

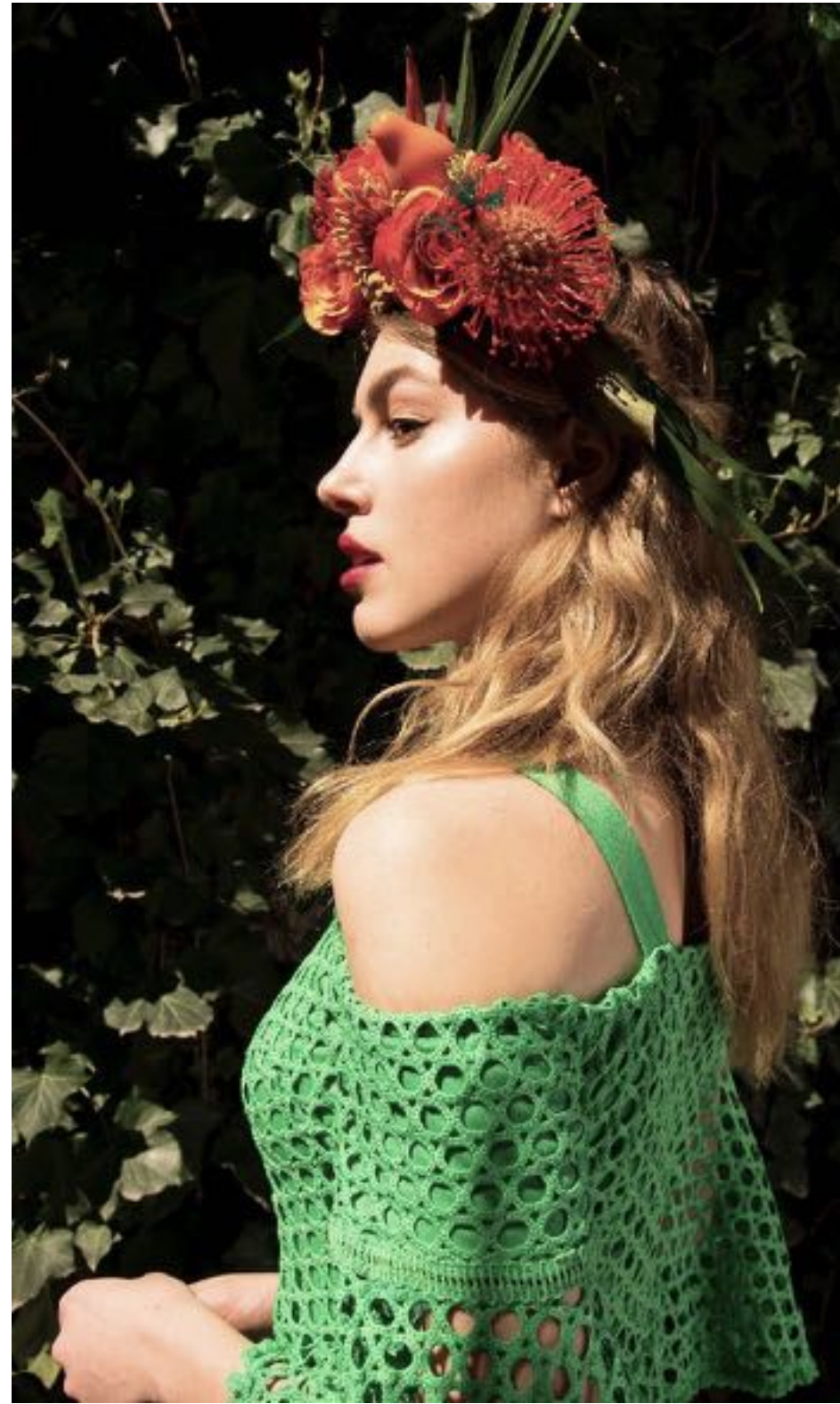
A woman with dark hair is lying down, wearing a white ribbed sweater. Her face is partially visible through the large red text. The background is a soft, out-of-focus light color.

