

we|you|they

NOVEMBER – DECEMBER 2018 – Issue 12

FASHION, SHOPPING, CULTURE AND LIFE MAGAZINE

by **Özdilek**

EN

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Memorable
**New Year
Gifts**

**Countdown Has
Begun for the
New Year**

**SERTAÇ
ÜNAL**

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to success
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wholeheartedly”

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REDMAYNE

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Ankara

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ELIXIR**

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**THE NEWESTS
OF THE
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**JESSICA
MAY**

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MISSING PART”

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EDITO



Dear We You They Readers,

We welcome you with a brand - new issue which we have prepared with great effort. With the winter months starting to be felt thoroughly, we have compiled many colorful topics, which we hope you will read with pleasure.

The cover guest of this issue is Brazilian actress Jessica May. Aside from her ongoing TV series project, Jessica also became the new face of Özdilek's 2018 - 2019 Fall - Winter home textile catalog and TV commercial. Jessica May, who Turkey got to know and love with the TV series "Yeni Gelin / The New Bride", is both a sympathetic and beautiful actress. Our sincere interview with Jessica, who has been living in Turkey for 7 years now, can be found in the following pages of our magazine.

In this issue, we also take you on a journey into the success filled history of Özdilek, the pioneers of the retail sector. One of the closest witnesses of this success, Özdilek General Manager of Retail Operations Sertaç Ünal talked about the milestones and turning points of the brand. The strategic steps of Özdilek, who took bold decisions, considering the conditions of the period, paved the way for its current position. There are many lessons to be taken from this interview.

Our wardrobes have started to fill up with the indispensable pieces of our winter combinations. Don't forget to check out our storefront files to discover colorful knit sweaters, stylish coats, trousers and shoes of the new season.

The count down for the New Year has already started. We leave behind many bittersweet memories with the end of 2018 and I wish 2019 to bring tranquility, happiness and peace to us all.

Take care!

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Ankara



*The Countdown
Has Begun*

*Let the red tones reflect
the romantic spirit of
Christmas on your style!*

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NEWS FROM ÖZDİLEK



Özdilek Bursa Mudanya Hypermarket Was Opened

The latest investment of Özdilek Holding, Özdilek Bursa Mudanya Hypermarket, serving thousands of quality products in fresh food, bakery products, personal care, textile and home textile groups, started its operations in the Mudanya district of Bursa, on October 15th.

Özdilek Bursa Mudanya Hypermarket, which includes Cafe Safahat, Safahat Doner Shop and Game Factory Entertainment Center on its 4,630 square meters closed area, has become the favourite spot of shopping, food and entertainment enthusiasts in Bursa in a very short time, thanks to its advantageous location.



Meaningful Support from Özdilekteyim.com to HETADER (Hemophilia and Thalassemia Association)

Özdilekteyim.com, the official sales website of Özdilek products, supported "Add Flavour to the Rhythm of Life" event, organized by the Bursa branch of Hemophilia and Thalassemia Association (HETADER), being among the main sponsors. HETADER volunteers came together for educational scholarships for children with hemophilia and thalassemia in the event, where a seminar by Assoc. Dr. Halit Yerebakan was held and the worldwide known foods of Ömür Akkor were presented. Elif Güler, the head of HETADER Bursa Branch gave a speech during the event and stated that they will raise the number of educational scholarships from 25 people to 40 people this year.

Republic Enthusiasm at Özdilek and ÖzdilekPark Shopping Malls



October 29th, Turkish Republic Day, was celebrated with enthusiasm at Özdilek and ÖzdilekPark shopping malls with events that emphasized the meaning and importance of this special day.



Children Met Atatürk with Photos

A special photo shoot took place in Özdilek Afyonkarahisar, Özdilek Düzce, Özdilek İzmir and ÖzdilekPark Bursa Nilüfer, on October 29th Republic Day. The guests who participated in the event had the opportunity to share the same frame with Atatürk, thanks to the shots made with greenbox technology. The framed photographs were given as a gift to the guests.

Children's Workshops Were Organized at Özdilek Shopping Malls and Turkish Flags Were Handed Out

Children's workshops were organized in Özdilek and ÖzdilekPark Shopping Malls on October 29th Republic Day. During these workshops; flags, Atatürk's photo frame and October 29th photograph workshops took place. Everyone who visited the shopping center on this day was given a Turkish flag to celebrate.



The Republican Band Gathered Great Interest

The guests welcomed the republican band performances held in Özdilek Bursa and ÖzdilekPark Bursa Nilüfer with great enthusiasm and interest. The guests accompanied the songs played by the band and enjoyed the festival spirit.

Özdilek Holding Management Organized a Motivational Trip

Özdilek Holding management organized a motivational trip to Macedonia. The trip held between September 26th - 28th was attended by general manager and assistant of general managers of retail operations; category managers and category assistant managers; operating managers and managers of support units. Özdilek Retail Group, which chose to go to Serbia last year, had the opportunity to examine the historical and cultural richness of Skopje and Kosovo this year. Özdilek management, who visited Matka Canyon, one of the most important tourism spots of Skopje, and did sightseeing in Prizren, the inner old city of Kosovo, took many souvenir photographs.



Maya the Bee Music Show Met with Children

The musical show of Maya the Bee character loved by children, met with guests at ÖzdilekPark Bursa Nilüfer and Özdilek Uşak. Maya the Bee and her friend Willy, were appreciated a lot for their entertaining performance. Dancing and singing songs with their loved heroes, the little ones, took plenty of photos at the end of the event.

Traditional Ashura (Noah's Pudding) Catering from Özdilek

In addition to the unconditional customer satisfaction policy, Özdilek has made a name for itself with its social activities. Özdilek organized an ashura event, once again, as it does every year. During the muharrem month in which unity and solidarity takes place, Özdilek branches held the traditional ashura day where mall guests participated with great joy. Besides their visual presentation, the ashuras, which also attracted attention with their tastes, were praised by the guests.



3 BMW 418i's Met Their Lucky Winners, Special for the 47th Year

Özdilek celebrated its 47th anniversary with a magnificent campaign. 3 winners who participated in the raffle by shopping an amount of 75 TRY and more from Özdilek shopping malls, stores and Özdilekteyim.com, won the BMW 418i Gran Coupe prize, held in the presence of a notary public, in Uşak. The visitors of the shopping mall welcomed the raffle of the 3 BMW 418i Gran Coupe campaign with great interest and excitement. The list of the winners is as follows: Mehmet Şeker - Bursa, Seçil Kılıç - İstanbul, Şerif Özzeren - Eskişehir. After the announcement of the results, vehicles were delivered to their owners in each province.



Children Met with Theater in Izmir

At Özdilek Izmir, children met with theater with plays titled “Country of Dreams” and “The Ant and the Grasshopper Against Axeman” performed on September 1st and 2nd. In the play “Country of Dreams”, adventures of Barış and Sevgi were staged. Thanks to the play “The Ant and the Grasshopper Against Axeman” in which the love of nature and trees were dealt with, little theater lovers had a pleasant time and learned while having great fun.



Super Wings Met with Little Guests in Turgutlu

Super Wings, one of children’s favorite cartoons, met with little fans in Özdilek Manisa Turgutlu, which is famous for its fun activities. Children showed great interest to the popular heroes of Super Wings, Jet, Jumbo and his friends. After the fun event, both children and their parents left the area happily.



Drama Workshops for Children Has Started

Long - running Özdilek drama workshops began its new season. Free drama workshops were organized for children at Özdilek Bursa, Özdilek Gemlik, Özdilek İnegöl, Özdilek Yalova and ÖzdilekPark Bursa Nilüfer. The drama workshops, which have received positive feedback from both parents and the little participants since the day they started, will continue this year with the participation of children.

Veterans Were Welcomed at Özdilek Shopping Mall

On the occasion of Veterans Day, Özdilek Bursa, Özdilek Kocaeli and Safahat Restaurant located in ÖzdilekPark Bursa Nilüfer, welcomed veterans who have selflessly fought for our country. There was both sadness and pride at the tables where times of war and its difficulties were discussed and the memories of those days were shared and revived. The Özdilek Family, who does not forget the veterans and frequently hosts them, presented their gifts after the meal.



Sultaniye Raisin Contest Was Held in Turgutlu

Organized under the sponsorship of Özdilek Manisa Turgutlu, the 'Sultaniye Raisin Contest' was full of fun moments. The contest held in Turgutlu, which is considered to be the homeland of raisins. The Turgutlu District Governorship, The Turgutlu Municipality, The District Directorate of Food, Agriculture and Livestock and Özdilek Shopping Mall were joint sponsors of the contest. The raisins that made it to the final were presented to the jury, then awarded their prizes.



Little Gardeners at Work

Özdilek İzmir hosted the 'Little Gardeners Workshop' organized for children. In the event, which was held with the participation of children between the ages of 4 and 12, the children, who were turned into tiny gardeners by wearing gardening aprons and hats, received beautiful and interesting information about the plants. Then the tiny gardeners had a wonderful time painting their pots and planting flowers in them.



Little Pilots Learn to Fly

“Little Pilots” event was held in Özdilek Eskişehir. Children entered the event area, which was prepared with the concept of flight school and airplanes, with their pilot hats. The children received training from pilots on topics such as airplanes, flights and airports. The little pilots had a pleasant time with exciting and entertaining workshop activities such as “We are Learning to Become a Pilot”, “Tower I Request Landing Clearance”, “Model Airplane Construction” and “Flight Paintings”. At the end of the event the participants left happily with a souvenir photograph and their certificates.



Children Met “Rafadan Tayfa” Characters

The characters of the cartoon “Rafadan Tayfa”, which is loved by children, came together with little guests in Özdilek Manisa Turgutlu and Özdilek Bursa. The event full of fun with stage shows, songs, dialogues and dances were held in three sessions.

Women's Club Activities Started in Özdilek

Women’s Club activities at Özdilek İzmir started with traditional Turkish music performances and handicraft workshops. The participants, who had a very enjoyable time with the music performances, developed manual skills with handicraft workshops such as Felt Phone Holder, Branched Frame and Creating Love Ties. Women who showed great interest in the activities of the Women’s Club left very happily at the end of the day.



Özdilek Organized Motivational Activities for Its Employees

Özdilek Afyonkarahisar organized a trip to Dumlupınar Martyrdom on October 4th as part of the staff activities. Özdilek employees had a meaningful day together and experienced emotional moments during the visit to the martyrdom. In Özdilek Bursa, picnic organization was planned in order to ensure employee motivation. The staff had an enjoyable day of sightseeing and picnicking.



