

# HOME TEX

Home  
Textile  
Fair



## POST SHOW *Report*

21-25 May 2024 İstanbul Fair Center



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THIS FAIR IS ORGANIZED UNDER THE SUPERVISION OF TOBB (UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH LAW NO. 5174.

**HOMETEX**

Home Textiles Exhibition

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## HOMETEX CONTINUES TO LEAD THE OPENING OF THE INDUSTRY TO THE WORLD



“Under the leadership of TETSIAD and organized by KFA Fuarcılık, our HOMETEX Fair has gained significant recognition. As a result of these initiatives, satisfaction rates among our participants and domestic as well as international visitors have been increasing year by year. Once again, we successfully completed a very special event, from procurement delegations to commercial negotiations and enlightening seminars on future trends. Our HOMETEX Fair, which sets trends and influences designs worldwide, continues to lead our sector’s global outreach. I extend my gratitude to all institutions involved in raising the bar of our fair and to the companies that contribute with trend-setting products.”

### İBRAHİM BURKEY

*Chairman of the Board of Directors of Bursa Chamber of Commerce and Industry (BCCI)*

“

## EXPORT AND GLOBAL TRADE SHARES WILL INCREASE



“We are delighted to have successfully organized HOMETEX, one of the world’s most prestigious fairs in the home textiles sector, under the auspices of TETSIAD and through KFA Fuarcılık’s organization. Together with all stakeholders, we demonstrated great synergy, exceeding expectations for both participants and visitors alike. With the contribution of HOMETEX, our home textiles sector will further increase its exports and global market share. Once again, I extend my thanks to our chambers, exporters’ associations, and sector representatives for their contributions and support in this grand event.”

### HASAN HÜSEYİN BAYRAM

*Chairman of the Board of Directors of Turkish Home Textile Association (TETSIAD)*



**HOMETEX,**  
**one of the world's most prestigious** fairs in home textiles, brought together national and **international players of the sector in Istanbul.**



**11 Halls**



**200.000m<sup>2</sup>**



**5 Days**

HOMETEX 2024, held at the Istanbul Fair Center from May 21-25, 2024, hosted leading companies in the home textiles sector and was one of the industry's largest gatherings. Featuring hundreds of domestic and international firms with booth participation, the fair received considerable attention. It will return to meet visitors again from May 20-23, 2025.

Over the course of 5 days, the heart of the sector beat in Istanbul Fair Center, bringing together national and international players. With over 700 domestic and foreign companies showcasing their new products, the fair attracted 175,000 visitors. Productive business discussions throughout the fair,

facilitated by thousands of business professionals from 80 countries, contributed to the sector's and the country's economic development.

Organized by KFA Fair Organization, a subsidiary of Bursa Chamber of Commerce and Industry (BTSO), under the umbrella of Turkey Home Textiles Industrialists and Businessmen Association (TETSİAD), HOMETEX 2024 provided a platform for innovative products and designs across various categories such as curtains, upholstery fabrics, towels, bathroom products, carpets, flooring, bedroom, kitchen, dining room textiles, and wall coverings.





The fair, which was visited by thousands of qualified buyers from both domestic and international markets, facilitated strong business connections. The interest of foreign buyers who attended the fair individually from various countries, alongside organized buyer delegation programs, was closely monitored by national and international media.

**700+**

*Local and  
Foreign  
Participating  
Companies*

**175.000+**  
**Visits****135**  
*Countries*

## VISITOR PROFILE

- Importers
- Exporters
- Manufacturers
- Wholesalers
- Retailers
- Chain Stores
- Interior Designers and Decorators
- Hotel and Accommodation
- Hospitals and Health Units
- Army and Security Forces
- Public Services
- Designers
- Press and Media



# PARTICIPANT PROFILE



## **CURTAINS AND CURTAIN ACCESSORIES**

Tulle, Embroidery,  
Guipure, Non-Textile  
Curtains, Sun Protection  
Systems



## **UPHOLSTERY FABRICS**

Decorative Fabrics,  
Transfer Printed  
Products, Upholstery  
Leather, Artificial Leather



## **BEDROOM TEXTILE**

Beds and Bedding  
Equipment, Bed Sheets,  
Covers, Duvet Covers,  
Mattresses



## **CARPET AND FLOOR COVERINGS**

Floor Coverings and  
Other Floor Coverings,  
Carpets, Rugs, Rugs,  
Furniture Decoration



