets in the shape of lip become a perfect gift alternative for all the rouge lovers. The set includes a lip contour pencil with a broad range, a liquid mat mini rouge in complementary color tone and one mini demi mat rouge. Day Slayer and Venus include light brown tones and refined rose tones for a successful daily look.

Price: 258 TRY



## NARS

NARS presents its broadest color scale in the rouge category which break with the traditional and beauty perception with the NARS 25 collection which it launched special for its 25th anniversary. 60 fascinating tones, mat, satin and shiny... It gives a smooth and long-lasting comfort feeling in all finishes and even in dark colors thanks to its light structure. It revives the skin with its passion fruit's seed oil. It also enhances and protects the color quality with the moringa fruit's seed oil.

Price: 190 TRY



## L'OREAL PARIS

Chérie On The Cake blusher is the only thing you need to add vividness and color to your skin make-up. The blusher which includes light and dark tones so that you can color up your make-up and shape your face will become a must for your make-up. Are you ready for an irresistible cherry smell, easy and smooth application, sensual make-up experience with mat finish and thin structured texture?

Price: 60 TRY



## SEPHORA

Sephora Collection Mask which was enriched with natural coconut oil nurtures, repairs and strengthens your hair in one minute. The product which was dermatologically tested enables you to have a visibly smooth, soft, shiny hair smelling like coconut. This new mask is suggested to be applied twice a week after you shampoo your hair.

Price: 25 TRY



**KIKO MILANO**

Sicilian Notes, the new collection of Italy's leading cosmetics brand KIKO Milano, will add a glow and positive energy to the cold weather of winter. As the most glowy piece of the collection, Baked Bronzer highlights your facial features aesthetically. It reflects the daylight lasting for a long time after the sunset in Sicily on your face with its content enriched with jojoba and olive oil.

Price: 130 TRY



**GLAMGLOW**

Suitable for all ages and skin types, Flashmud was created with TEAOXI® technology consisting of white birch leaves. This technology includes Betulin, Betulinic acid and Ellagic acid for a more balanced skin tone. WhiteEnergy™ technology includes active and powerful natural ingredients creating a brighter skin. Flashlucent™ includes ingredients forming a stronger, younger and brighter skin and improving the quality of it. Reflectrum™, on the other hand, increases the light reflectance potential to make the skin look brighter and more glowy.

Price: 149 TRY



**SMASHBOX**

Now it's so easy to have impressive eyes! With the miraculous brush of Superfan mascara, you can easily get length, volume and fullness on your lashes with an effect lasting up to 12 hours. It curls the lashes from base to the end with a 360° application starting from the lash bottoms so that you can get deep looks all day long with its ultra-black formula.

Price: 129 TRY



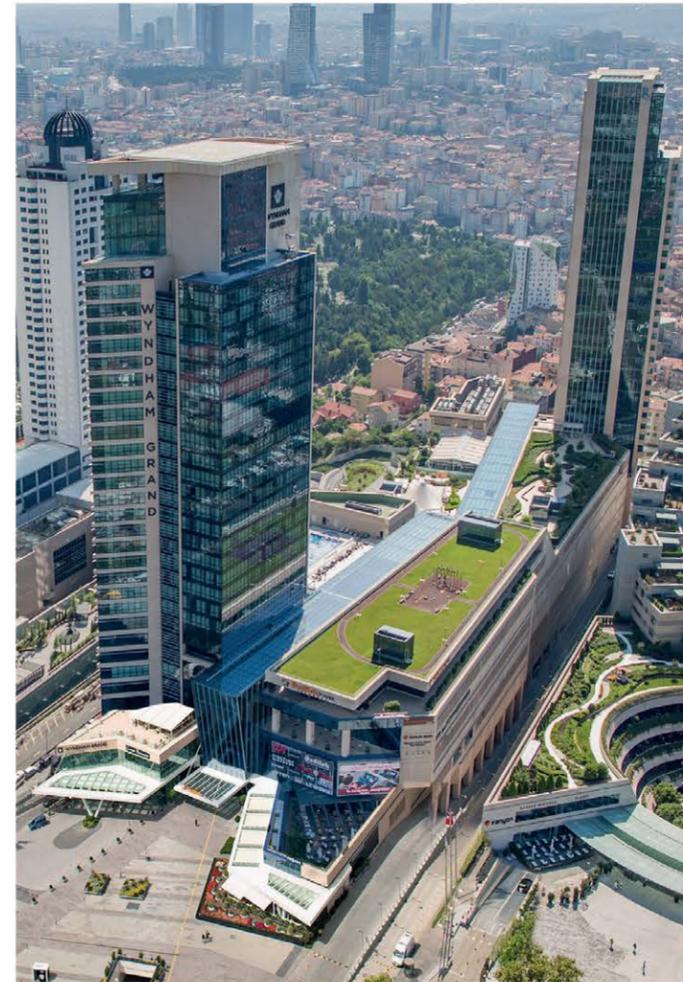
**MARA**

You can have the magnificence on your nails with Mara's new Queen Series. Creating an intense coverage on one layer, the series will be among your favorites with its glittering particles. You will also reflect your glamorous light on your nails with its special formula that does not peel from the ends and never loses its brightness.