October 4th World Animal Protection Day

October 4th, The World Animal Protection Day, is an important day to remind all human beings that whether domestic or wild, all animals have the right to a good life and that we should improve the living standards of animals. In this context, Özdilek and ÖzdilekPark Shopping Malls hosted various events. These activities highlighted the meaning and importance of the day.

Special Activities for Children Were Held on Animal Protection Day

Various activities were held at ÖzdilekPark Bursa Nilüfer and Özdilek Afyonkarahisar due to October 4th, World Animal Protection Day. Especially with the activities organized in order to instill animal love in children, children were able to comprehend the meaning and importance of the day. During the day, with workshops such as wooden kennel painting, banner preparation for 'Rights of Street Animals' and the construction of tiny animal models, the participant children both enjoyed themselves and learned a lot. The large wooden dog kennels that were painted with the help of the little guests were delivered to the animal shelter. While the children, whose little animal models were gifted to them, left the event happily, each was given an "Animal Protection Day Acknowledgment Certificate".

Özdilek Eskişehir Didn't Forget the Animals Either

Özdilek Eskişehir organized an event for its visitors to show the meaning and importance of October 4th, World Animal Protection Day. Within the scope of the event, a booth was opened in the mall and the guests were informed. At the end of the event, visitors were given an animal food dish.



Özdilek 2018 - 2019 Catalog Shooting Took Place

Özdilek completed the catalog shootings of its 2018 - 2019 Fall - Winter Collections of its textile and home textile categories. The textile shootings which took place between the 13th and 20th of September were followed by the home textile shootings performed between October 1st and 11th.

In the home textile catalog shootings performed at the Ev Bharat Hotel in Alaçatı, the famous Brazilian model Jessica May posed for the camera. The famous actress, who has become well known after her role in a Turkish TV series, also became the new face for the commercial film shot for Özdilek Home Textile. The textile shootings were launched this year with the "City Life" concept. While the classic clothing shootings were conducted at the Beykoz Shoe Factory, the new season products of children's clothing shootings took place in Özdilek's Tabiat Tarım farm in Yenişehir.

The famous actress Jessica May modeled for Özdilek's home textile catalog shootings.



In order to refer to dynamism, youth clothing products were shot in a studio. Pyjama and bathrobe shootings took place at a historical Greek hotel in Cihangir. Özdilek 2018 - 2019

Fall - Winter Collection catalog and new season catalog products can be found in Özdilek shopping malls, department stores and Özdilektheyim.com during the season.





NEWS FROM ÖZDİLEKPARK



Andreev Alexander Abramovich's Art Was Displayed at ÖzdelekPark İstanbul

The works of Ukrainian artists Andreev Alexander Abramovich, who passed away in 2016, are being kept at the museums and private collections in Ukraine, Bulgaria, Turkey, Israel, United States and Germany. The artist's works were exhibited in Istanbul between October 12 - 18 under the Turkey Andreev Alexander Abramovich Memorial Exhibition, with the cooperation of Galata Art and the Ukrainian Solidarity Association, at ÖzdelekPark İstanbul. Art lovers showed great interest in the painting exhibition "Aküp", which contains works reflecting the architecture of the artist's symbolic concept.



HDN Dance Event Was Admired by the Audience

ÖzdilekPark Antalya organized a folk - dance event with the HDN Dance Company. The dancers gathered the admiration of the visitors of the Mall during the event where choreographies of Thracian and Balkan folk dances were exhibited.





Kids Had Fun with the Puppet Stage

Children who like puppet shows participated in the 'Puppet Stage' workshop organized at ÖzdilekPark İstanbul. The children enjoyed the day with delightful teachings that developed the imagination such as puppet making, giant puppet playing, mini decor making, and puppet stage.



'Keloğlan' and His Friends Are in Antalya

Keloğlan and his Friends, attracted great interest at ÖzdilekPark Antalya. With 'Keloğlan', 'Uzun', 'Huysuz' and 'Bilge Can Dede', the characters of the cartoon that children love to watch, the little guests had a journey to the fairy land of 'Keloğlan' which was also accompanied with music and dance.



Children Had Fun with Masha and the Bear

The activities at ÖzdilekParks, which have won the appreciations of both the families and children, continue. Masha and the Bear, one of the cartoon characters loved by children, met their little fans in ÖzdilekPark Antalya. After the event where fun moments were experienced, little visitors shared their happiness with their families.



Fun Stage Show for Children from Robocar Poli

Robocar Poli, world famous cartoon, met with children in ÖzdilekPark Antalya. With their fun shows, Robocar Poli's loved heroes Poli, Amber and Holly made children experience an unforgettable day.



Merve Özbey Met With Fans in Antalya

ÖzdilekPark Antalya, which continues to make visitors happy with its events and concert organizations, hosted a fun concert organization. Merve Özbey who has a wide fan base came together with her fans in ÖzdilekPark Antalya. Fans accompanied Merve Özbey as she sang her most popular songs and had fun moments.



Intense Interest in the Film "Yol Arkadaşım 2 / Fellow Traveller 2" and Its Actors

Oğuzhan Koç and İbrahim Büyükak starring in "Yol Arkadaşım 2 / Fellow Traveller 2" met their audience in ÖzdilekPark Antalya and Özdilek Eskişehir. The premiere of the first film of the series took place at Özdilek Eskişehir Shopping Mall and attracted great interest from movie lovers. Before the film screening, famous actors Oğuzhan Koç and İbrahim Büyükak, who came together with the press and fans, was greeted with the intense interest of the audience. After a pleasant conversation, the actors, who took a souvenir photo with their fans, greeted audiences in the movie theater and watched the film together.



You are at the **heart of the city,**

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The heart of entertainment beats at ÖzdilekPark with alternatives, appealing to all ages! ÖzdilekParks, located at the easy access points of Antalya, Bursa and İstanbul; invite you to a fun world with bowling, cinema, children's entertainment areas and game centers.



ANTALYA



BURSA



İSTANBUL



THE STAR OF
THIS PLACE
IS YOU!

ÖzdilekPARK
ANTALYA | BURSA | İSTANBUL

Sertaç Ünal:

“THE SECRET TO SUCCESS is to Serve Fairly, Sincerely and Wholeheartedly”

We are heading on a journey towards the successful history of Özdilek, the pioneer in retail industry. Taking strategic steps in branding over the years under the leadership of Hüseyin Özdilek, Özdilek now has worldwide reputation. Continuously making bold decisions, given the conditions of the times, Özdilek, while achieving such reputation has not only builded a perception of quality, but also been awarded with numerous prizes. We met Sertaç Ünal, Özdilek General Manager of Retail Operations, who is one of the closest witnesses of this success, and talked about the milestones of the Özdilek.

Interview by Esmâ Can

Tell us about yourself, please.

I was born in Niksar / Tokat in 1964. I completed primary, secondary and high school education there. In 1986, I graduated from İstanbul University, School of Economics / International Relations Department. I worked as an Executive Candidate at Yapı Kredi Bank for a period of 16 months in different departments.



During my military service in Burhaniye, I visited a relative in Bursa working for Özdilek and coincidentally met Hüseyin Özdilek there. He offered me a job after completing military service and also mentioned to send me to the UK for foreign language education. I accepted his offer and started working as Assistant Managing Director of Özdilek Stores in 1989. I went to the UK for a two - month foreign language training at Oxford. During that two - month period I frequently made visits to London. Those visits enabled me to observe and obtain knowledge about the retail industry and giant merchandising. When I returned to Turkey we put into effect most of my observations. In 2012, I was appointed as the General Manager of Retail Operations. Holding the same position, I am also a Member of Özdilek Holding Board of Directors and Executive Board. During those years I gained a great deal of experiences and had the chance to participate in numerous trainings. My idol mentor, however, has always been Hüseyin Özdilek, whom I have the opportunity to work together for many years.

In those days, was there significant differences in the retail industry?

Of course! For example, in those days the stores in Turkey had a “No return” policy. I was shocked when I observed in London that any purchased good was returnable and also refunded. When I came back to Turkey I shared these observation and we quickly pioneered that approach. We adopted customer protection practises 5 years before consumers’ law was enacted. In all our enterprises, we placed customer help desks.

Since 1971, for 47 years, Özdilek has not only dealt with home textile manufacture but also focused on retail, and achieved significant success. You have 5,600 employees in the industry. Could you please give us brief information about the progress of Özdilek in the retail industry from past to today?

Hüseyin Özdilek, the founder, started his career in the retail industry. When he was very young he worked for his uncle in a towel

store, and thereafter he rented a store by tender in the Covered Bazaar to sell towels when he was just 17 years old. In 1971 he started towel manufacturing and in 1983 he opened an outlet store on Bursa - Yalova road. Along with towel, the complementary products started to be sold in the store. Then Hüseyin Özdilek decided to enlarge the store areas as in the examples of European stores. It was around that time I joined the Özdilek family.

Özdilek gives great importance to continuous improvement and modernization without compromising traditions and national values. In Özdilek culture, it is of great importance to follow the latest technologies and to maximize product and service quality. We are the first company in Turkey to use barcoded cash registers we ordered from IBM. While competitors were issuing manuscript invoices, which were loss of time and could lead to missing information, we were using fiscally authorized computerized systems.

“Özdilek gives great importance to continuous improvement and modernization without compromising traditions and national values.”

Following our first store in Bursa (1990), we opened Afyonkarahisar Shopping Mall and Kaplıkaya Hypermarket in 1996. Today, we are among the leading institutions of Turkey with our 3 ÖzdilekPark concept shopping malls, 11 Özdilek concept shopping malls, 7 hypermarkets, 4 department stores and 83 home textile stores, together with 5,600 employees in retail industry and 8,100 employees in the holding in total. Given the shopping mall industry, Turkey and Özdilek are far beyond Europe, which is proven by the prizes achieved all over the world and in Europe. ÖzdilekPark Antalya Shopping Mall has been awarded as the 5th best shopping mall in Europe.

Briefing Özdilek’s success story, the fact that quality and customer happiness have always been at the top of our agenda and that we have always aimed to become better, are among the top factors, which enabled us

to come to those days, starting from a little store. Other factors include, doing our best to serve wholeheartedly in a sincere and honest manner, understanding our customers and establishing an emotional bond with them.

Özdilek Shopping Mall ranks 14th in the merchandising category, among the 500 biggest companies in Turkey. What lies under this success?