## **TOWELS AND BATH PRODUCTS**

Towels, Bathrobes, Bath  
Curtains, Bathroom  
Carpets and Mats,  
Bathroom Accessories



## **WALL COVERINGS**

Wallpapers, Textile Wall  
Coverings, Vinyl  
Wall Coverings, Ceiling  
and Wall Panels



## **KITCHEN AND DINING ROOM TEXTILE**

Tablecloths, Kitchen  
Clothes, Desktop  
Accessories



## **RAW MATERIALS AND TEXTILE INPUTS**

Yarn, Fiber, Chemicals,  
Sub-Industrial Products,  
Fillers, Dye, Pigment



# TREND AREA



The concept of sustainability, which the world has particularly focused on in recent years, is continuously evolving and raising awareness. Sustainability has now become more than just a trend; it has become a necessity. The textile industry is shaping and developing its production and sales marketing philosophies accordingly. The **HOMETEX 25/26 Trends** brought participants and visitors together at the fair with these analyses and observations.



Hometex 2024 invited all participants and visitors to build the future together. One of the undoubtedly most important issues in today's world is constructing a narrative for the future centered around limited resources and the human-nature relationship. Textiles, in particular, permeate every aspect of our lives. Textile producers preparing for the coming years are searching for new alternatives and

materials that align with production demands within the constraints of limited resources and climate conditions. The Hometex 25/26 Trend Area explored next year's trends under four main headings: biodesign, biomaterials, recycling technologies, and artificial intelligence. The Hometex 25/26 Trend Area offered all visitors inspiring new ideas and sustainable suggestions for the future.



# B2B MEETINGS

## Foreign buyers met with Turkish companies!



The fair, where the Turkish home textiles sector united its strengths, was held across a **total of 11 halls and 200,000 square meters**.

At the fair, with sustainability as the prominent theme, potential buyers from many countries, including **Italy, Spain, France, the USA, the UK, Greece, and the Turkic Republics**, met with local companies at the cooperation table through purchasing delegations.



# SEMINARS

“HOMETEX dialogues” hosted world-famous designers and industry leaders.



## HOMETEX *dialogues*

HOMETEX also featured prominent figures who shape the trends in the home textiles sector. Renowned personalities conducted exclusive trend presentations on the ‘**HOMETEX dialogues**’ stage, while national and international experts came together in seminars organized around different themes to share their experiences with the industry.





# SEMINAR PROGRAM

**22** MAY  
MAYIS  
2024

**WEDNESDAY**  
ÇARŞAMBA



**WGSN 25/26 Home Textile Trends**  
WGSN 25/26 Ev Tekstili Trendleri



**SPEAKER: Kim Mannino - Director of Mindset, WGSN**  
KONUŞMACI: Kim Mannino - WGSN Mindset Direktörü

*\*Dil: İngilizce (EN-TR Simultane Çeviri Mevcut)*



**Value-Added Production in Home Textiles**  
Ev Tekstilinde Katma Değerli Üretim



**MODERATOR: Canan Sönmez - Board Member of Elvin Textile**  
MODERATÖR: Canan Sönmez - Elvin Tekstil Yönetim Kurulu Üyesi



**SPEAKER: Müge Krespi - Founder of Krespi Interiors, Textile Designer**  
KONUŞMACI: Müge Krespi - Krespi Interiors Kurucusu, Tekstil Tasarımcısı



**Why are Correct Trend Analysis and Product - Focused Adaptation Important in Home Textiles?**  
Ev Tekstilinde Doğru Trend Analizi ve Ürün Odaklı Adaptasyon Neden Önemli?



**SPEAKER: Didem Acay Baykal - Academician, Textile Engineer, Founder of Didem Baykal Academy**  
KONUŞMACI: Didem Acay Baykal - Akademisyen, Tekstil Mühendisi, Didem Baykal Akademi Kurucusu

**23** MAY  
MAYIS  
2024

**THURSDAY**  
PERŞEMBE



**WGSN 25/26 Home Textile Trends**  
WGSN 25/26 Ev Tekstili Trendleri



**SPEAKER: Kim Mannino - Director of Mindset, WGSN**  
KONUŞMACI: Kim Mannino - WGSN Mindset Direktörü

*\*Dil: İngilizce (EN-TR Simultane Çeviri Mevcut)*



**Pattern Design with Artificial Intelligence**  
Yapay Zeka ile Desen Tasarımı



**SPEAKER: Özgecan Üstgöl - Myth AI Founder, CEO**  
KONUŞMACI: Özgecan Üstgöl - Myth AI Kurucu, CEO



**Sustainable Home Textiles: Competitive Advantage with Vegan Products**  
Sürdürülebilir Ev Tekstili: Vegan Ürünlerle Rekabetçi Avantaj