Price: 30 TRY



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**WYNDHAM GRAND**  
İstanbul Levent

# World of science with "bakalim biz"



## ARTIFICIAL SUNFLOWER



Scientists have developed an artificial sunflower in inspiration by the natural rotation movement of the sunflowers towards the sun. Scientists created polymer by combining light and heat sensitive materials. The former shrank while absorbing the light and transforming it into heat whereas the latter shrank when exposed to heat. Polymer was shaped like a pedicle and it was exposed to light rays from different angles. As a result of the researches, it was stated that the pedicle rotated towards the light source. This new polymer material which was shaped with transformation of light to heat in mind can be used in the future in rotating the solar panels to the light source.

## STRANGE CREATURE WITH THE SHAPE OF A BRAIN



A woman named Raquel Williams, living in Australia, felt numbness in her body after touching a strange creature with the shape of a brain at the beach. Then, she asked for help by posting about it on a social media site. Eventually, Dr. Simon Grove, who is in charge of the invertebrate zoo of Tasmania Museum and Art Gallery, came to the aid of Raquel Williams. He stated that this strange creature is a Botryllus Schollosseri species from the Ascidiacea family that are widespread in the world but not so common in that area. People that claimed to have seen the creature shared similar reactions in their bodies with Williams such as swelling, blistering, irritation and other reactions.

## RED COLOURED SPINACH WAS CREATED



Ministry of Agriculture of USA declared that the first red spinach species was created by Agricultural Research Service (ARS). ARS aims to increase the consumption of spinach, which is in decline in the USA, with this new red colored species. Bordeaux spinach that has red veins is the predecessor of the newly created red-leaved USDA Red. USDA Red was claimed to have higher antioxidant levels between 42 and 53%, according to five tests carried out within three years. USDA Red is a spinach species that has medium growth rate with semi-vertical leaves and a semi-flat structure. The leaves are round at the tips and have purple - red veins. Agricultural Research Service (ARS) has applied the Biodiversity Protection Certificate for USDA Red.



## GROUNDBREAKING RESEARCH ON HABITS

All of us have many daily routines and habits such as morning coffee, evening tea. The knowledge that a habit can be broken in 21 days has been debunked. Researchers of London University Academy carried out researches on how the habits form and examined the new habits of the 96 people for 12 weeks and concluded that the duration to form a new habit is actually 66 days; furthermore, this duration can vary between 18 and 254 days. In conclusion, it was proven that if we want to form a new habit, it would at least take two months, not 21 days.



## WHY DO THE SPIDER WEBS NOT DECOMPOSE?

Spiders are the cause of phobia for most people and their webs do not decompose for a long time. A recent research has revealed how the spider webs can sustain for this long without decomposing. Spider webs have a life span that changes between one hour and weeks according to the spider species. It stems from the fact that these bacteria cannot easily access nitrogen in the spider web. Nitrogen is usually a nutrient for bacteria to grow and reproduce. Inability of bacteria to reach this nutrient gives some kind of a false antimicrobial property to the spider webs. Furthermore, according to a study that has been recently published, spiders use "resistance strategy" rather than killing the bacteria.

# COMING TO THEATERS

## Birds of Prey

**Release Date:**  
7 February 2020

Birds of Prey that is a movie in action and adventure genre is directed by Cathy Yan. Margot Robbie plays the role of Harley Quinn in this movie which depicts the struggle to save a young woman kidnapped by a crime boss. Helena Bertinelli, crime fighter and law protector of the Gotham city, and Dinah Laurel, a martial arts master raised in a family that fights with crime, get into a tough fight against Black Mask to save the young woman. Ewan McGregor, Mary Elizabeth Winstead and Rosie Perez are casted in this thrilling movie.



## Underwater

**Release Date: 10 January 2020**

Underwater tells the survival story of the scientists after their laboratory under the water was demolished due to an earthquake. The movie is directed by William Eubank, whom that we remember from Love and Signal movies, and written by Brian Duffield. Kristan Stewart plays Norah, one of the members of the team, and the movie also stars T.J. Miller, Jessica Henwick, Vincent Cassel, John Gallagher Jr.



## The Grudge

**Release Date: 3 January 2020**

A single mother starts to investigate a murder that has been committed in her neighborhood with a young detective. The young mother of the house has slaughtered her entire family. As the detective and the woman investigate, they discover that the house is cursed by a ghost who condemns the inhabitants to death. The single mother that learns the curse in her neighborhood gets into a challenging struggle to save herself and her son from the evil spirits in the house.



## Spies in Disguise

**Release Date: 10 January 2020**

Lance Sterling is the most prominent name of the international espionage. Lance, who is the best spy in the world, knows that saving the world is also a daily routine while being cool, charming and super talented. On the other hand, Young Walter is the exact opposite of the Lance. He is highly intelligent but his social skills are unfortunately not that good. If this team of the exact opposites cannot learn how to work together, the world will be in grave danger.