Holla!
we are
**Mila
Branders**



WE HAVE WORKED WITH LOCAL AND GLOBAL
FASHION AND **BEAUTY** BRANDS IN **3** CONTINENTS

ENGLISH | SPANISH | FRENCH | ITALIAN | GERMAN | DUTCH | ARABIC | POLISH



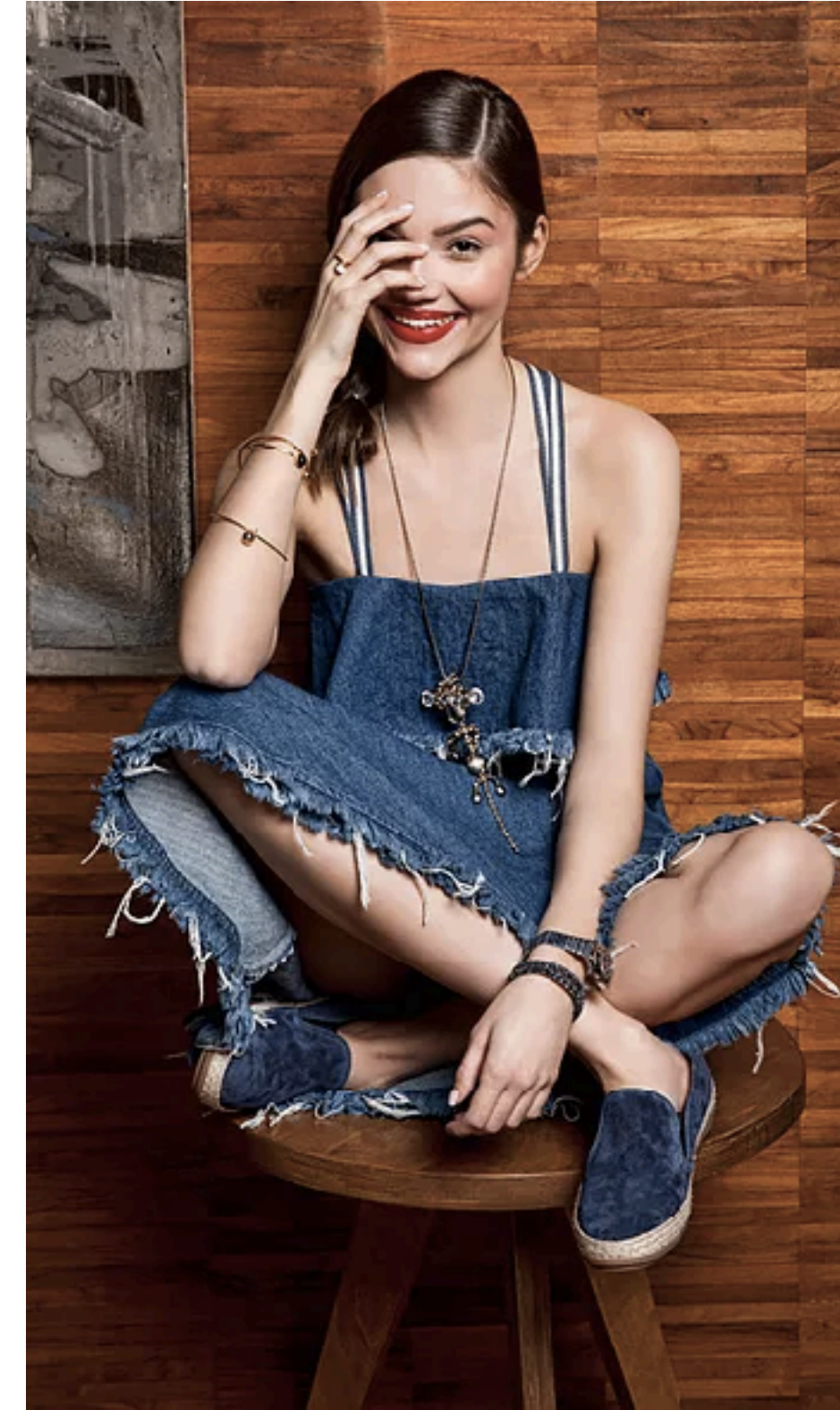
ADVERTISING

ATL CAMPAIGNS
PRINTS & OUTDOORS
DIGITAL CAMPAIGNS
MOVING CONTENTS
BRANDED VIDEOS