**SPEAKER: Ebru Arıman-Director of V-Label Türkiye**  
KONUŞMACI: Ebru Arıman-V-Label Türkiye Direktörü



**A Success Story in Supply Chain and Clustering in Technical Textiles and Home Textiles**  
Tedarik Zinciri ve Kümelenmede Teknik Tekstil ve Ev Tekstili Alanında Bir Başarı Hikayesi



**SPEAKER: BUTEKOM**  
KONUŞMACI: BUTEKOM

**24** MAY  
MAYIS  
2024

**FRIDAY**  
CUMA



**Exploring Cellulosic World with TENCEL**  
Selülozik Dünyayı TENCEL ile Keşfetmek



**SPEAKER: Pelin Güvendik / Lenzing Business Development Executive Türkiye, Africa & CIS**  
KONUŞMACI: Pelin Güvendik, Lenzing İş Geliştirme Uzmanı Türkiye, Afrika & BDT

*\*Dil: İngilizce (EN-TR Simultane Çeviri Mevcut)*



**Biomaterials and Their Future Potentials**  
Biomalzeme ve Gelecek Potansiyelleri



**SPEAKER: Damla Ertem-Material Designer & Researcher**  
KONUŞMACI: Damla Ertem-Malzeme Tasarımcısı ve Araştırmacısı



**SPEAKER: Zümra Çetinler-Material designer & Researcher**  
KONUŞMACI: Zümra Çetinler-Malzeme Tasarımcısı ve Araştırmacısı



**Anatolian Weaving Map**  
Anadolu Dokuma Haritası



**SPEAKER: Fırat Neziroğlu-Artist/Designer**  
KONUŞMACI: Fırat Neziroğlu- Sanatçı/Tasarımcı



**Story of Becoming a Home Textile Designer**  
Ev Tekstili Tasarımcısı Olma Hikayesi



**SPEAKER: Cenk Mommarje - Designer**  
KONUŞMACI: Cenk Mommarje - Tasarımcı





# ANATOLIAN WEAVING MAP



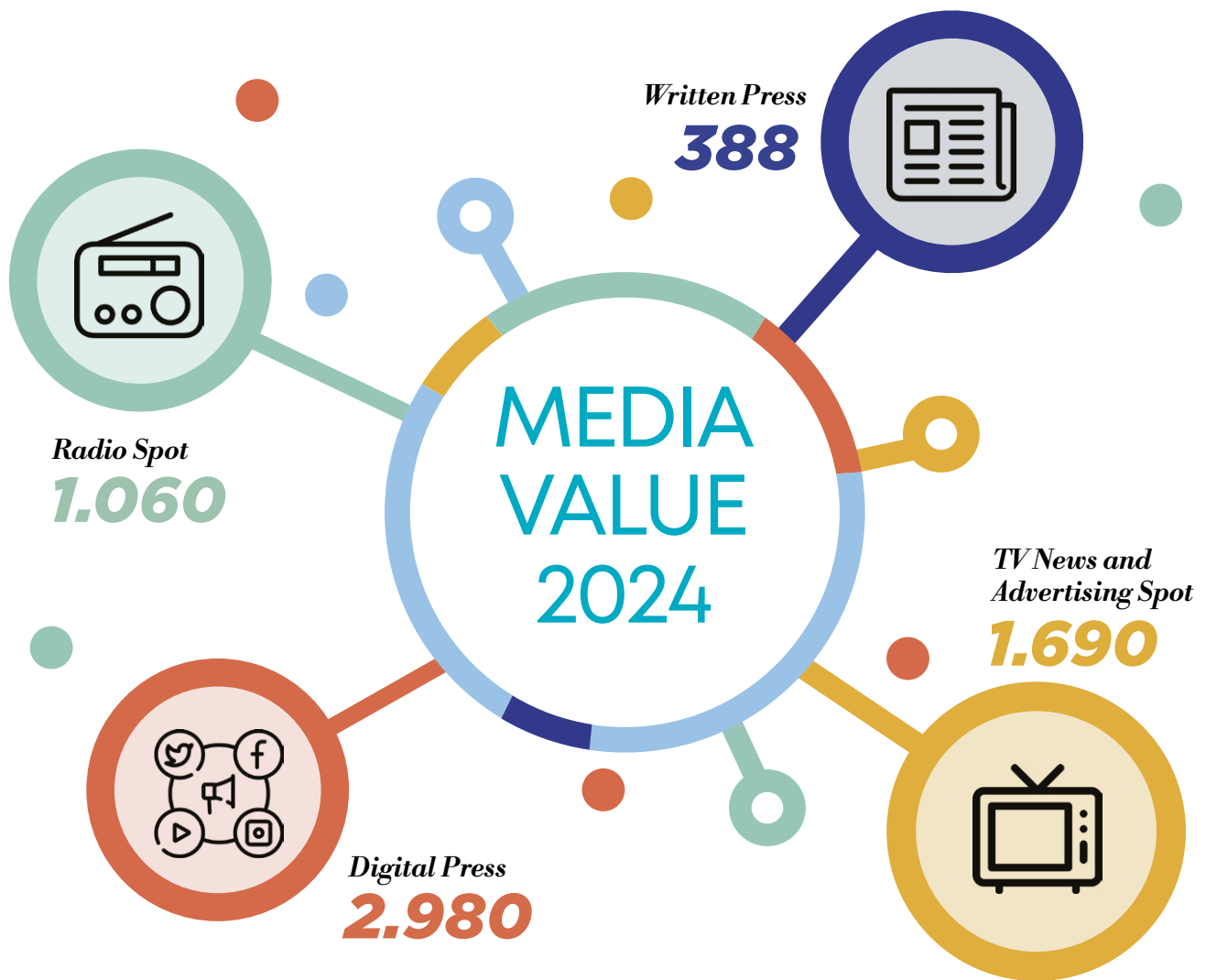
Firat Neziroğlu, one of Turkey's leading designers, led the modernization of weaving tradition with his **"Anatolian Weaving Map"** concept, showcasing this heritage to interested parties at HOMFTFX.