## Baba Parası

**Release Date: 1 January 2020**

Baba Parası is directed and written by Selçuk Aydemir, who is known for his movies Ailecek Şaşkıncı, Çalgı Çengi and Dügün Dernek, will be released on 1 January 2020. Ahmet Kural plays the role of Turkish Cypriot Selim in the movie. He will make the audience laugh with the accent of the Turkish Cypriots and funny dialogues in his journey to collect the inheritance of his late father and his struggle with his step-mother. The starring roles in the movie are played by Ahmet Kural, Murat Cemcir, Devrim Yakut, Rasim Öztekin, Yağmur Tanrısevsin, Özgür Emre Yıldırım and Ayhan Taş.



## Just Mercy

**Release Date: 14 February 2020**

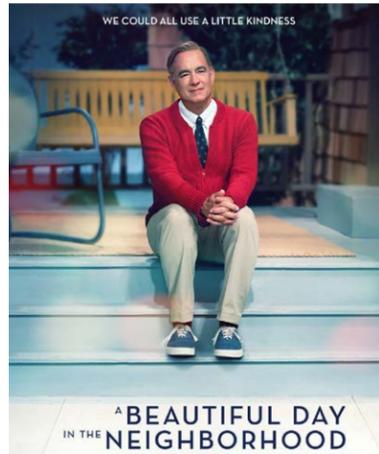
The movie is adapted from the book "Just Mercy: A Story of Justice and Redemption", which is based on a real story, and Micheal B. Jordan plays the character of Bryan Stevenson. Bryan is expected to work for paying jobs after graduating from Harvard. However, he follows a man that has been sentenced to capital punishment in Alabama. He will try to prove the innocence of a man who has been sentenced to capital punishment in 1987 with the help of the local lawyer Eva Ansley. Bryan will understand that he is also fighting against racism while trying to prove the innocence of the prisoner.



## Bad Boys for Life

**Release Date: 31 January 2020**

Bad Boys for Life is a movie, in which Will Smith and Martin Lawrence star, tells the story of two policemen fighting against drugs. Mike Lowery struggles with the effects of the mid-life crisis while Marcus Burnett continues his career as the police inspector. The duo gets into a challenging adventure while going after the cold-blooded murderer and drug lord Armando Armas.



## A Beautiful Day in the Neighborhood

**Release Date: 28 February 2020**

A Beautiful Day in the Neighborhood focuses on the story of Fred Rogers, one of the beloved celebrities of America, and Tom Junod, a prized journalist. Tom Hanks, Matthew Rhys and Chris Cooper star in the movie. In the movie, which is based on a real story, Journalist Junod accepts to write an article about Mr. Rogers and the perspective of the journalist towards life changes as the two get to know each other.



## Dolittle

**Release Date: 17 January 2020**

The leading role of the movie is played by Robert Downey Jr., the Iron Man of the Marvel Cinematic Universe and the face of the Sherlock Holmes in the movies, and the character of the movie is inspired by the doctor, whom can talk with animals, in the children books of Hugh Lofting written in 1920s. The movie, which was adapted as a musical in 1967 with the same title, is getting ready for release with its popular cast.



## Aşk Tesadüfleri Sever 2

**Release Date: 31 January 2020**

The sequel to the 2010 production Aşk Tesadüfleri Sever is getting ready to meet the audience. The directors of the movie are Ömer Faruk Sorak and İpek Sorak. In this movie that takes the audience to a romantic journey starting from 1960s to the modern day Nesrin Cavadzade, Yiğit Kirazcı, Elif Doğan and Aytaç Şaşmaz play the leading roles.



## Müstakbel Damat

**Release Date: 14 February 2020**

Sema ve Hasan has a happy relationship. However, their lives drastically change when they find out that the Sema is pregnant. They immediately start marriage preparations and plan to get married without telling anyone that the Sema is pregnant. Hasan must first persuade Sema's family, whom live in Cyprus, to have their permission for the marriage. Will Hasan be able to persuade his father-in-law Çetin Ali despite the hardships that he has faced?



## Karakomik Filmler 2

### Deli Emanet

**Release Date: 17 January 2020**

The sequels to the Karakomik Filmler "Emanet" and "Deli" is coming out to the theaters. In Emanet, we will see the adventure of Birol, who sets out to become famous after his father's death and Çağlar Çorumlu, Özge Özpırınçci and Celil Nalçakan are starring in this movie directed

by Cem Yılmaz; in Deli, we will see the events happening to the Güven during his night shift while working as a taxi driver and Özkan Uğur, Cem Davran and Büşra Develi are starring in this movie.