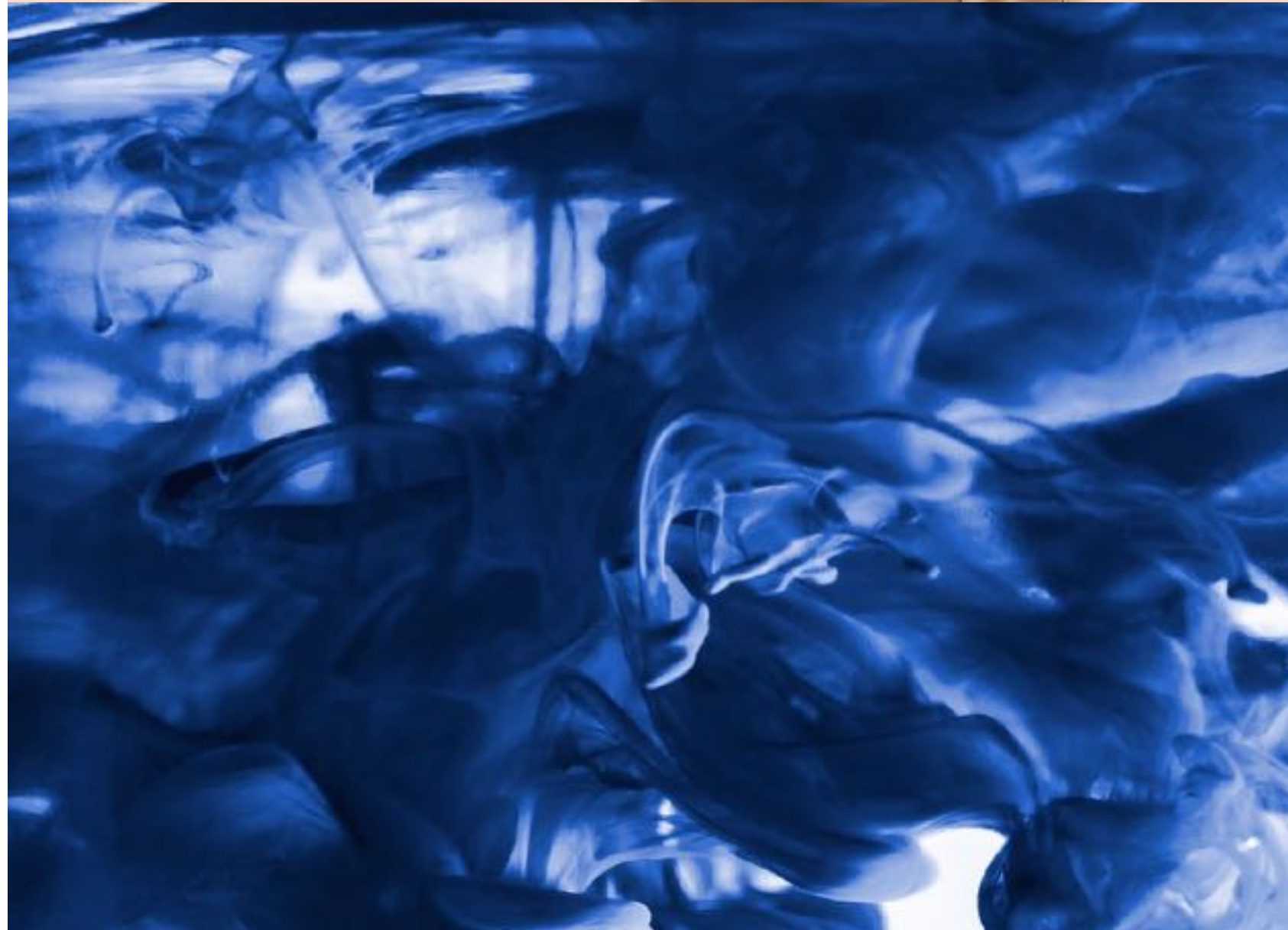
BRANDING

NAMING
LOGO DESIGN
BRAND IDENTITY
WEB DESIGN
LABELLING & PACKAGING



MARKETING

CATALOGUES & MAGS
PRINTS
SOCIAL MEDIA
STANDS & DISPLAYS
STRATEGY



DIGITAL SERVICES

**SEO, AD WORD
CAMPAIGNS,
BANNERS**



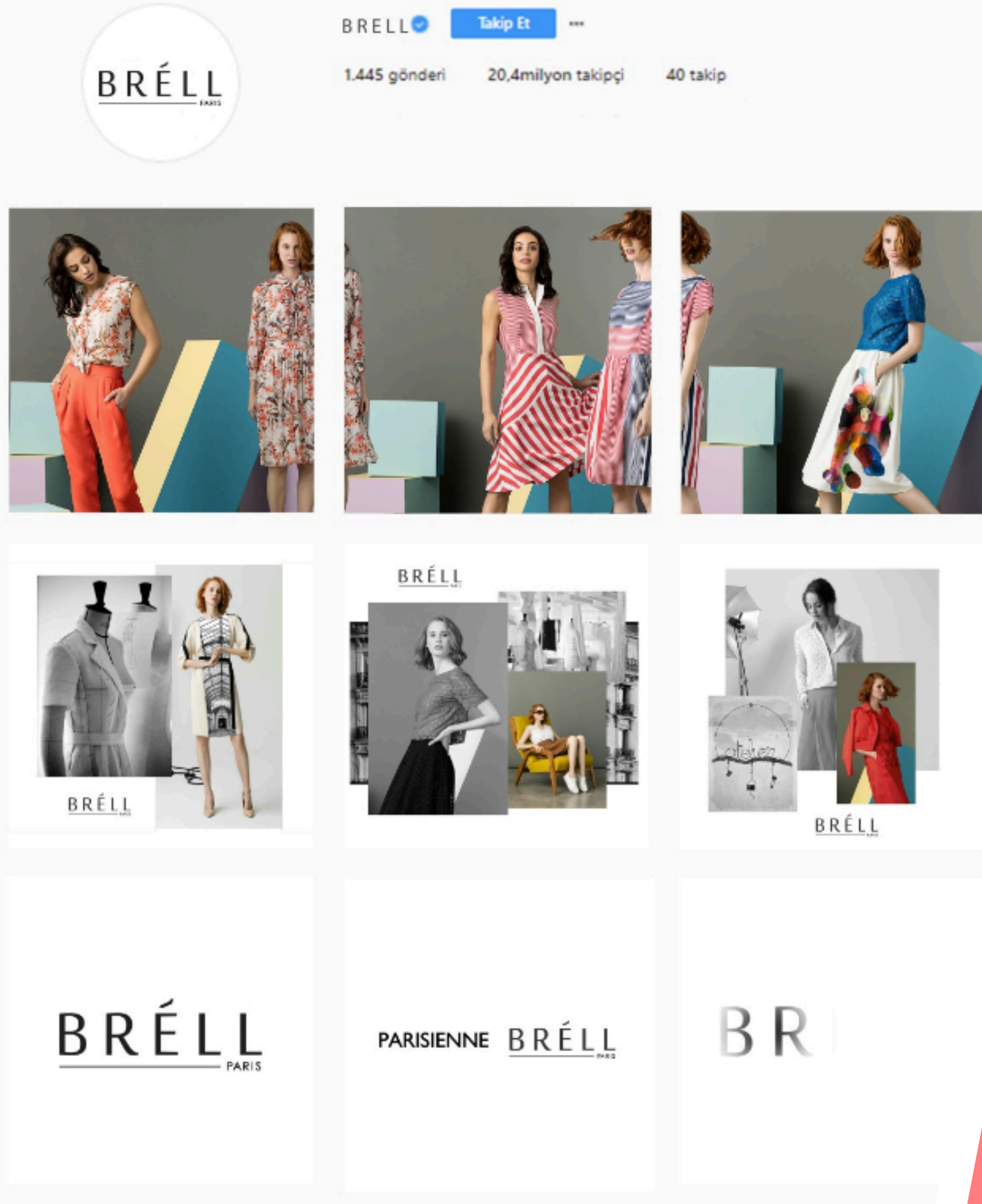
**WEB
ARCHITECTURE,
DESIGN &
DEVELOPMENT**