We have opened a vast number of branches and there were ones who believed we would fail. We have succeeded since we have made customer satisfaction our priority instead of financial gain. The more satisfied our customers the better the financial statements. In 1998 we received ISO 9001 Quality Management System Certificate. Özdilek is the first company in Turkey to receive this certificate in the retail industry. Again we are the pioneers in receiving other quality certificates such as ISO 22000 Food Safety, ISO 10002 Customer Satisfaction, and ISO 50001 Energy Management System.

The first rule of our quality management policy is to make sure that the customer leaves happy. In this respect, our satisfaction rate on sikayetvar.com (the biggest online complaint platform of Turkey) is around 80%, whereas our closest competitor’s rate is around 50%. Our complaint response time is 4 minutes and our problem solving speed is 3 hours on average.

The Özdilek brand has an emotional bond with its customers. We know very well that the brand never compromises in quality. How did you create this perception of quality and what do you do to sustain this perception?

The emotional bond we established with the customers is rooted in the sincere communication, respect, trust and the sense of belonging, for which we have never compromised from the beginning.

Our priority is customer satisfaction. Otherwise immediately alarm bells ring and all department managers are involved in the matter. It is also the priority of Hüseyin Özdilek, Chairman of the Board. When he calls me, he mostly asks about the customer complaints, whether issues are solved or not. The motto of Mr. Özdilek is “Customers are the best inspectors.” We deem all critics as opportunities to improve ourselves and we strictly consider each and every complaint.

How do you evaluate Özdilek's position in the retail industry? Could you please tell us about your short term goals?

Özdilek has a vision, which is to solidly and consistently grow by making our best efforts, and to contribute more and more to the country. Performance graphics prove that all our enterprises are successful. We could have done much more if we wanted to, but that might prevent us from reaching the quality standards we expect. There are companies who do that, but financial wealth does not guarantee success.

At the moment we have 83 home textile stores. Our target is to reach 200. We have our own concept malls, which are also successful, such as Afyonkarahisar, Kocaeli and İzmir... We also have a reputation for shopping mall concept with leasable areas. We serve together with more than 300 business partners at Özdilek Park Antalya, Bursa Nilüfer and İstanbul. These malls have continuously been awarded in terms of service quality every year.

What are the retail brands of Özdilek?

We have both hypermarket and store brands. In store category, we have First Company for casual wear, and Finesuits for classic and elegant wear. We have Funfair for children's wear and it has been well-liked by our customers. Our suitcase brand Travel Point has great share in sales. Although we get wholesale purchase demands from other companies, these brands are available only at Özdilek.

In the home textile category, we offer the products of our brands Özdilek Home Textile, Floretta and Modaletto to our customers. In hypermarket, we gathered all fresh goods under one roof with Dürdane Ana concept and it has been very successful. In addition to our Dürdane Ana brand, we also have Vesselam, Özdilek Lokum, Sütfest ice cream and Cansiperane brands in food category. As for our non - food products, we have Denk, Ateşten, Hometime, My Auto, Sıradışı, Taktik and Crony Pet brands. We give great importance to manufacturing development and research & development. Our products go through all the examinations before we present them to our customers.

In dry cleaning area, we offer our customers quality service with our Lavandi brand. In terms of cafe and restaurant management; we have Cafe Safahat, Safahat Restaurant, Safahat Doner Shop and Cafe Gold Time brands. In game and entertainment area, we have Playtime toy store, CaFa toy brand; in bowling, we provide service with Game Machine Bowling; and in cinema, with our cinema brand Cinetime.

Your digital brand Özdilekteyim.com also appeals to customers. What is the volume of this operation? How many members do you have and what is the annual turnover? Could you please talk about your goals in this field?

Today, e - commerce is a very powerful channel, which is a necessity and cannot be ignored. With Özdilekteyim.com, we have been active in this platform for 5 years. Today we have 125,000 members and we experience a rapid growth of 60% annually.

Soon our mobile application will be available and our customers will be able to reach our products much more easily. What we aim is to make our customers feel at home when they visit Özdilekteyim.com, as they do in our physical stores; to find whatever they are looking for; shop easily; get on time and hassle - free delivery. Safahat Restaurant, Cafe Safahat and Safahat Doner Shop also provide take away service to Bursa Mudanya and some particular areas nearby.

We are about to adopt “Click and Collect” system, which is a new practice. This system enables you to receive the delivery of the product you have ordered online, from the store, physically experiencing it. Soon, you will see “Click and Collect” practice at all our stores. In the future, we would like to enhance Özdilekteyim.com service quality with augmented reality applications.

You serve at numerous locations in the retail industry. What is your strategy when deciding the store locations? How do you satisfy local customers?

No doubt we take into account social and economic data when deciding store locations. The location, however, is not our priority all the time, contrary to the industrial approach. According to us, people have certain needs and they come to the place, where these needs are met the best, regardless of the location. If you are easily accessible, costumers make their way to you, but if you create a difference, they come wherever you are. Insight is for sure the ability of an investor. I believe in insight but also mindset is of great importance. When we are making a decision the mindset we have is “There is a potential here. People living and travelling here need these products and services. If we provide the best products and services, then they visit us. As long as we provide quality service under suitable conditions, the customer will eventually find us.”



How do you motivate your colleagues? How many people does your management team consist of? How do you delegate responsibilities among the team?

The basic sense which motivates an individual is to feel that he / she plays an important role in the team, adding value both to the team and the enterprise, and that he / she is appreciated. This creates a sense of belonging, which is of great importance.

We are a large family and we work collaboratively. Teamwork is our priority. Of course there is hierarchy as needed by the organizational structure and for distribution of responsibilities but there is no bureaucratic distances or obstacles. Each and every individual is a part of the team and works for the success of the team, shares his / her opinions with the team, supports each other and is thus satisfied when success is achieved. In such a corporate relation network, you do not need to put much effort to ensure motivation as success belongs to everyone and therefore every team member is motivated. Teammates always know that I am with them and we will succeed together, and no issue will remain unsolved. Moreover, I encourage them to keep their quality and success thresholds high, to be assertive and confident. They

are always aware that I am approachable and ready for help, which also contributes to their confidence. Each and every individual clearly knows his or her duties. Hence, I ensure that the team works comfortably. Of course when necessary I instruct, intervene and show effort for the improvement of an individual. Furthermore, it is important to feel your manager's trust. We are in a total transparent management environment and data is shared continuously. Everyone can have a voice. Sometimes a sales representative or cleaning staff may have a great idea. Each individual from the bottom to the top very well knows the objectives and goals, is acquainted with job definitions and succeeds with the help of continuous training and assistance. They

become happy when they succeed. This is our structure from top to bottom. Duties and responsibilities are clearly identified in our organization. Four assistant general managers, who are highly - experienced and have good command on their jobs, give substantial support to me. There are operating managers, category managers and marketing management working under them. Human resources and information technologies management provide service under the general manager of support operations. Corporate governance directorate, which incorporates quality management; purchasing and logistics directorate; accounting and finance department have more than a hundred managers and employees, which makes us a large team.



Yes, trust is important and trust brings accountability. Diligence is of great significance. This culture has been transferred from Hüseyin Özdilek and Murat Özdilek to us, and from us to our entire personnel. Just like we are accessible to customers, we are also accessible to our employees. We are a family and we never abstain from supporting employees in case of illness or special occasions. We make cultural travels abroad, which strengthens attachment and motivation.

“The emotional bond we established with the customers is rooted in the sincere communication, respect, trust and the sense of belonging, for which we have never compromised from the beginning.”

Retail operations are simply the shop window of brands. Could you please tell us about your efforts to increase brand value at stores?

Here is my favourite definition of a brand: A brand is a promise made to the customer. What enhances brand value is to keep the promises you made to the customer. 40 years ago, as Özdilek, we started with the slogan “Quality in Towel”, and today quality is our priority at every corner of our organization every day. Our customers are also aware of this fact and we don’t have any luxury to make a mistake. That’s why we check all our processes strictly with the help of quality systems, and continue to develop our processes with our constant improvement approach. We provide our products and services, without compromising quality, keeping in close contact with suppliers. Social responsibility also plays an important role. We have 8 schools and scholarship opportunities. We endeavor to show



people that we serve the public, which is acknowledged.

Like every businessperson you might have had some unforgettable memories in your business life. Would you mind sharing a favorable memory with us?

In 30 years, I have had countless memories. For instance, in 1997 Hüseyin Özdilek acquired the estate in Kocaeli and immediately called me to give the good news. I was very happy to hear that and I visited the estate the following day. The estate is located on Adapazarı road, at a distance of 11 kilometers from downtown, off the road. Imagine a village. Its former name was Uzunçiftlik, now it is called Kartepe. I thought that the land was close to

downtown of İstanbul, around Gölcük. I was disappointed. I started counting passing cars on the road. 45 vehicles, 40 of which were trucks, passed in an hour. I brooded on thinking about the impossibility of sales there. I called Hüseyin Özdilek and said, “We cannot do business here.” He responded “Why? Look at the hills and cows over there. Such a beauty. Do you think customers will not visit here? The only thing you have to do is to conduct your business well and perform good operations.”

And, in fact, despite the grievous earthquake in 1999 in Kocaeli, it is one of the most successful enterprises we have. This was a moment of insight and mindset, which I will never forget. Hüseyin Özdilek also recalls this memory as it is instructive in many ways.

QUALITASPA

ESKİŞEHİR İSTANBUL İZMİR



ESKİŞEHİR: +90 222 330 55 20 İSTANBUL: +90 212 386 10 40 İZMİR: +90 232 292 13 32

QUALITASSPA.COM

Just for you at ÖzdilekPark in New Year

WITH ITS RICH AND NATURAL INGREDIENTS, L'OCCITANE IS PREPARING YOU FOR WINTER IN THE CITY

L'Occitane prepares you for winter in the city with its skin care line consisting of rich, natural ingredients that allow your skin to breathe and feel smooth and soft. The award - winning "miracle" cream Divine, one of the best - selling products, protects the skin from all environmental factors with its intensely concentrated essential oil content. This delightful formula has a fine texture even though it is full of nutritious ingredients. 87 percent of women who used the cream observed that their wrinkles decreased.



PUMPKIN FLAVORED EXPLOSION FROM STARBUCKS

"Pumpkin Spice Latte", a unique pumpkin flavour which makes you miss autumn, takes its place in Starbucks stores. This iconic drink, that is presented to intense pumpkin taste lovers will also make cold coffee lovers happy with the Frappuccino option. Autumn's special pumpkin flavors are awaiting coffee lovers in all Starbucks stores.