## Etilerin Savaşı

**Release Date: 31 January 2020**

Etilerin Savaşı focuses on the endless competition and sweet conflicts between two sisters-in-law Sultan and Gizem. Life of Gizem and Sultan, who are known for their indulgence in social media, and their different opinions on marriage as well as interesting events occurring while establishing their families are told in the movie. The movie is directed by Onur Bilgetay and written by Gүpse Özay who also plays as the leading role of the movie. Merve Dizdar, Ferit Aktuğ and Uraz Kaygılarođlu accompany her in the movie.



## Bloodshot

**Release Date: 21 February 2020**

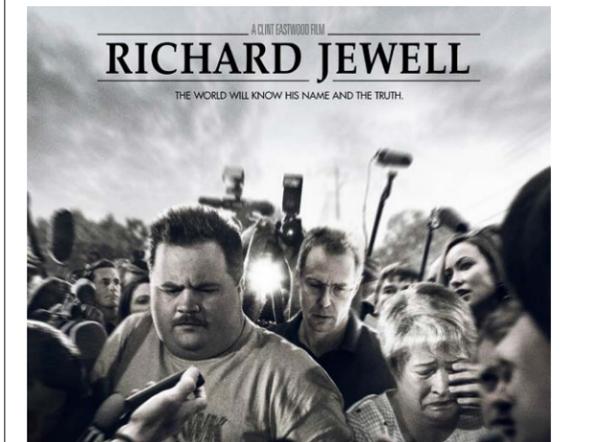
In the movie, sailor Ray Garrison, played by famous actor Vin Diesel, is brought back to life by a group of scientists with the help of nanotechnology after being murdered. Ray will work with super soldiers like him from then. In the meantime, he does not have his memory but starts recovering his memory over time and when he remembers who has killed his wife, he will try to destroy everything. Garrison will slowly try to unravel the conspiracy behind this murder.



## The Invisible Man

**Release Date: 28 February 2020**

The remake of the 1933 movie with the same title is adapted from the novel of H.C. Wells one more time. Cecilia finds a way to escape from her manipulative and oppressive boyfriend. When she finds that her ex-boyfriend committed suicide and left a huge part of his fortune to her, she thinks that his death is a deception. When a series of scary events start threatening the life of her and the others around her, the mental health of the woman starts getting deteriorated.