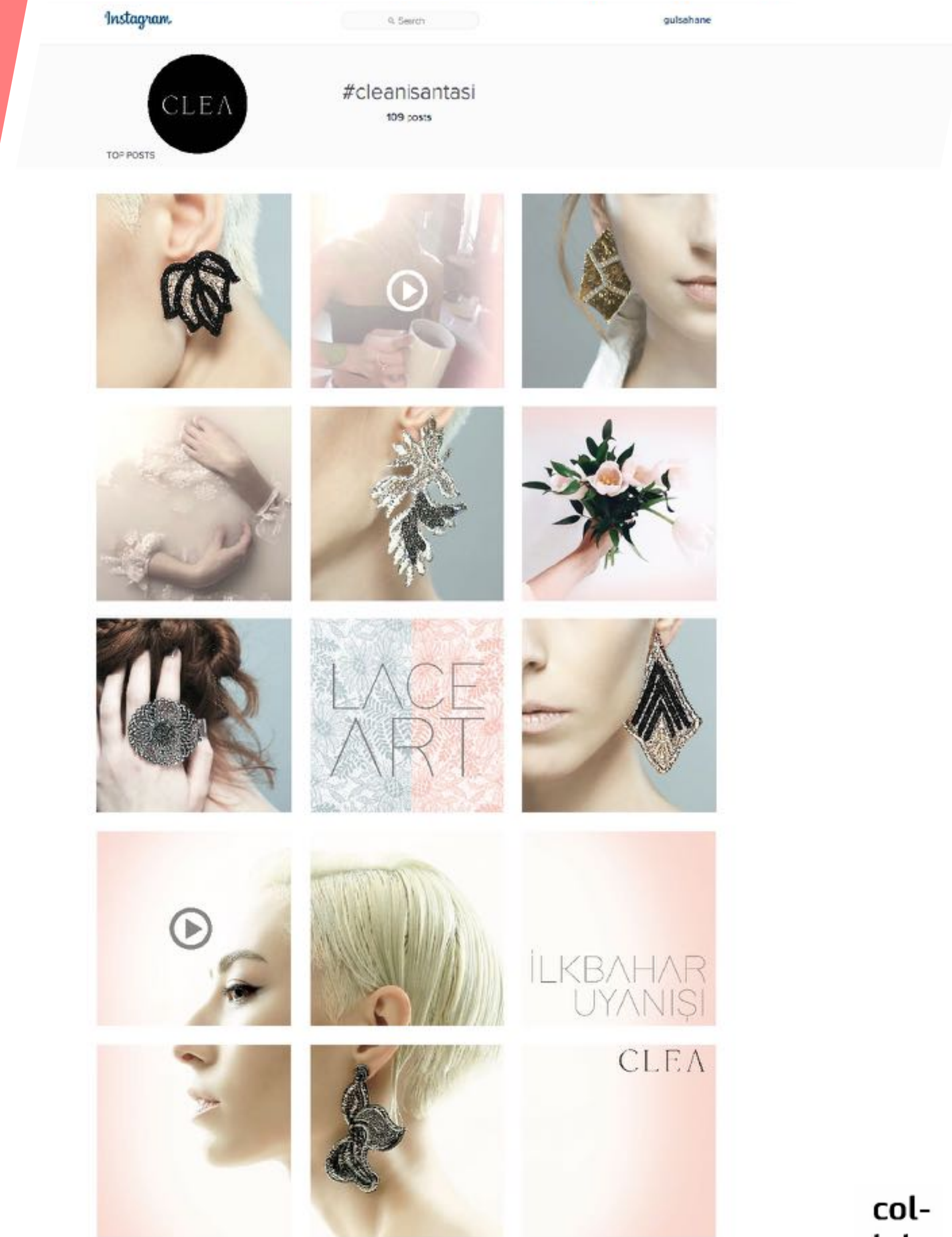
**SOCIAL MEDIA
MANAGEMENT
& CAMPAIGNS**



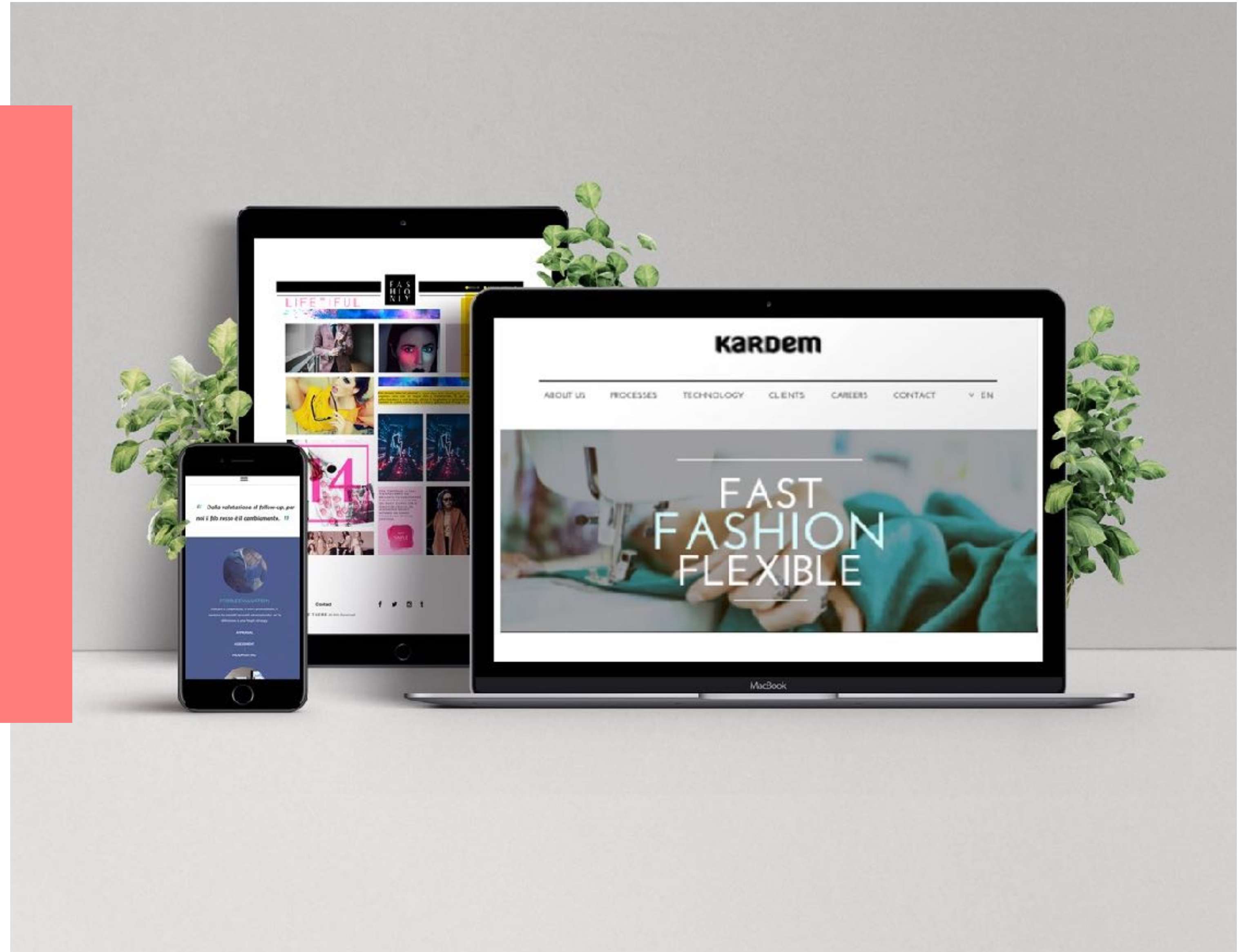
**DIGITAL
STRATEGIES
E-MAILING
CAMPAIGNS
B2B Y B2C**