Through over 25 years of travels across Anatolia, the designer revitalized Turkey's weaving heritage with weavers he met and the restored looms he brought back to life. Bridging Anatolia's weaving tradition with the contemporary world, he also etched Turkey's cultural richness into memories at the fair.

## ÖZEL SERGİ ALANLARI



# HOMETEX IN THE MEDIA



# HOMETEX ON SOCIAL MEDIA



Number of Impressions  
**90.837.532**



*Total*

Person Reached  
**27.535.443**



Site Visits  
**373.093**





## “WE ARE A WORLD BRAND IN HOME TEXTILE



“It’s fortunate that now a world-class fair is being organized in Istanbul. We are a global brand in the home textiles sector, and we will never neglect this industry. We aim to further develop this sector. Through events like HOMETEX, we will continue to work tirelessly to increase production, investment, and exports, support exporters in all fields, and open up to new markets.”

### **Prof. Dr. ÖMER BOLAT**

*Minister of Commerce of the Republic of Turkey*

## “A GREAT FAIR ORGANIZATION



“Home textiles are a sector we take pride in as a country. A magnificent fair is being organized here. Everyone should visit this fair. Over 700 companies have set up booths at the fair. The sector exports to 180 countries. Home textiles are a sector we are proud of, with an average export value exceeding \$9 per kilogram. Everyone should definitely visit this fair. I congratulate Mr. Ibrahim Burkay, Chairman of BTSO, Mr. Hasan Hüseyin Bayram, President of TETSİAD, and Mr. Şekib Avdagiç, President of İTO, for organizing such a magnificent fair. I wish the fair to be beneficial for our sector and our country.”

### **M. RIFAT HİSARCIKLIOĞLU**

*President of the Union of Chambers and Commodity Exchanges of Türkiye (TOBB)*

## “THESE FAIRS INSPIRE US



“The achievements in unity are evident. Sustaining a fair for 32 years is no easy feat. These fairs inspire us. The halls are truly crowded, and I thank everyone involved. I believe Turkey will achieve even greater successes as long as we maintain unity and solidarity.”

### **MUSTAFA GÜLTEPE**

*President of Turkish Exporters Association (TİM)*



**700+**

*Domestic & Foreign  
Participating  
Companies and*

**175+**

**Thousand  
Visits**

20-23  
*may*  
'25  
İstanbul  
Expo Center

let's meet in  
İstanbul



# HOMETEX

Home Textiles Exhibition



Book  
Your  
Place Now!



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