TURKISH CULTURE IS REFLECTED ON DINING TABLES

Karaca, which adds elegance to the tables with its modern and elegant designs, carries traditional inspirations to homes with its "Fine Pearl Turkori" collection. Reflecting the hospitality of Turkish culture, the "Fine Pearl Turkori" series creates a magical world effect on dining tables. Inspired by the commitment between cultural warmth and people, the "Fine Pearl Turkori" dinnerware set consists of 61 pieces. The set of dinnerware, shaped with modern touches, carries the traces of the past to the present.



A GLITTERING COLLECTION FROM FOREVER NEW: TWILIGHT OPULENCE

Forever New's Twilight Opulence collection offers glamorous elegance, both day and night, with designs in which splendid fabrics stand out. Livening up with leopard and floral patterns, these models embody a modern and stylish style with sparkling jewellery. The color scale from the blue to the stunning reds and the sophisticated details reveal the feminine aspect of modern women. Women who feel special with unique clothing will make a fascinating introduction to the winter season.



AN ASSERTIVE NEW SEASON WOMEN'S COLLECTION FROM DEICHMANN

Deichmann combines new season trends with a passion for shoes to bring a fresh breath to fashion. With pieces included in the brand's new collection this season such as stretch, biker, stapled and stone detailed boots, fashion lovers are hitting headlines this autumn. Women are preparing to have a comfortable season with Ugly Sneakers and Oxford shoes which are on the foreground.



SPECIAL MICKEY X COLLECTION FROM LEVI'S

In memory of the 90th anniversary of Mickey Mouse, Levi's and Mickey Mouse brands join forces for the Fall / Winter 2018 season and offer a limited edition collection "Mickey x Levi's". In addition to the t-shirts and sweatshirts with Mickey Mouse graphics, which are mostly from the Anaheim Disney archives in California, the Levi's Trucker jacket and the Levi's 501 jeans are embellished with exclusive Mickey Mouse graphics. The graphics highlight the logo-mania movement inspired by street clothing and wash denims of the 80's and 90's.





JESSICA MAY:

“Acting Was My Missing Part.”

Jessica May, who the Turkish audience know and love with the TV series “Yeni Gelin / The New Bride”, enshrined the hearts of millions with the character of Bella. Jessica, who characterizes a Spanish girl that became a bride to a tribe in the series, attracts attention with her beauty and sympathetic attitude. Jessica, who speaks Turkish fluently and properly, is one of us. We got together with the actress for the new issue and talked about her life story from Brazil to Turkey.

Interview by Nazlı Sancaklı

How did your path cross with the “Yeni Gelin” series?

I’ve been modeling in Turkey since 2011. My colleagues on sets always said, “You look really good on camera, why don’t you think about acting in a TV series?” When I started thinking about it, a phone call came from my agency in Turkey, they wanted a video of me and told me I should be myself. They said that a TV series was to be shot in Adana and they were looking for a foreign actor who could speak Turkish. I sent my video with excitement, and I was invited for a meeting the next day. It is hard to understand how it happened because everything progressed so quickly. I remember that they said: “When we saw

your video we knew you were the one for us, but we still wanted to see you in person.” Then I found myself on set.

You're acting for the first time. What kind of a role does acting play in your life?

I noticed that acting was my missing part. Being in front of the camera makes me incredibly happy. I want to keep improving myself day by day. After this, I don’t think I can give up on acting.

What is life like in Adana?

Life in Adana is back and forth between the set and the hotel for me. I don’t own a house there, but I feel like I have

thousands of homes. The people are very warm. The food is very good.

Have you got used to Turkish customs? What do you think of them? Is there anything you find interesting about us?

When I first came to Turkey I was sleeping one night, I heard a very loud sound towards the morning. I thought to myself: “What just happened, did a war break out? What was that sound?” I got up, I looked out the window and there was no one on the street. Life was going on normally, people were in their homes. I later learned that the morning prayer was being recited. People here are called to prayer with the



azan. I was very surprised at first, but now I've got used to it. Now whenever azan is recited, whatever I'm doing, I stand and listen to it. It gives me so much peace. I was very surprised to see that money and gold were given to couples on their wedding. Because when couples get married in Brazil, a gift is brought to their home to complete whatever is missing.

How's the shooting going?

Everything is going great. Even if the shooting lasts hours, I don't feel tired. On the contrary, spending an extra minute on the set also gives me joy. We have perfect synergy with the team. We have lots of fun on set. Sometimes we

have to take a break from shooting because we are laughing so much. Everything progresses in a way I'm very happy with.

So, what sort of feedback have you received?

Even when I'm on the street, I feel like I'm doing a very admired job. People stop to congratulate me; children run and hug me tightly. Describing this feeling is impossible. I get messages and comments from Brazil. They want the series to be aired in Portuguese in my home country. Experiencing this makes me so happy. All these reactions are an incredible source of motivation for me.

You speak Turkish very well. Do you have such a good command of other languages as well? How long have you been speaking Turkish? How did you learn Turkish so well? Wasn't that hard for you? Is there anything that motivates you on this topic?

I speak English and Portuguese besides Turkish. I could not speak Turkish during the first year I was in Turkey. In fact, my sympathy to Turkish actually started thanks to Turkish music. First I started to wonder what the songs I listened to mean. I tried to pronounce every word that I learned by looking at their translations from the internet. Then I realized that I slowly combined the words and formed sentences. From time to time I record my voice and then listen to it, trying to measure whether there is progress or not. (Laughs.)

Do you like Turkish food? What is your favorite?

I love Turkish food but did not know spicy food was so favored when I first came to Turkey. It was a bit difficult to get used to at first because my country doesn't have such a spicy food culture. Mıhlama, made from cornmeal and melted cheese, is my favorite food. My husband is from the Black Sea and I learned mıhlama from my mother-in-law, who makes it really well. Don't let my thin figure fool you, I eat a lot!

Your family is in Brazil. Do you miss there?

Of course I do. Brazil is my homeland and I miss it, but Turkey has become my second homeland. I talk to my parents every day via video call. They live on a farm in Brazil. They tell me about what's going on on the farm every day. They show me saying, "This flower blossomed today, and this is a new baby animal." I follow their life as if I was there.



"When I was little, I felt sorry for not being born in the city, but as I grew up, I understood that growing up in nature is very valuable."



Do you think that Turks and Brazilians have anything in common?

I can say that hospitality and friendliness are common to both people. Same as here, guests are very much loved in Brazil too. We fancy serving people food and drinks. Our sense of entertainment is also similar. In Brazil, the public have fun with the samba and in Turkey with horon and halay. In both cultures, meat dishes and barbecue has an important place. In Brazil, there is almost no meat free meal like in Turkey.

Is it hard portraying village life?

No, it's not hard at all. Because I'm not someone who was born in a city. I grew up climbing trees and riding horses. When I was little, I felt sorry for not being born in the city, but as I grew up, I understood that growing up in nature is very valuable. For this reason, I have never found village life strange. For my role, I observed village people greatly and fed from their daily lives.





Do you have any notable memories you experienced on set?

We shot 2 episodes of the second season in the Black Sea. As part of the episode, we did rafting at Bozoklar. We got on an action - packed machine called the “Human Sling”. I don’t think I can ever forget this experience. They threw us into the air at a speed of 100 kilometers per second. I can’t remember the moment I was thrown in the air, I had no idea if I was dead or alive. (Laughs.) When I started to go down, my memory came back. I was so scared, but I had amazing fun.

You have three jealous mothers in law in the series? Are there jealous mothers in law in Brazilian marriages?

Sure! I think that mothers in law are the same all over the world. Because mothers’ love towards their son is divine and they don’t want to share it with other women. That’s why I think the mother in law is a global phenomenon.

Are there any similarities or differences when you compare Brazilian and Turkish TV series?

Only difference; the RTÜK here is a little tighter. In Brazil, everything is a little freer. Turkish TV series are watched very frequently now in Brazil. Series such as “Fatmagül’ün Suçu Ne? / What Blame Does Fatmagül Have?”, “O Hayat Benim / That’s My Life”, “Aşk-ı Memnu / The Forbidden Love” have aired with Portuguese dubs.

“We got on an action - packed machine called the “Human Sling”. I don’t think I can ever forget this experience.”

It seems more series will air because there is much demand for it. But if you ask me which series I like more, I would say Turkish TV series. (Laughs.)

Are there any actors you like and enjoy watching?

I love Kemal Sunal. I also like Şener Şen and Adile Naşit. I like Demet Akbağ even more after the joke program as I got to

know her better. I also like Cezmi Baskın and my friends on set. I have been told that I look like Natalie Portman, so I try to follow everything done by Portman.

Can you tell us about your partnership with Özdilek?

I took part in Özdilek’s new season catalog and TV commercial films. It was a very nice experience for me. Some of the TV commercial films were shot in Salt Lake. I did not know that there were such natural beauties in Turkey and I was literally captivated. It was like a dream. They put me in a bed with soft blankets; I didn’t want to leave those products even after the shooting was over. The bathrobes were warm. I quite enjoyed the work we did. Özdilek has a friendly and professional team.

What are some of your future projects? What do you aim to do?

We selectively approach each project. We try to pick the jobs suitable for my career and character.

THE COUNTDOWN HAS BEGUN

In the New Year, if you are going to participate in a special invitation, you can turn to the red and black colors of New Year classics. Don't forget the accessories that will reflect your style. If you prefer a dress with a minimal cut, you can balance your combination with more glamorous jewellery.



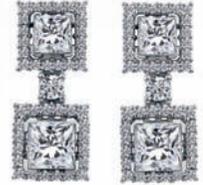
FOREVER NEW
Dress
579.90 TRY



BEYMEN CLUB
Michael Kors Purse
2,990 TRY



NETWORK
Shoes
799 TRY



ATASAY
Earrings



IPEKYOL
Red Tasseled Scarf
159 TRY



YARGICI
Necklace
69.99 TRY

Romantic
This New Year you can choose the romantic and popular effects of red.



MATMAZEL
Guess Bracelet
199 TRY



ALDO
Shoes
239 TRY



DEFACTO
Coat
129.99 TRY



ADL
Dress
599.90 TRY



D'S DAMAT
Watch
519 TRY



TUDORS
Perfume



ATASAY
Ring



VAKKO
Wallet
295 TRY



AVVA



BEYMEN
Santoni
Shoes



NETWORK
Trench Coat
1,399 TRY

Deluxe
Get inspired by the magnificence of black this New Year's Eve! Your style should be compatible with both your partner and your destination.



BEYMEN
Tuxedo



ECCO
Shoes
999.99 TRY

SÜVARI
Tie
19.90 TRY



KOTON
Trousers
59.99 TRY

WINTER EXCITEMENT

Are we ready for a tough winter? What about our wardrobes? From eye - catching jean pants, stylish jackets, catchy sweatshirts to design shoes... The new season that appeal to every style will warm you up at affordable prices.