SOCIAL MEDIA



WEB
LOOKBOOKS
E-COMMERCE
DESIGN &
PROGRAMMING



BİRÉLIN

GIYİM ▾ BİRELİN ▾ HİKAYELER ▾ MAGAZİN



BİRÉLIN

İLKBAHAR / YAZ 2018

ROMANTİK BAŞKALDIRI

SPRING SUMMER 2018

TREND CIVİLTİLARI

HİKAYELER

SOEİSTİKE

ONLINE STORE

CEKETLER

DİŞ GIYİM

BLUZLAR

ELBİSELER

ETEKLER

PANTOLONLAR

LOOKBOOK

BİRÉLIN

through inspiration to knot

Famous or unknown, many artists spent their days and nights on their artworks for ages. They worked on them with the same accuracy, attention and delicate care day by day. This attentiveness is ignited by passion in the artist's center of focus. The result is immortal art that we all admire today.

An artist needs the best quality material. He knows the slightest compromise on quality spoils both process and result. ADG Knitwear provides the perfect result from the beginning with respect to its business and quality perception.

The company sees every stage of creativity and production as completing a segment of an artwork. Thus, it reaches its goal; bringing artisanship and art together.

the way

ADG Knitwear aims to carry its leadership in Turkey to worldwide. In order to do so it follows developments closely, sees in advance its customers' needs and produces innovative solutions.

ADG Knitwear combines its technical advances and quality perception with a new sense of design and updated educations. Thereby, it catches the era.

Today, the view of multiple and uniform production changes and gives place to products which are combinations of technical advance and design at the highest point. ADG Knitwear is pioneering this new flow and it became the veteran of the sector about combining artisanship and art. ADG focuses on complete customer satisfaction. It believes in value of knitting and brings all the production process together under the same roof. ADG composed its global brand customer portfolio through its workers' experience and its current Shima Seiki machine park.

Its philosophy is actualizing creativity and inspiration in an objective and productive way. It aims to combine current production technologies with art. Thus, the requirements of new flow approach are fulfilled.

adventure

ADG Knitwear was established in 1996. Its innovative vision and ensuring complete customer satisfaction provided to be one of the leader knitwear production companies in a short time.

The company applies a service concept beyond the age by combining technical opportunities and quality sense. With investments to the education, machinery and Sampling Department ADG makes these concepts possible. It completes all the process from design to loading under the same roof; this provides supervising all the stages of process and preserving the same level of quality standard.

ADG Knitwear who combines artisanship with art, gains its power from the perfect functioning of quality - focused organization. As a result of this, the high quality products are offered to the worldwide brands.

journey of production

Like an immortal painting begins with a strong inspiration and quality dye; knitting art starts with a strong design and quality material. Carefully selected yarn is passed from winding frame. During this process yarn is rubbed with wax in order to be softened. The result is a high quality soft yarn that is processed by the machine better. Knitting is a process

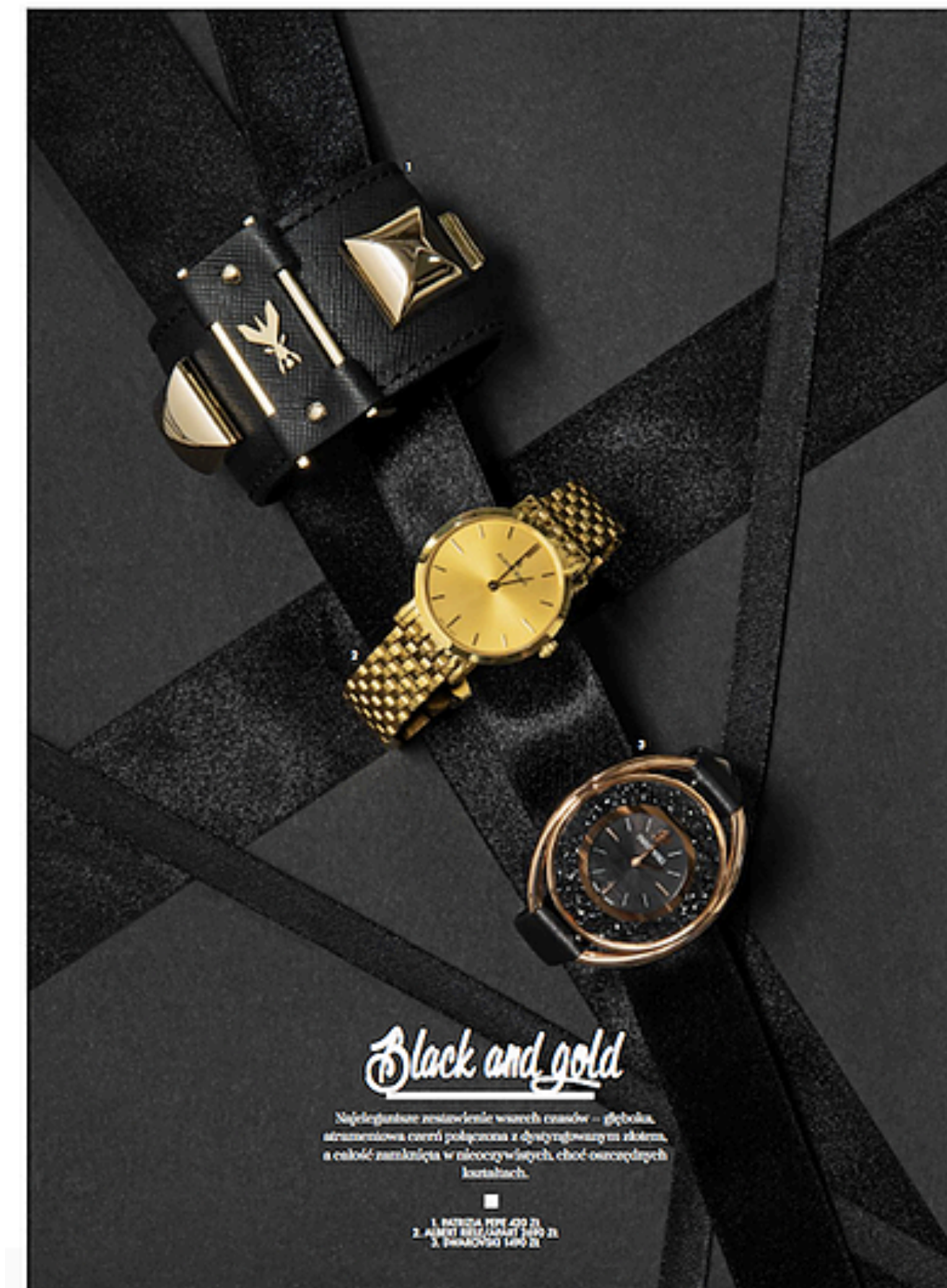
STRATEGY
CREATIVITY
PRODUCTION
PHOTOSHOOTS