## Richard Jewell Olayı

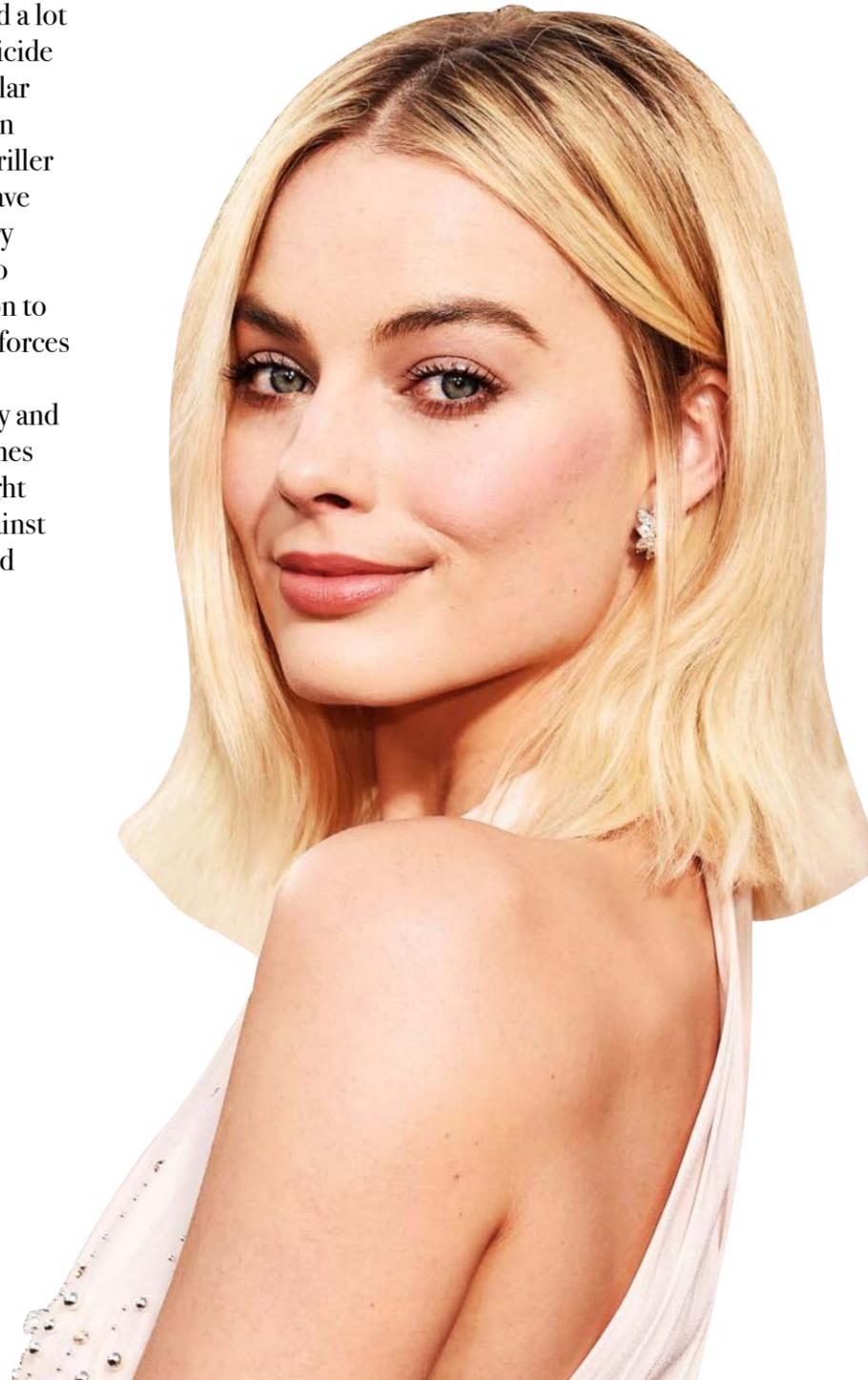
**Release Date: 17 January 2020**

The movie focuses on the bombing attacks happened at Centennial Olympic Park in Atlanta Olympics in 1996. Even though Richard Jewell, working as the security officer at the park, saves the lives of many people, he is accused of being responsible for the events. Although he is acquitted a few months after the incident, this life never becomes the same.

# HOLLYWOOD'S NEW FAVORITE: Margot Robbie

We will see Margot Robbie who received a lot of praise due to her performance in "Suicide Squad" which was one of the most popular movies in 2016 as Harley Quinn again in the Birds of Prey that is an action and thriller movie. The movie is about the fight to save a young girl who was kidnapped by a very dangerous godfather. Harley Quinn who hears about this incident and takes action to save the young girl. Harley Quinn joins forces with Helena Bertinelli who is a vigilante fighting against crime in the Gotham city and infighting master Dinah Laurel who comes from a family dedicating their lives to fight against crime, and their uphill battle against Black Mask started to save the kidnapped young girl.

Director:  
Cathy Yan  
Starring:  
Margot Robbie,  
Mary Elizabeth Winstead,  
Jurnee Smollett - Bell  
Distributor:  
Warner Bros Turkey  
Genre:  
Action, Adventure



Margot Robbie who was born on July 2, 1990 in Queensland state of Australia, then, moved to Gold Coast. The mother of the actress who has one older, one younger brother and an older sister is a physiotherapist. The beautiful actress who spent most of her childhood with in the ranch of her grandmother and grandfather graduated from Sommerset College in 2007 and settled in Melbourne and started acting when she was only 17.

The young actress met with the audience for the first time in Vigilante (2008) and I.C.U (2009) who were directed by Aash Aaron. She played the leading role in I.C.U thanks to her performance in the auditions even though she was not associated to an agency. The actress who started to get more popular portrayed Donna Freedman in the series called Neighbours in 2008. She was included into the production as a guest star but gained a permanent role in the show thanks to her performance. The show brought Margot Robbie two awards thanks to her successful acting.

Robbie broke out in her career with the movies About Time and The Wolf of Wall Street in which she took part in 2013. Furthermore, she won various awards with her role as Naomi Lapaglia which she portrayed in The Wolf of Wall Street.

She received a lot praise with her performance in "Suicide Squad" which was one of the most-awaited and most popular movie of 2016 and a new era started in her career. Margot Robbie who was considered to be perfect for the role of Harley Quinn and got the role without any audition hated the role at first but then grew on Harley Quinn after playing her. Her remarkable performance in this movie brought the beautiful actress the Critics' Choice Award of Best Actress in an Action Movie.

In 2017, she was admired in the role of artistic ice-skater Tonya Harding which she played in the movie "I, Tonya" and received the Critics' Choice Award of Best Actress in a Comedy. In 2018, she was also nominated to Oscar Award of Best Performance by an Actress in a Leading Role in 2018 and 75th Golden Globe Award of Best Performance by an Actress in a Motion Picture - Musical or Comedy thanks to her performance in this movie. The beautiful actress was also included into the Time magazine's "100 Most Influential People's List" in 2017.



MARGOT

ROBBIE

# AGENDA



## CHARLIE CUNNINGHAM

Charlie Cunningham has received considerable praise with his second album titled Permanent Way, which was released in the summer of 2019 and has more modest, withdrawn and strong songs, will be with music lovers on 22 February Saturday at İKSV. The answers to how effective the English singer and songwriter Charlie Cunningham, who is considered to be the eighth wonder of the world with his voice and guitar, can be with only a guitar and vocals are hidden in this concert...



## KÜRK MANTOLU MADONNA

Even though it has been more than seventy years ever since Kürk Mantolu Madonna was written, it has kept its place as a best seller for most of the time and it will be staged in theatre for the first time in Turkey. It is directed and adapted by Engin Alkan, one of the most successful directors of Turkish theatre. Kürk Mantolu Madonna will be staged on 28 January Tuesday at İstanbul UNIQ Hall with performers in the leading roles as Engin Alkan, Tuba Ünsal, Alper Saldıran, Sercan Badur, Lila Gürmen, Sacide Taşaner and guest actor Kayhan Yıldızoğlu.