SAAT&SAAT
Tommy Hilfiger
1.490 TRY



KOTON
Trousers
39,99 TRY



NEW BALANCE

KİĞİLİ
Coat



LEVI'S
Coat
639.90 TRY



COLUMBIA
Polar Sweat
409.90 TRY



ATASAY
Bracelet
1,240 TRY



FLO
Boots
129.99 TRY



EASTPAK
Backpack





ATASAY
Bracelet

TERGAN
Shoes



SUNGLASS HUT
Rayban
Sun Glasses

NETWORK
Sweater
499 TRY



KOTON

IPEKYOL
Gloves
159 TRY



BEYMEN
Mark Cross Purse



LC WAIKIKI
Trousers
79.95 TRY



TWIST
Earrings
265.59 TRY



DEICHMANN
Shoes



FOREVER NEW
Coat
699.90 TRY



PIERRE CARDIN
Purse
239 TRY



PIERRE CARDIN
Backpack
247 TRY



MAMMAMIA
Women's
Boots
259.90 TRY

Find Ways
to Look Stylish
in Cold Weather at
Özdilekteyim.com

Would you like to have a look at the trendiest items of the new season and order them online while sitting at home? All the clothing items you need to complete your comfort and elegance are at Özdilekteyim.com!



FINESUITS
Coat
359.90 TRY



FIRST COMPANY
Sweatshirt
39.90 TRY

Cardigan
79.90 TRY



FIRST COMPANY
Dress
109.90 TRY



TERGAN
Men's Boots
249.90 TRY

FIRST COMPANY
Jeans
89.90 TRY



KOTON
Purse
69.99 TRY

Jacket, which has gained a place in the world of fashion, will add elegance to your style this winter too.



FINESUITS
Purse
129.90 TRY



ONLY
Coat
249.99 TRY

FINESUITS
Jacket
179.90 TRY



FABIO FRANCO
Jacket
199.90 TRY



FINESUITS
Trousers
99.90 TRY



FINESUITS
Coat
369.90 TRY

Preferred for their functionality in winter, coats offer both elegance and warmth in the new season.



LEMON
Boy's Suit
269.90 TRY
(Özdilekteyim.com)

The Cold Can't Get to Us

Weathers are cold and you need to prepare kids for winter's tough conditions. Coats, fleece, boots, knitwear or gloves... All are very colorful and fun in the new season. Have a warm season.



POLARIS
Boy's Shoes
139.99 TRY



PENTI
Girl's Beret
34.95 TRY



KOTON
Skirt
34.99 TRY



LC WAIKIKI
Bag
24.99 TRY



LC WAIKIKI
Boy's Top Tracksuit
24.99 TRY



FLO
Girl's Boots
59.99 TRY



H&M
Girl's Hooded Sweatshirt
79.99 TRY



TWIGY
Plush Slippers
75 TRY



ADIDAS
Boy's Shoes
385 TRY



KOTON
Girl's Cardigan
39.99 TRY

FUNFAIR
Dress
89.90 TRY
(Özdilekteyim.com)



PENTİ
Girl's Gloves
39.95 TRY



SWATCH
Boy's Watch
415 TRY



KOTON
Boy's Coat
89.99 TRY



PENTİ
Boy's Beret
29.95 TRY



TWIGY
Plush Slippers
59.99 TRY



KOTON
Girl's Denim
Jacket
69.99 TRY



FUNFAIR
Girl's Sweater
39.90 TRY
(Özdilekteyim.com)



H&M
Boy's Cardigan
79.99 TRY



FUNFAIR
Tights
19.90 TRY
(Özdilekteyim.com)



PANÇO
Boy's Jeans
89.95 TRY



POLARIS
Girl's Shoes
44.99 TRY



IS YOUR HOME READY FOR THE *New Year Party?*

If you are one of those people who prefer to meet the New Year at home with loved ones, away from crowds, this file is just for you! We have brand new ideas for the decoration of your home, your table and your New Year gifts. Here are the New Year suggestions we have collected for you...



Make your gift packages extra - ordinary

Gifts are one of the best ways to wish your beloved ones a happy new year. How about offering gifts that stand out with their packages and grab attention at first sight? You can start with obtaining some craft paper which has become very popular recently. After you wrap your gift box with craft paper, it is totally up to your delight to decorate it. You can personalize your packages according to the person you will gift it to. For people who like classical packages, you can prefer to use pine branches, pine cones, cinnamon sticks and butcher's broom flowers which are identified with the New Year. You may also tie up your packages with straw strings. Using snowflakes, pine trees and Christmas hats cut out from red and white felts could also provide good alternatives.



How about reflecting Christmas trees on walls this year?

Along from gifts, home decoration also has great importance for those who are planning to spend the New Year's Eve at home with a party. If you don't have the chance to decorate a Christmas tree, you can experience the joy of New Year with the help of a decorative tree made on your wall. The materials you'll need for a decorative pine tree are dry tree branches and colorful, shiny ornaments such as hearts, stars and snowflakes. First, fix the dry branches on the wall narrowing from bottom to top. Then, wind colorful fairy lights around the branches. The decorative pine tree you have made will create a nice atmosphere in your home, especially at night.

Decorative fork and knife holders will add joy to your tables

A few decorative New Year themed objects of your choice for your living spaces will play a great role in changing the atmosphere of the home. With fork and knife holders and napkin dispensers, which can be prepared using green, red and white felts, make your dinner table more elegant on New Year's Eve. If you prefer classics, you may use cloth napkins, ribbons, pine tree leaves or decorations that symbolize the New Year.



Your bottles also deserve some elegance

Diversifying the objects special to New Year will increase the energy of the night. By decorating the bottles of the drinks you plan to serve to your guests, you can create a New Year breeze around your dinner table. Water, fizzy drinks and cocktail bottles that you decorate with the New Year in mind will help you spice up your table. You can choose to decorate your bottles with straw cloths, red ribbons, felt New Year ornaments and red and white orlon strings. If you wish, you may also cover your bottles with sheets of felt. Pine tree branches could be utilized to provide alternative decoration for your bottles.



"You can enhance the natural beauty of a pine tree, whose leaves don't fall off even on the harshest of winter days, by decorating it with sparkling objects."



Let the wish board remind you of your New Year resolutions

If you want to plan a little surprise for your guests on the evening of New Year, you can create a small wish board for them to put up their New Year resolutions and wishes. In order to prepare the board, you will need a black board or pin board of any size, red frame and small fairy lights. This way, you can keep the wishes of your family and friends as a reminder for the following months.



Crony Pet

I Love It So Much

With the **"Love Package"** produced by Cronypet, an Özdilek brand, for cats and dogs to have a balanced and tasty nutrition, you can give street animals your **"love"**, supporting them for a nutritive and delicious meal.





Memorable New Year Gifts

HOMETIME

Porcelain Mug
9.90 TRY



Don't think long and hard about what gifts to buy for your loved ones this New Year. We have chosen the best gift alternatives for you to complete the joy of the New Year and to accompany your celebrations.



H&M

Salt and Pepper Shaker
59.99 TRY



HOMETIME

Frame with Birds
39.90 TRY



ÖZDİLEK

Polka Water Green Double Quilt Cover Set
224.95 TRY



HOMETIME

Service Board
69.90 TRY



BİEV

Decorative Clock
229 TRY



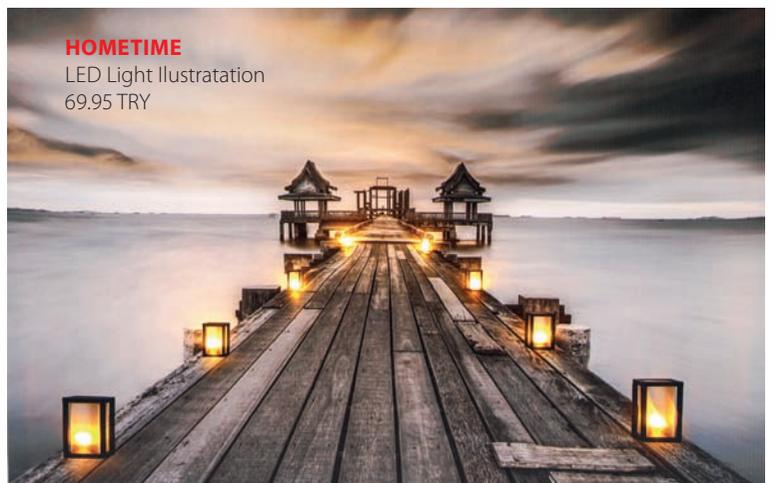
KOÇTAŞ

Laundry Basket
184.90 TRY



KARACA

Gold Candlestick with 5 Holders
59.95 TRY



HOMETIME

LED Light Illustration
69.95 TRY



BERNARDO
5 Piece Granite Set
179 TRY



HOMETIME
Glass Drink Dispenser
134 TRY



KOÇTAŞ
Flat Object

BERNARDO
Layered Cookie Plate
84.50 TRY



BEYMEN
Glass Candle Holder
405 TRY



BİEV
Trinket
429 TRY



YARGICI
Decorative
Tree
69.93 TRY



HOMETIME
Bamboo Basket
99.90 TRY



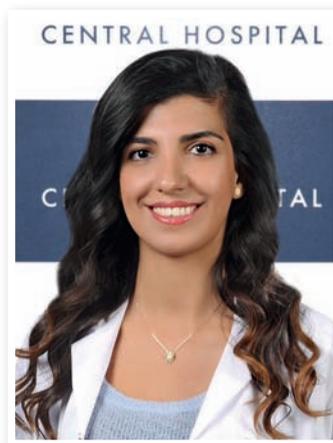
ÖZDİLEK
Somon Mandala Double Bedlinen Set
224.95 TRY

VAKKO
Decorative Tray
1,750 TRY



NUTRITION GUIDE DURING AN EMOTIONAL CRISIS

If you are stressed, unhappy or tired, it definitely won't be the cauliflower or broccoli that seem attractive to eat. You will instantly be thinking of carbohydrates. It should be noted that when such foods are consumed, blood sugar increases rapidly along with serotonin. However, an emotional eating crisis can be overcome with healthy alternatives. **Nutritionist Dietician Buket Yavuz Koçoğlu from Central Hospital** tells us what should be eaten and what kind of snacks should be consumed in cases of stress, unhappiness and exhaustion.