/ SCRIPT-WRITING
/ CASTING
/ STYLING
/ ART DIRECTION
/ FILMING
/ EDITING

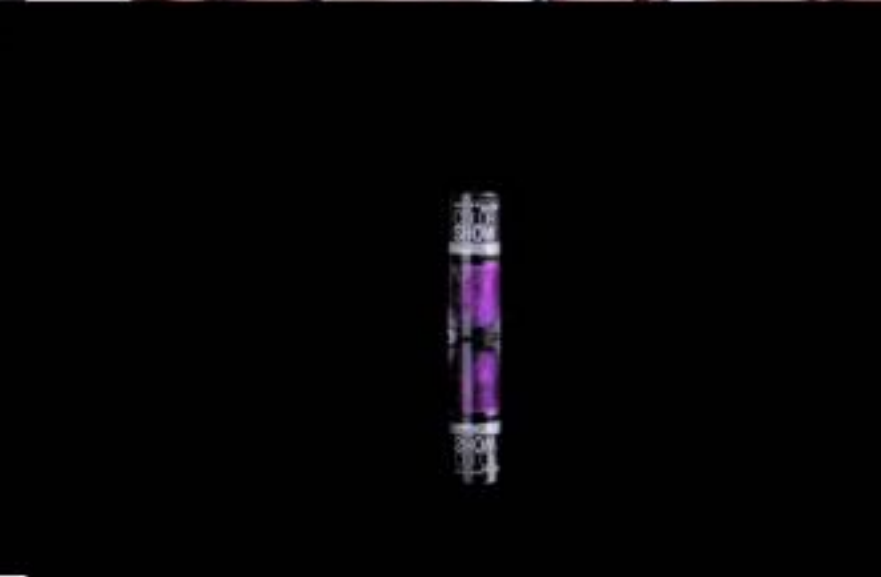
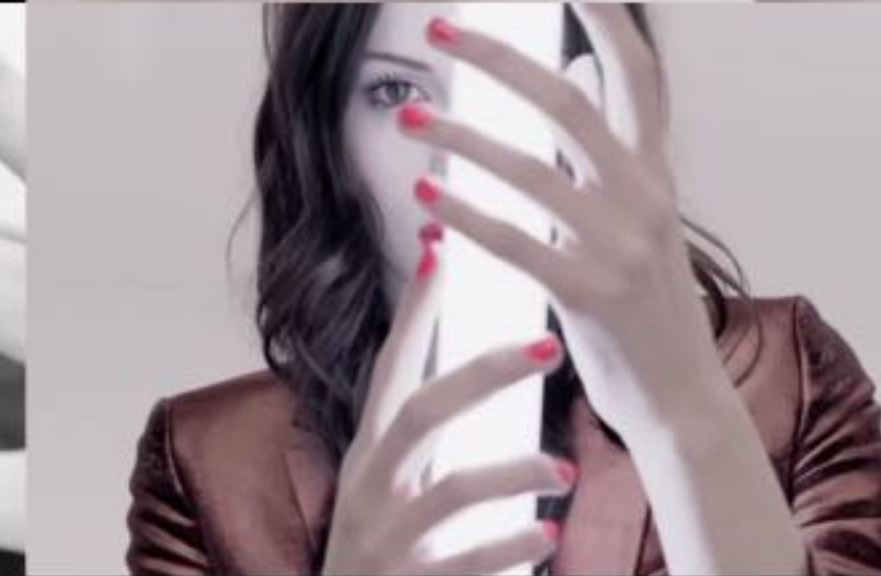