## BÜLENT BEYİN HİKAYESİ

Bülent BEYİN Hikayesi, which started to be performed in November and will continue to be performed in January and February in various provinces such as İzmir, Ankara, Antalya, Urfa, Diyarbakır, Batman, Elazığ, Antep, Hatay, Kırşehir, gets into the human brain and brings the management struggle of brain against other organs to the theatre stage. Burcu Biricik takes place in the play as the digital guest actress along with Barış Arduç, Sarp Apak, Şahin İrmak, Ersin Korkut, Onur Buldu, Uğur Bilgin, Necip Memili, Melis Birkan, Gülhan Tekin, Haki Biçici, Erdem Baş and Murat Eken. This two-act comedy combines theatre with barcoveision technology.

## SEFA DOĞANAY

Comedian Sefa Doğanay, whom has proven his talent and unmatched imitation ability in his TV show, will be in Bursa within the domestic and foreign stand-up shows. Doğanay will be with his fans in Bursa on 19 January Sunday at Tayyare Culture Center and perform an entertaining show for his audience.

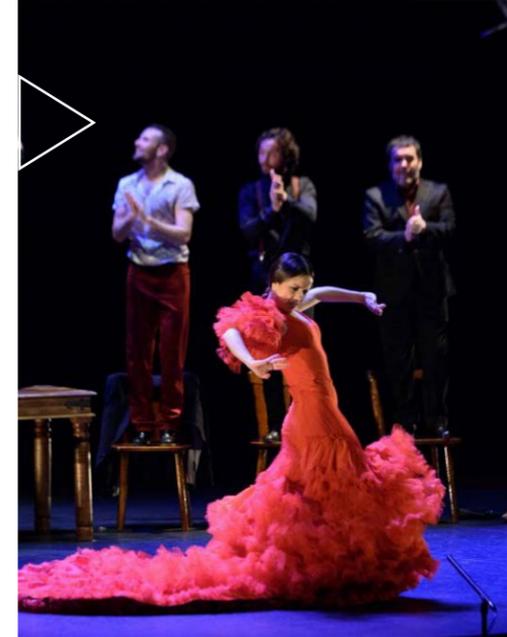


## EUROPA GALANTE

Europe Galante, which was founded in Italy, has been performing on both baroque and early classical period works for more than 30 years all around the world. The group will give a musical feast to their audience with famous Mezzo Soprano Vivica Genaux and Conductor Fabio Biondi on 17 February Monday at İstanbul İş Kuleleri Hall.

## OLGA PERICET FLAMENCO DANS

Olga Pericet Flamenco Dance Company, which was awarded with National Dance Prize, the most prestigious award of Spain, in 2018, draws the attention with an innovator stance to the flamenco dance. Olga Pericet Flamenco Dance Company will perform La Espina, which they have performed in Sadler's Wells Flamenco Festival series in 2019, on 20 February Thursday at İş Sanat within the new season activities.



## WATERPROOF

Waterproof, which brings successful actors and actresses such as Aslı İnanç, Bala Atabek, Başak Daşman, Hande Doğandemir and İdil Sivirtepe, will meet with theatre lovers on 6 January Monday at İstanbul UNIQ Hall. Waterproof was written in inspiration after one of the biggest mining accidents, "Aberfan Disaster" that occurred in 1966 in Wales. The play not only tells the story of people suffered from the accident but also takes it as a "disaster" for all people regardless of time, incident, people and gender.

# TECHNO TREND

You can find Siemen's new built-in oven with which you can cook cake and fish at the same time, Dyson's new products that dry the hair while protecting and styling it, Bosch's iron assisted drying machine and Xiaomi's new phone in this page that we dedicated to the newly designed products of the technology world that will make your life easier.

## XIAOMI REDMI NOTE 8T WAS RELEASED

Xiaomi Redmi Note 8T has a 6,3 inches full HD plus screen with water-drop notch. Its design resembles the standard Xiaomi Redmi Note 8 and it will provide a durable screen with Gorilla Glass 5 protection. It comes with 64 GB or 128 GB inner storage options and it can be increased up to 256 GB with a micro SD card. The device will be sold with color options such as Starscape Blue, Moonlight White and Moonshadow Grey. It has a 13 MP selfie camera above the notch of the front camera. It greets us with a four-camera setup in the back. Furthermore, 120 degrees wide angle, macro lens and depth sensor are respectively built in the four-camera setup. It does not have an on-screen fingerprint sensor but it has one in the back. It can be charged with 18W while providing dual SIM card support and 4G supported NFC feature.