When the body is dominated by stress, unhappiness or exhaustion, the release of serotonin (the happiness hormone) is not sufficient enough. When serotonin cannot be released, the appetite mechanism starts to break down. A long-term lack of serotonin may trigger problems such as eating disorders, depression and obesity. As well as being produced by exercise, fresh air, calm and stress-free life conditions, serotonin can be released by

eating. Therefore, eating makes people happy. While some people run to grab salty and crunchy snacks, others want to consume sweet, creamy and soft foods.

Prefer dairy products against stress eating

Since milk and dairy products are rich in tryptophan amino acid used in releasing serotonin, they create happier and calmer feelings. In addition, milk and dairy products have the power to reduce belly and waist fat because they are the main source of calcium intake.



“Since milk and dairy products are rich in tryptophan amino acid used in releasing serotonin, they create happier and calmer feelings.”



Besides, we now know that calcium is good for psychological fluctuation as well. For this reason, probiotic products, such as yoghurt and kephir in particular, regulate intestines, which result in a happier and relieved state of mind.

If you wish to include dairy products in your diet, you may go for a fruit yoghurt snack or try grissini and cheese, ayran and almonds, or milk and fruit. The feeling of fulfillment after such snacks can also prevent stress eating.

Whole grains keep mood levels high

Researches have revealed that carbohydrates support the release of serotonin and are nearly as effective as antidepressants. Of course, more complex carbohydrates should be preferred rather than simple carbohydrates and refined foods because it mustn't be forgotten that stress can cause an increase in blood sugar. Wholegrain foods, which include more fiber, have higher nutritious value. Since digesting these grains take longer, blood sugar in the body increases rather slowly. Wholegrain foods keep the mood levels high for a longer time since they release the serotonin hormone slowly as



well. Because having a diet, rich in whole grains satisfies the intestines too, indirect happiness is experienced. Porridge with milk and fruits, or sandwiches made with wholegrain bread for breakfast, wholegrain grissini and yoghurt with fruits and oats as snacks will keep you full for a longer period time and make you feel happy and calm indirectly.

Walnuts, almonds and nuts shield against stress

People who crave crunchy snacks when they are stressed can prefer to eat dried nuts such as walnuts, almonds and cashew nuts provided that they do not consume excessively. In the past people used to avoid eating such food groups because they contained fat but we now know how to better differentiate good and bad fats. Moreover, researches state that fatty seeds can both help control appetite in weight loss programs and also aid in the burning of fat. They can do this by suppressing stress with the great amount of zinc and magnesium they contain. Therefore, appetite can be balanced and stress can be overcome by preferring to consume fruit and raw almonds; ayran and nuts; or milk and walnuts.

PUMPKIN SEED

Pumpkin seed which reduces stress by releasing high levels of serotonin thanks to the amino acids it contains is a super food with a calming effect. These seeds can be consumed as much as a handful between meals.

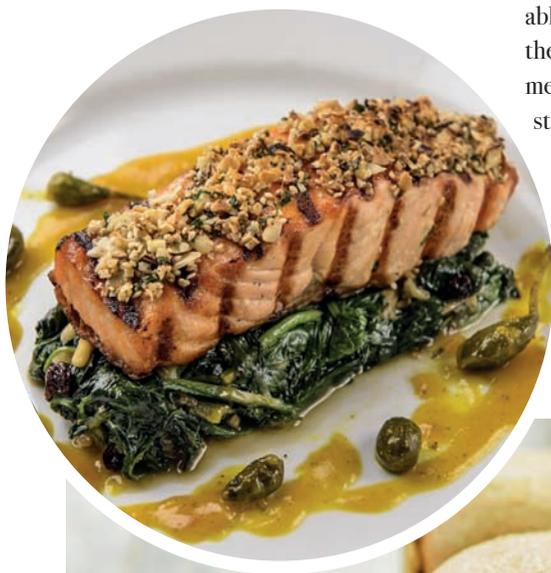


BANANA

As one of the primary potassium - borne nutrients, banana helps to calm down by increasing serotonin release. You can balance your blood sugar by preparing drinks with a small banana and a glass of milk as a snack and have a happier day.

FISH

Fatty fishes such as tuna, salmon and mackerel, which contain high omega - 3, decrease levels of adrenaline, the stress hormone. These fishes, which relax the body, also take help reduce stress. You can shield your heart by consuming fish twice a week as well as leading a life without being affected by stress so much. On another note, fish consumption also



supports weight loss programs. However, we mustn't forget that using the right cooking methods is very important to be able to benefit from the omega - 3 oils of the fish. In order to do so, healthy cooking methods such as grilling, baking or steaming should be used at all times. If you lead a stressful life and think that you don't consume enough fish, you mustn't neglect to take omega - 3 supplements. You can do this by preferring to eat fish during business dinners or for your daily lunch.

DARK CHOCOLATE

Chocolate, which helps to release serotonin due to the calcium, magnesium, potassium and strong antioxidants it contains, improves your mood and reduces stress. You can start to feel happiness with a cup of sugar - free coffee and two pieces of bitter chocolate consumed as a snack. However, you mustn't forget to be careful about the amount of chocolate you consume.

KIWI

A diet rich in vitamin C increases the level of adrenaline, reduces stress and calms the nerves. Oranges and tangerines are known as sources of vitamin C, but kiwis contain a higher vitamin C level compared to other fruits. You can prevent your sugar cravings by eating kiwi as a snack. When kiwi is preferred as a night snack, it can create a calming effect and ease you to sleep.



CAMOMILE TEA

Researches reveal that people who regularly consume camomile tea experience significant differences in their moods and symptoms compared to people who don't drink any. The camomile tea you drink in the afternoon or at night before you sleep will relax you by reducing your stress to help you get a better sleep.

IT'S high time

...TO GO TO SAPANCA

Sapanca is like paradise on earth, surrounding the Sapanca Lake. This natural wonder, which is neighbored by forests, offers you scenery you can't get enough of during the winter months. Fascinating many people with its picturesque views every season, Sapanca is a popular destination for weekend vacationers as well. Recently, especially people from Istanbul have been enjoying the peaceful nature of Sapanca to get away from the chaos of the city, even if temporary. If you're longing for a short holiday too, this place is just for you.

Winter is just around the corner, bringing the cold weather along with it. Are you one of those who think winter only means heavy snowfall and being trapped indoors? If so, forget about that! There are wonderful activities we can do during the winter to create delightful memories. We have compiled some suggestions you should do at least once this winter, for which "It's high time"...



...TO ATTEND ŞEBIARUS CEREMONIES

Şebiarus ceremonies are held every year between the 7 - 17 December in Konya to commemorate Mevlana's ultimate union anniversary. During Şebiarus, which means wedding night, Mevlana is commemorated with great appreciation. Activities, which are organized for Mevlana, who is a symbol of affection, tolerance, helpfulness and love, are flooded by visitors from all over the world. You can go to the Şebiarus ceremonies this year and participate in various events ranging from the whirling dervish performances to poetry recitals.

...TO TRY ICE SKATING

Even though ice skating, one of the most entertaining activities, is a sport of all seasons, doing it during the winter is a completely different pleasure. Along with the increase in the number of skating rinks, the interest in the sport has gradually been increasing. If you haven't

tried ice skating yet - which is sure to help you spend good time with the people around you - it's a must to have it on your to - do list this winter.



...TO DRINK SPECIAL HERBAL TEA MIXTURES

One of the best things about winter is to be able to consume hot drinks that warm us up. Herbal teas have always been favoured since ancient times. Although the first tea types that come to mind are rosehip and linden tea, this winter you can try different mixtures as a source of healing. However, you should be careful about consuming herbal teas consciously. You can go to a herbalists where special mixtures are sold in order to get the best alternatives that will reduce the effects of the cold weather.



...TO EAT ZIVZİK POMEGRANATE

Pomegranates, which grow in many parts of the world, are one of the most preferred fruits of winter. Being very effective against winter diseases, pomegranates have a completely different taste in the Zivzik village of Siirt. One Zivzik pomegranate, which has a unique aroma and is very juicy, weighs between 200 and 800 grams. One of the most

important features of the medicinal Zivzik pomegranate is that it is organic. Forget about all the pomegranates you've eaten before, because this winter you can enjoy the taste of the Zivzik pomegranate.

...TO BAKE CINNAMON CAKES AND COOKIES

It has almost become a tradition to add cinnamon to cakes and cookies, which is actually an essential ingredient in milky desserts and sherbet sweets. A hot drink you will prepare alongside a cinnamon cake or cookies will make you forget the cold weather. Cinnamon, which has many benefits for health as well, also has the effect of balancing blood pressure and sugar. If you want to spend a healthy winter, you should always keep some cinnamon in your kitchen.





THE CAPITAL OF ANATOLIAN CIVILIZATIONS

Ankara

The capital of Turkey, Ankara, which has been home to many civilizations, is known for its long history. This city, which witnessed not only the history of the Turkish Republic but also the history of thousands of years, is the second biggest city of our country in terms of population. Ankara, which has had a great importance in the recent history of Turkey, welcomes a great number of tourists who want to see its natural beauty, museums and historic houses. In this issue, we are taking you on a trip to Ankara due to of November 10th, the Commemoration Day of Atatürk. Our trip, which starts with the emotional atmosphere of Atatürk's Mausoleum, will provide an unforgettable experience.



ANITKABİR

Undoubtedly, the Mausoleum where the tomb of Gazi Mustafa Kemal Atatürk, the founder of our country, is located is the first place that comes to our minds when we think of Ankara. The construction of the mausoleum started in 1938 and was completed in 1953. Until that time, the inanimate body of Atatürk was kept in the Ethnography Museum. The Mausoleum which is visited by thousands of Turkish and foreign visitors every year is one of the places in Ankara that must be seen before you leave the city. It is possible to come across people in tears in this unique and special place where visitors of all age groups experience emotional moments. When you go to the mausoleum, you can also see the tomb of Turkey's second president and Atatürk's comrade, İsmet İnönü, which is located in the courtyard. Also you can visit the Museum of the War of Independence.



INDEPENDENCE WAR MUSEUM (1920 PARLIAMENT)

The first parliament, where the foundations of modern Turkey were first laid, was opened on May 19th 1919 for the management of the independence war that had begun under the leadership of Atatürk. The use of this building was ceased in 1981, after the transition from the double - parliament system to the single parliament system. This museum, named as the Independence War Museum, is open to visitors every day of the year except the first days of religious holidays. In the museum, you can see photographs showing the periods of the first three presidents and the Independence War. In addition, the private possessions belonging to the presidents and documents of decisions and laws of that period are also exhibited in the museum. In addition to the use of wooden ceiling ornaments in the design of the museum, it also carries traces of the architectural characteristics of the Seljuk and Ottoman periods.