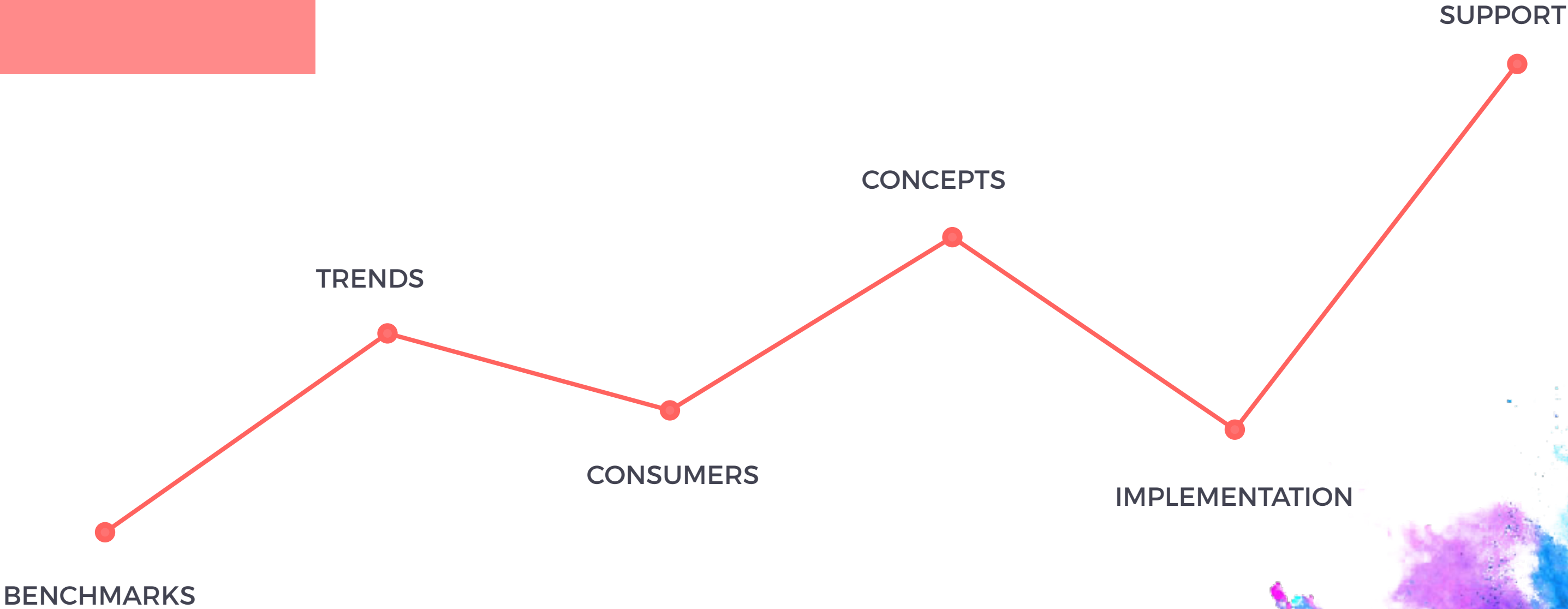


CORPORATE VIDEOS AND ATL CAMPAIGNS



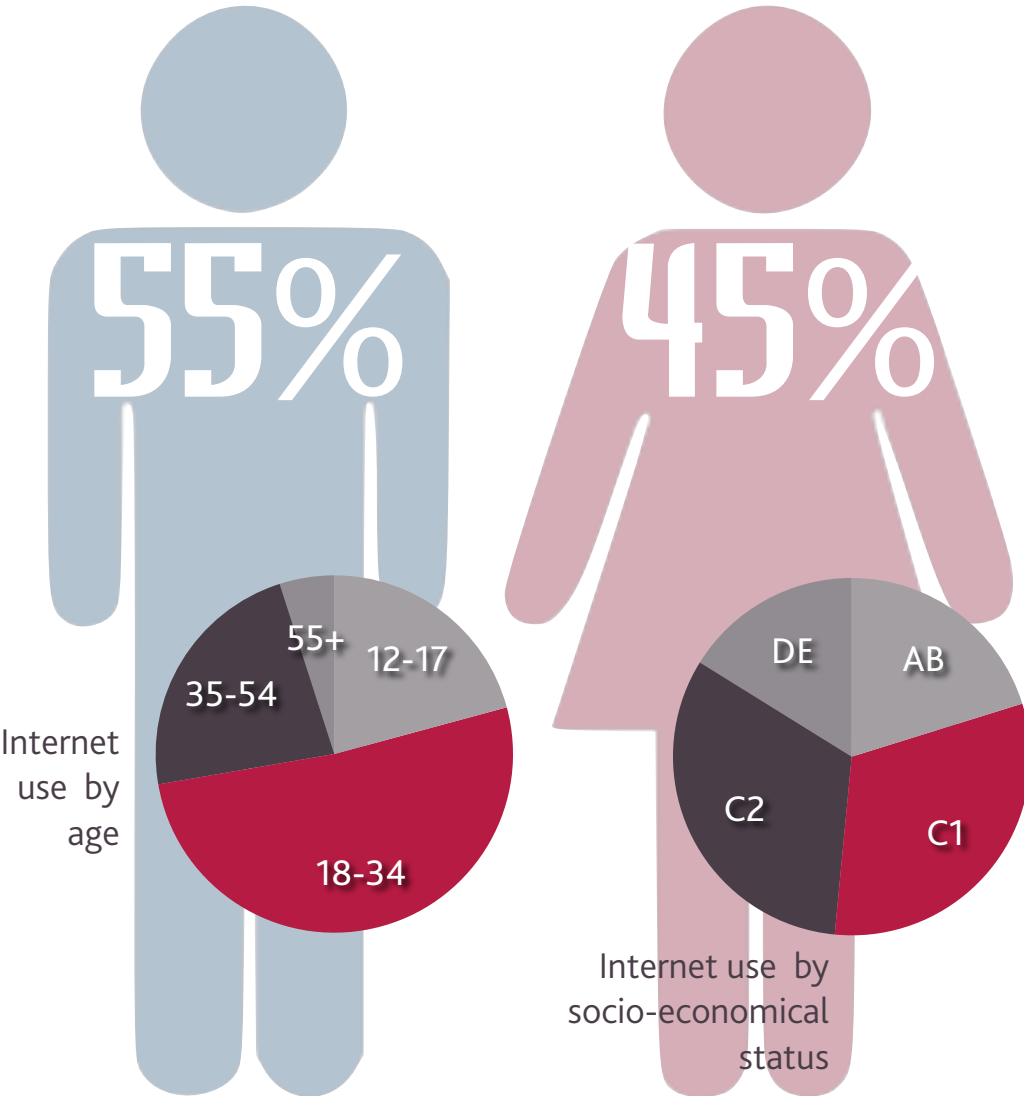
CONSULTING
SERVICES

- MARKET & CONSUMER INTELLIGENCE
- BRANDING & BRAND MAKE-OVERS
- POSITIONING, TARGETING & SEGMENTING
- CHANGE MANAGEMENT & INTERNATIONALISATION
- PORTFOLIO & NEW PRODUCTS STRATEGY