## IT IS POSSIBLE TO COOK FISH AND BAKE CAKE AT THE SAME TIME WITH SIEMENS BUILT-IN OVEN



Combining advanced technology with design, the iQ500 series HB557JYS0T built-in oven from Siemens Home Appliances combines functions to bring users convenience and flexibility in the kitchen. The 3D hotAir Plus Technology of the IQ500 series built-in oven from Siemens Home Appliances allows you to cook three different flavors to a turn at one time without mixing the flavors. 3D hot air technology can cook three different meals such as fish, cake, and pasta without mixing the flavors. It can be easily controlled with lightControl button that has a stylish design. HB557JYS0T provides easy cleaning with new ecoClean Plus feature and its inner surfaces clean themselves forever. It renews itself during cooking by trapping the stains in the inner walls with its special coating and provides an ideal usage to the users.

## HAIR PROTECTION TECHNOLOGY FROM DYSON

With two innovative and cutting-edge hair stylers, Dyson deals with the hair problems that consumers ignore. Dyson Supersonic provides fast drying and styling without needing too much heat. The Dyson Supersonic hairdryer uses a V9 motor and patented Air Amplifier™ technology to deliver powerful, controlled airflow of 41 liters per second, allowing hair to dry properly without the need for excessive heat. Inside the head of the Dyson Supersonic™ hair dryer is an intelligent temperature control system that monitors airflow up to 20 times per second to ensure effective temperature control, prevent excessive heat exposure, thus maintaining hair brightness and health. Dyson Airwrap™ hair styler creates new styles with fast airflow and Coanda effect without using too much heat and uses a strong airflow to dry and style the hair while it is wet. During this process, the hydrogen bonds in each hair strand are replaced and reset, which means that no more heat is needed to shape the hair.



## TECHNOLOGICAL TOUCHES TO HOME DECORATION WITH MULTY U

An uninterrupted and reliable Wi-Fi is no longer a necessity, but almost a standard of living. The 3-band Multy U Mesh Wi-Fi System that is designed according to the needs and expectations provides style and technology together. The product that has a dynamic design provides a 3-band Wi-Fi experience beyond boundaries. It blends with the decoration of your house and adds style to your rooms. Multy U Mesh Wi-Fi system is designed to provide secure and ultra-speed Wi-Fi coverage at home and it offers equal speed performance in up to 550 square meters coverage. Multy U has six integrated antennas and 2100 Mbps data access speed (\*300 Mbps at 2,4 GHz \*2x866 Mbps at 5 GHz) and can include 128 devices at maximum to the Wi-Fi network at home. With the support of smart phone application, you can manage your network from anywhere 24/7 and processes such as parental control, guest network creation, Alexa voice control.



## IRON ASSISTED DRYING MACHINES FROM BOSCH

New drying machines of Bosch Home Appliances provide management with smart phones and tablets. You can follow information such as the drying time and the time remaining until the end of the process, as well as warnings such as program end, level of occupancy or error notification can be followed on phone or tablet screen. The machine has Home Connect technology and AutoClean features with smart drying and self-cleaning condenser as well as Iron Assist feature that is enabled after the drying process and makes it easier to iron the clothes. In particular, suits and shirts, such as lightly worn and sensitive clothes are ventilated by the cold steam that allows wrinkles to open. It offers programs such as "Work Clothes" for suit jackets and skirts that working people usually wear, "5 shirts" for two or five shirts or "1 blouse" for one blouse or shirt. These programs dry the clothes in approximately 32 minutes according to the type of the cloth. Bosch Serie 8 that has full automatic sensitivity for the best drying results dries the clothes quietly thanks to its vibration preventive side walls and does not disturb the household residents and the neighbors.



## CHROMEBOOK SERIES OF ACER THAT IS DESIGNED FOR ENTERTAINMENT AND PRODUCTIVITY

Acer's new Chromebook models have fast performance to run applications simultaneously, for entertainment and productivity. Wide-screen Chromebook 315 and Chromebook 314 provide magnificent images and battery life up to 12,5 hours. The largest model with 15.6-inch display and separate numeric keyboard is a great solution to get things done like personal finance. Easily portable 11.5-inch Chromebook Spin 311 and Chromebook 311 provide battery life up to 10 hours in a compact design with mobile connection options. All new Chromebook models have Gigabit Wi-Fi and USB 3.1 Type-C connections that can be used for data transfer, charging and display output. New Acer Chromebook models that work silently thanks to French designs are ideal to use shared environments such as the living room, library or café. Wet resistant touchpad protects the device against unwanted wetness.





## SUBWAY MY WAY SANDWICH

In this issue, we are visiting the kitchen of Subway whose first restaurant was opened by Fred DeLuca and Peter Buck in 1965. The duo started franchising in 1974 when they could not reach their dream of 32 restaurants and made the brand the world's biggest sandwich chain today with more than 44 thousand and 600 restaurants. There are also salads, cookies, drinks even chips in the Subways along with sandwiches. They are providing a service based on options and preferences rather than menu. Firstly, you choose your sandwich and your bread, then you decide the ingredients and sauces which you wish to have in your sandwich and the prepared sandwiches are served to you nice and warm.