ETNOGRAPHY MUSEUM

The doors of the Ethnography Museum, the construction of which began in 1925 with the decision of Ghazi Mustafa Kemal, were opened in 1930. In the Ethnography Museum, where the body of Mustafa Kemal Atatürk were kept between 1938 and 1953, more than 1200 works of art, symbolizing the Turkish history in Anatolia, are exhibited today. The museum, which is built on an area of 854 m², can also be visited every day of the year except for the first days of religious holidays. If you want to trace back the Turkish history of the period, this museum is a must - visit place.



KIZILCAHAMAM

Famous for its natural beauty, Kızılcahamam is one of the most famous towns of Ankara. This town, which has a great atmosphere with its healing water surfacing from underground, the hot springs and its forests turning from red to green, is one of the important health tourism centers of our country. If you wish to stay in the pretty town of Kızılcahamam, which welcomes thousands of visitors every year, you can find many hotels and pensions for accommodation.



TURKISH GRAND NATIONAL ASSEMBLY

The building that has been used as the only parliament building of the Republic of Turkey since 1981 is located in the third parliament building in the history of the republic. The other two buildings, on the other hand, are utilized for museum visits. The parliament building, which serves on an area of approximately 500 thousand m², can be visited on Mondays and Fridays, and only with a tour guide. If you plan to visit the assembly, do not forget to inform the office at least two days in advance.



ANKARA HOUSES

Ankara Houses, which are usually made of wood and mud brick, are mostly found in the Kaleiçi district of Altındağ. In these typically two - storey houses, there are servant rooms on the ground floor, called “courtyard”, host rooms on the first floor and guest bedrooms on the second floor. One of the characteristics of these houses is the rumi and hatai embroideries seen on the ceilings, doors and various parts of the houses. Today, some of the Ankara Houses are used for touristic purposes. During your visit to Ankara, you can stay in these houses and witness history closely.



“By visiting the important museums of Ankara, you can witness our recent history.”



ANKARA CASTLE

The Romans, Byzantines, the Seljuks, the Crusader Army and finally the Ottomans invaded the Ankara castle respectively, which is thought to have been built in the 7th century by the Persians. The castle was later restored by İbrahim Pasha in 1832. 16 - meter tall walls surround the castle, where you can watch a panoramic view of Ankara. The castle, which consists of 42 separate towers, should be added to your list of destinations to see while in Ankara.



HACI BAYRAM MOSQUE - TEMPLE OF AUGUSTUS

Hacı Bayram Mosque and the Temple of Augustus, which symbolize the friendship between religions, are very important for Ankara since they stand side by side. This mosque and the temple located in Ulus also represent the deeply rooted history of Ankara. Hacı Bayram Mosque, which is estimated to have been built in 1427, allows the worship of 6,000 people at the same time. On the other hand, the Temple of Augustus, which is thought to have been built by the Phrygians for God Men, was completed in 25 BC. However, the temple was later renovated by the Romans and was dedicated to their emperor August. If you want to witness a mosaic of intertwined culture, you can visit these two places of worship during your visit to Ankara.

Take Simple Precautions Protect Yourself from Infections

During autumn - winter seasons where sudden weather changes occur often, upper respiratory tract infections such as the flu and cold also increase. By taking simple precautions and getting vaccines, it is actually possible to avoid the flu. **Internal Medicine Specialist Dr. Aslı Çurgunlu from Liv Hospital** informed us of the ways to get through the winter without getting the flu.



The flu shows more severe symptoms than the cold. The common cold is a viral upper respiratory tract infection which appears with symptoms such as; sneezing, runny nose, sore throat, cough and a feeling of swollen parts in the face and forehead. Usually in adults complaints decrease in a week with no fever. The flu, on the other hand, is an infection with more severe complaints and symptoms. Patients may have fever, severe fatigue, muscle aches, headache and cough. With the flu infection, symptoms such as sore throat, runny nose or nose obstruction can be seen again as well. The worrying case in influenza is the possible occurrence of complications such as sinusitis, otitis media and pneumonia.

Avoid taking antibiotics too soon

Antibiotics don't have any effect on viral infections and it doesn't help to take them. If bacteria - induced sinusitis, otitis media or pneumonia is added to the flu infection, antibiotics can be effective and therefore they can be used. On the other hand, in the treatment of influenza, the use of pain killers and antipyretics, fluid intake in big amounts and resting in bed can help to reduce the complaints.

THE FOLLOWING MEASURES CAN BE TAKEN TO STRENGTHEN THE IMMUNE SYSTEM:

Start the day with a good breakfast

It is very important to start each day with a rich and regular breakfast. On your breakfast plate, you should definitely





have foods such as eggs and cheese which contain high - quality proteins.

Exercise regularly

Exercise at light pace for 30 - 45 minutes on average, 4 or 5 times a week shouldn't be neglected. Moreover, sports should be a life style if possible.

Drink sufficient amount of water

Fluid consumption, which tends to decrease as the weather gets colder, should on the contrary be increased even more in the autumn months because hot drinks such as tea and coffee don't substitute for water and cause the body to have an increasing need for water. Therefore, we shouldn't wait for feeling thirsty to drink water. Even more, we should try to make it a habit to drink 10 to 12 glasses of water every day regardless of seasons.

Be careful about the hygiene

Washing hands frequently with soap and water, sterilizing hands after touching an infected material, especially before contacting mouth and nose, are of great importance in preventing the transmission of the flu and common cold.





Fruits and vegetables that are consumed within their season will strengthen the immune system and protect against infections.

Avoid taking unnecessary medicine

Antibiotics cure only bacterial infections. Taking antibiotics when it is not necessary puts the body's health at risk while it also increases the body's resistance to antibiotics. Therefore, antibiotics shouldn't be used unless advised by a doctor.

Stay away from stress or try to manage stress

The body produces some substances to eliminate stress when it occurs. This causes the body to lose its balance and leads to the collapsing of the immune system. Therefore, the body is more susceptible to diseases during periods of stress.

Protein strengthens the immune system

Protein intake strengthens the immune system and eggs are the most powerful protein sources. If it is possible to find organic eggs, consumption 3 - 4 times a week is recommended.

Make sure to eat fruits and vegetables

Vegetables and fruits found in the market should be consumed in sufficient amounts and according to the season. Vegetables and fruits such as; eggplant, carrot, spinach, green beans, red bell pepper, cauliflower, celery, orange, pomegranate, grapefruit, quince, pear, apple and kiwi should always have a place on the table.

Eat fish three times a week

Consumption of omega - 3 strengthens the immune system. That's why, sufficient amounts of omega - 3 intake should be a priority. Eating fish 2 or 3 times a week and consuming two walnuts every day as snack will contribute to health and happiness. If direct omega - 3 consumption is not an option, it can be taken in supplement form, with the recommendation of an expert.

Get enough quality sleep

Irregular and insufficient sleep cycles weaken body resistance, particularly of children. Making them more prone to illness. The brain needs to control temperature and release hormones in order to be able to keep the liver, lungs and even muscles work without problems.

Not getting sufficient sleep makes this process difficult for the body.

Get Flu Vaccination

You may consult your doctor about getting a flu vaccination. It is recommended that the elderly, children and those with chronic diseases be vaccinated against the flu. It is known that the flu vaccine encourages the immune system to work. The vaccine also teaches the body how to recognize the virus and how to fight off it.





As a family with more than 8,000 members;
we serve to around 70 millions visitors per year...



Winter Elixir

Protect your skin and hair against harsh winter conditions. Here are the products we have chosen for you...



BIODERMA

Bioderma Atoderm Intensive Balm provides effective daily care to restore skin comfort for sensitive skin with intense dryness. Thanks to the special Skin BarrierTherapy™ formula, Atoderm Intensive Balm, which helps relieve redness, tension and itchiness caused by intense skin dryness, hydrates the skin deeply and protects against external factors. Besides, it helps repair the skin's protective barrier, while it also nourishes the skin by means of canola and sunflower oils.

Price: 139.50 TRY



PURE BEAUTY

With renewed BB and CC creams, Pure Beauty continues to be the star of skin care. The renewed range of BB and CC creams combats the harmful effects of air pollution on the skin thanks to its special ingredients. Pure Beauty CC and BB creams, which form a protective shield to prevent the harmful effects of free radicals, help keep skin moisture all day long with the nourishing and strengthening ingredients it contains while helping you look fresh all day long.

Price: 39.90 TRY



ASHLEY JOY

With its natural formula, Ashley Joy Hair Care Mask provides care for dry and worn hair without causing any weight. Its argan oil content moisturizes and also strengthens the hair. Argan oil miraculously repairs and protects hair that is damaged from hair dye, heat and environmental effects. Softening the strands of hair that has lost moisture, Ashley Joy Hair Care Mask gives you more groomed, vivid and silky hair. The mask is easily refined and does not aggravate the hair due to its paraben - free formula and lightweight structure.

Price: 44.90 TRY





FLORMAR

With Flormar's Cleansing Gel, combating pores and blackheads and eliminating dirty pores is no longer difficult. Formed with pomegranate extract for normal and dry skin, the Hydrating Cleansing Gel cleans oily and dirty pores in the skin while creating a smooth and soft feel. With the refreshing effect of citrus extracts, 3 in 1 Cleansing Gel System penetrates deep into the skin cleaning blackheads that cause dirt and oil. Purifying Cleansing Gel cleans the skin without causing any dryness and irritation.

Price: 19.99 TRY



HERBAL ESSENCES

Herbal Essences, the UK's number one hair care brand inspired by nature, offers for sale in Turkey a new line of product called Herbal Essences bio:renew which is of 90% natural origin and creates a difference with its formula that doesn't contain paraben, paraffin, gluten and dye. Moreover, Herbal Essences bio:renew is the first and only international hair care brand approved by Royal Botanic Gardens Kew with the world's largest botanical collection.

Price: 44.90 TRY



JOHNSON & JOHNSON

Keratin Oil shampoo and conditioner present in the Keratin Oil series, which is in anti - refraction line, strengthens the hair fibers and increases the brightness of the hair thanks to its formula that contains keratin proteins and argan oil. It increases the flexibility of each hairline and prevents breakage, while protecting the hair against heat treatment and combing. This shampoo provides softness and shine to smooth the hair. It is time to respond to the signs that your hair is worn, damaged, broken and show it the care it deserves.

Price: 59.90 TRY



NIVEA

In order to provide a well - groomed look for everyone, NIVEA offers a brand - new product in "Skin Care": the new NIVEA Anti - Aging Face Cream. The new NIVEA Anti - Aging Face Cream gives the skin a tighter look to help reduce fine lines. Thanks to its UV protection, it protects the skin from harmful sun rays and provides a moisturizing effect lasting 24 hours.