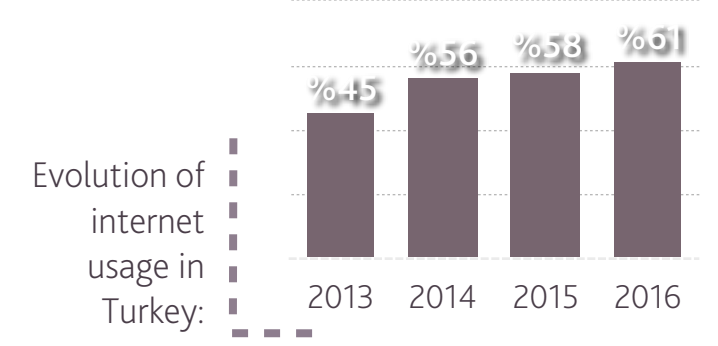
BRAND DAYS
STUDIES

BRAND POSITIONING
TARGETING & SEGMENTING
CONSUMER STUDIES
TREND-HUNTING

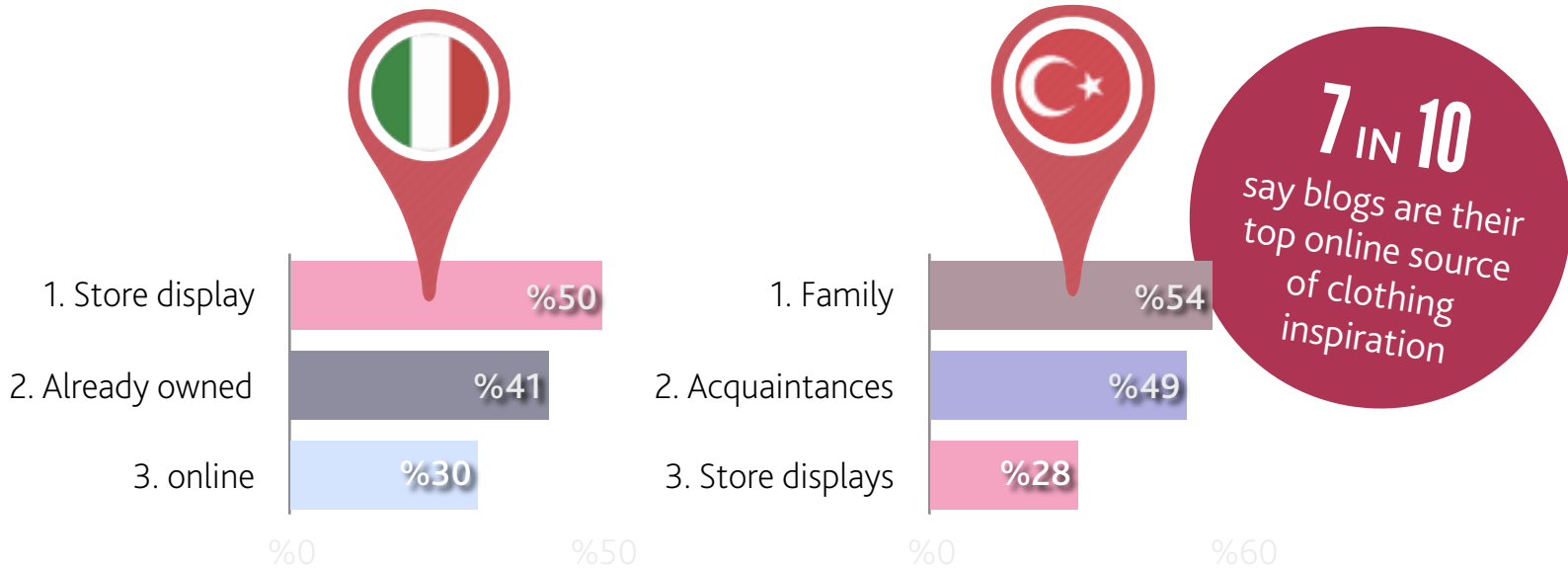


61%
OF THE POPULATION
ARE
INTERNET
USERS

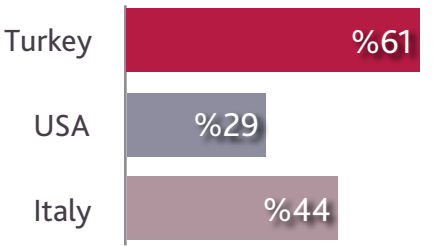
1 IN 2
IS AN ACTIVE USER



VS.



"I WOULD BE MORE LIKELY
TO VISIT A RETAIL STORE
THAT OFFERS VIRTUAL
REALITY EXPERIENCES"



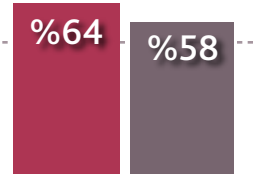
STATUS SEEKERS

The Turkish upper middle class is the real growth generator for Turkey's luxury market. They are the "new rich", many often enjoying the fruits of their parents working hard and saving every penny.

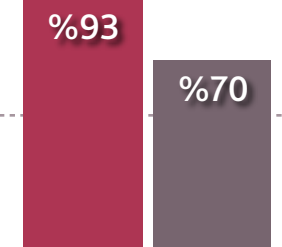
“ Consumers in Turkey are more likely than European and US consumers to seek out sustainable clothing and more likely to blame the industry for non-sustainable apparel. ”

Cotton Council International, Global Lifestyle Monitor Survey: Turkey

I LOOK FOR
SUSTAINABLE
CLOTHING



I PREFER
COTTON-RICH
FABRICS



50%
of all luxury
sales

FACTORS THAT
INFLUENCE THE
BUYING DECISION

- 66% DETAILED SIZE INFO
- 64% FIBER CONTENT INFO
- 62% CUSTOMER REVIEWS
- 60% DETAILED FIT INFO
- 60% LAUNDERING INFO



ARCHETYPES STUDIES & PSYCHOGRAPHIC BENCHMARKS



EXPLORER



HERO



REBEL



MAGICIAN



JESTER



LOVER



EVERYMAN



CARETAKER



CREATOR



SAGE



INNOCENT



RULER

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