## BREADS



WHITE  
RYE

SESAME

WHOLE WHEAT

PARMESAN

## COOKIES



CHOCOLATE CHIP  
DOUBLE COCOLAT  
OATMEAL RAISIN  
PEANUT BUTTER

## CHEESES

CHEDDAR / KASHAR CHEESE / MOZZARELLA  
FETA CHEESE

## FRESH VEGETABLES AND MORE

PEPPER / TOMATO / RED ONION / LETTUCE / CUCUMBER  
JALAPENO / PICKLE / OLIVE

## SAUCES

HOT SAUCE / HONEY MUSTARD / BARBECUE SAUCE / MUSTARD  
KETCHUP / CARAMELIZED ONION SAUCE / ROASTED PEPPER / MAYONNAISE  
RANCH / OLIVE OIL

# ITALIAN B.M.T

## INGREDIENTS

- |              |                               |
|--------------|-------------------------------|
| Tomato       | Ranch sauce                   |
| Genoa Salami | Pickle                        |
| Turkey ham   | Triangle sliced kashar cheese |
| Lettuce      | Green pepper                  |
| Corn         | Olive                         |
| Pepperoni    |                               |



# STEAK & CHEESE

## INGREDIENTS

- |                      |              |
|----------------------|--------------|
| Steak                | Corn         |
| Tomato               | Mozzarella   |
| Halloumi cheese      | Pickle       |
| Roasted pepper sauce | Green pepper |
| Lettuce              | Olive        |



# TURKISH SUBWAY MELT

## INGREDIENTS

- |                      |              |
|----------------------|--------------|
| Barbecue sauce       | Lettuce      |
| Cheddar cheese       | Corn         |
| Tomato               | Cucumber     |
| Smoked turkey breast | Pickle       |
| Turkey ham           | Green pepper |
| Thyme                | Olive        |



# CHICKEN TERIYAKI

## INGREDIENTS

- |                         |                  |
|-------------------------|------------------|
| Caramelized onion sauce | Arugula          |
| Kashar cheese           | Chicken teriyaki |
| Lettuce                 | Pickle           |
| Corn                    | Green pepper     |
|                         | Olive            |



# MEATBALL

## INGREDIENTS

- |                      |          |
|----------------------|----------|
| Kashar cheese        | Corn     |
| Meatball             | Arugula  |
| Roasted pepper sauce | Cucumber |
| Lettuce              | Pickle   |
| Mayonnaise           | Olive    |



# Social Media



We have gathered the content shared by the social media influencers and celebrities on their Instagram accounts. We hope you will enjoy while reading...



**MELİSA ASLI PAMUK (@melisapamuk)**

Actress Melisa Asli Pamuk, who is the 2011 Miss Turkey, has 2.8 million followers on her social media account. Melisa Asli Pamuk, starring in loved TV series, likes to take pictures. She usually poses alone in the photographs in her Instagram account and she draws attention with her comfortable and elegant style.



**BURAK GACAMER (@gacemberburak)**

Burak Gacamer, who is an internet influencer, athlete and trainer, is also the husband of famous Brazilian actress and model Larissa Gacemer. He has 904 thousand followers on his Instagram account and shares cheerful dance videos with his wife, healthy recipes, and daily training routine as well as stunning pictures from his travels.



**SERAY KAYA (@seraykaya)**

Successful actress Seray Kaya, who gained fame on the screen with the series titled Kadın, frequently shares pictures from her travels, selfies and pets in her profile. Seray Kaya, who has 541 thousand followers, is among the sympathetic celebrities on social media with her curly hair.



**ONUR TUNA (@onurtuna)**

Actor Onur Tuna, who has graduated from voice training department of the conservatory, shares his current work, funny moments, set situations and the time with his friends on his social media account that has 1.1 million followers. Onur Tuna has also a recently released music album but he frequently emphasizes that acting is his first priority.



**BAHAR ŞAHİN (@baharsahiin)**

Bahar Şahin, who has one million followers on her Instagram account, often shares photographs that make her followers happy. The actress shares a lot of photographs of the production she is in as well as her cheerful moments with her friends and the set situations. The simple and elegant style of the beautiful actress, who usually prefers to post her own pictures, is loved by many people.



**BUĞRA GÜLSOY (@bugragulsoy)**

Buğra Gülsoy, the sympathetic face of the loved TV series, is one of the people that use his social media account with 2.3 million followers. His recent posts are about his first novel titled "Birinci Kıyamet: Güneşin Battığı Yer" but he also stars in TV series and posts about them as well.



## 3RD YEAR SPECIAL GIFTS FROM WE YOU THEY



Skin care and all day SPA use in Qualitasspa Eskişehir, İstanbul and İzmir for 3 people.

Elegant double dinner in Carême Restaurant İstanbul and İzmir for 3 people

Yves Rocher's fascinating new custom perfume set for 3 people

By following We You They Instagram account you can win one of the special gifts.



weyoutheymag

Details on weyoutheymag's Instagram account.



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