Price: 34.95 TRY

DEBORAH MILANO

Thanks to its special formula, Deborah Milano Extra Matte foundation, which can withstand the unplanned weather conditions of the fall, offers a smooth appearance with its light texture. The foundation, which is suitable for every skin type, also prevents the glare in the T area where women complain about the most. With its SPF20 sun protection factor, Extra Matte Foundation, which helps protect the skin from harmful UV rays, gives a durable and fresh appearance throughout the day.

Price: 34.50 TRY



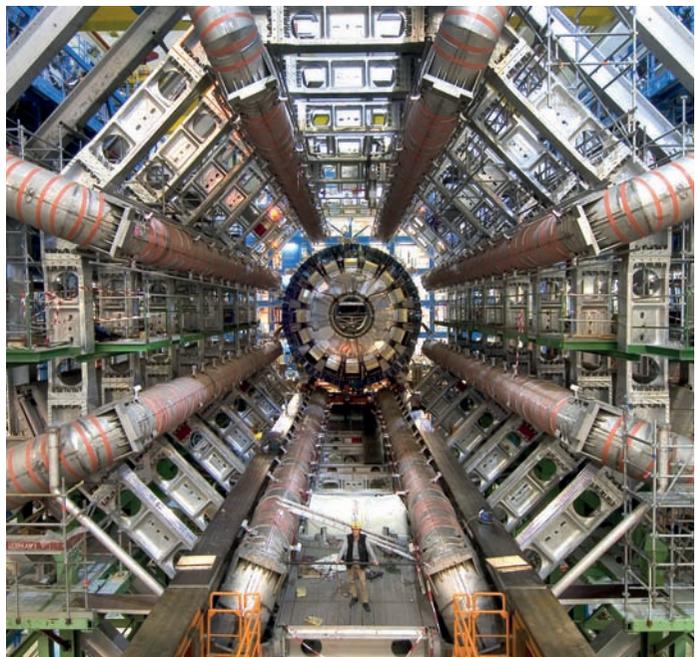
world of science with "bakalım biz"



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2 NEW PARTICLES WERE FOUND IN CERN LHC THE THIRD IS ON THE WAY

New particles have been discovered in CERN Large Hadron Collider. Scientists working on the Large Hadron Collider (LHCb) observed two new particles that have never been observed before. Moreover, they also found evidence of a third particle. These two new particles come from the same family as the estimated baryons in the standard quark model. Most of the universe consists of baryons, which include protons and neutrons. This basic particles called quarks are divided into types as up, down, top, bottom, charm and odd. For example, while protons contain two up and one down quarks, neutrons contain one up and two down quarks. However, these newly discovered particles have slightly different content. So, where did the third particle come from? Researchers think that this weird combination can be a tetraquark. Tetraquarks consist of two quarks and two antiquarks; four quarks in total. The finding can be accepted as a discovery only after taking standard deviation at least five times. For the new particle, only three standard deviations have been taken so far.



BIKE TIRES CAN BE CHANGED LIKE SHEDDING SKIN

Good cyclists know which tires to choose according to the road. However, this is a hard work. With the help of this new tire system called reTyre, you can easily change old tires like opening a zipper or like a snake shedding its skin. The Norwegian designed tires, which weigh 568 grams, contain the alternative tires within their bodies to be used on land and on road depending on the conditions. This includes a special carbide - nailed winter model as well.

A SECRET ROOM HAS BEEN DISCOVERED IN THE CHEOPS PYRAMID IN EGYPT

Scientists performing high - tech scans in the Pyramid of the Great Giza (Khufu - Cheops) in Egypt found a secret room. This room, which is said to be the biggest discovery since the 19th century, will possibly point to new discoveries about the lives of pharaohs. In a published article, it is stated that an international team of scientists discovered a 30 meters deep gap just above the Great Gallery in the pyramids. Some experts state that such gaps have been known for years. Mehdi Tayoubi, one of the founders of the ScanPyramids project and the President of the Heritage Innovation Preservation Institute said, “This is really important. This structure may be a combination of a few structures. It could be another Great Gallery, or it may mean another room or a lot of other things.” Meanwhile, this pyramid is known as the Khufu Pyramid because of the 4th dynasty pharaoh Khufu who was the pharaoh from 2509 to 2483 BC. No passage has been found by scanning, which goes to this secret room. The researchers were able to discover the gap using particle physics technologies.



WORLD'S FIRST FOLDABLE TOUCH TABLET HAS BEEN INTRODUCED

A research team from Queen's University has been able to create a touchscreen and foldable tablet that can be used like antique scrolls. This new technology, developed by Dr. Roel Vertegaal, who is the pioneer of folding screens, will start a new age in stretchable device technology. The 7.5 - inch screen, which can provide 2K high resolution, can be rolled up. If the user wants to examine the screen in more detail, it can be opened up like a tablet. Thanks to its lightweight, the MagicScroll also offers a more practical alternative compared to regular tablets. Also, it can be used as a mobile phone when it is folded up to pocket size. In fact, because its system is similar to calendars, it is expected to be easier to use. MagicScroll's scrolling wheel allows you to browse quickly by providing endless scrolling. In addition, when the screen is opened fully you can switch to full screen mood to visit your Instagram timeline and LinkedIn contacts.



WEARABLE LED TECHNOLOGY MAKES HAIR GROWTH POSSIBLE

Scientific research has proved that red laser beams stimulate hair follicles in naked skin and enables new hair to grow. However, because such laser devices are very heavy and use up a lot of energy, they are not practical. Scientists who took this into consideration developed a wearable LED photo simulator. Since these LED lights do not overheat, they do not damage human skin and spend a thousandth of power per unit area compared to conventional lasers.



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COMING TO THEATERS



Remember Us

Release Date: November 23rd

Directed by Çağan Irmak and produced by Avşar Film Productions, "Bizi Hatırla / Remember Us" centers around the story of Eşref, who after neglecting his father for years takes him in, due to his father's illness. The film stars Altan Erkekli, Tolga Tekin, Özge Özberk, Binnur Kaya and Sumru Yavrucuk.

Kaan is a hardworking man who achieved his success by fighting tooth and nail for it. He has worked for years to reach this point and finally he is at the position he has always wanted. His peaceful life with his wife, two kids and his job is enough for him. However, while he is busy with the stressful tempo of his life, Kaan neglects his old father, Eşref, who lives alone in a town by the sea. This changes when Kaan's father starts to suffer from a health problem. Even though his father's deteriorating health forces Kaan to go and see his dad, Kaan's busy business schedule doesn't allow the chance. Kaan, who cannot find time to visit his father because of his job, prefers to take his father into his own home in İstanbul. On the other hand, Eşref wants to go back to his home as soon as he comes because he doesn't want to be a burden to his son and his family. In the face of these unusual circumstances father and son realize that they have become strangers to each other. Staying with his father under the same roof while trying to rekindle his relationship with his father, brings along the necessity of making hard decisions for Kaan and causes him to experience strong feelings of conscience.



The Nutcracker and The Four Realms

Release Date: November 2nd

The only thing that young Clara wants is a key. This unique key, which was given to her by her godfather Drosselmeyer at the traditional ceremony, is the key of the box that keeps the golden comb of her mother, who passed away too early. However, this key is lost in a strange and mysterious parallel world. In this parallel world, Clara meets a mice gang, emperors who rule the 3 dimensions; Flowers Country, Desserts Country and Snow Flake Country, and a soldier called Phillip who will accompany her in her journey. Clara and Phillip have to be brave in both looking for the key in the 4th dimension, which is under the tyranny of Ginger Anne and in changing the imbalanced parallel universe.



Fantastic Beasts: The Crimes of Grindelwald

Release Date: November 16th

The dark sorcerer Gellert Grindelwald is caught by the Magic Congress of the United States (MACUSA), with the help of Newt Scamander. However, the sorcerer who manages to escape, starts to gather followers who are unaware of his true intentions. His real intention is to train pure blood sorcerers who will rule all the creatures that are not part of the world of magic. Wanting to ruin the plans of the dark sorcerer, Albus Dumbledore asks his former student, Newt Scamander for help. Newt, who is not aware of the risk that lies, starts a journey, where his love and loyalty will be tested when it comes to real friendships and family ties.



The Girl in The Spider's Web

Release Date: November 9th

Hacker Lisbeth Salander and Journalist Mikael Blomkvist, who are poles apart, work together to uncover the truth, find themselves in the middle of a giant spider web. The spider web, which becomes more and more complex each and every day, is full of spies, cyber criminals and corrupted government officials. Directed by Fede Alvarez, the film's cast includes Claire Foy, Sverrir Gudnason, Sylvia Hoeks and Christopher Convery.

Operation Overlord

Release Date: November 9th

During World War 2, a group of American parachutists are left behind the enemy line on the eve of the day, when allied forces will launch troops in Normandy. The purpose of leaving the soldiers behind is to carry out an important task for the success of the attack. However, as the soldiers are approaching their targets, they come across something unexpected. In the Nazi - occupied village, they realize that there is much more to the military operation.

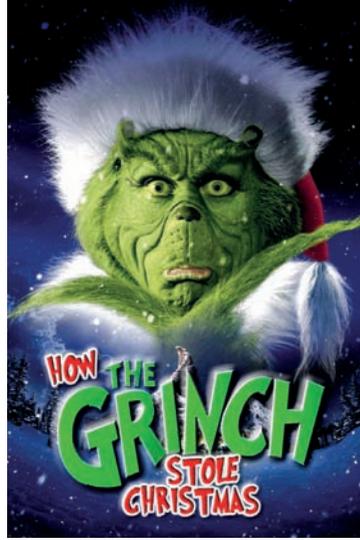




Everything Is Beautiful with You

Release Date: November 16th

Deniz is a young woman who has a successful career. Even though she has parted ways with her ex - boyfriend Emre, for Deniz the young man always remains as the love of her life. When Deniz realizes that she is going to lose Emre, whom she has never managed to forget, she finds herself in İzmir. But there is a big surprise waiting for her. After finding out that she has a very strong opponent, Deniz has to ask Bulut for help. Directed by Cem Karıcı, the romantic film "Her Şey Seninle Güzel / Everything Is Beautiful with You" stars Burcu Bircik, Mert Firat, Hazar Ergüçlü and İlker Aksum.



The Grinch

Release Date: November 23rd

Christmas joy is felt on every Street of Whoville town. Christmas excitement is very close now. The only thing on the residents of the town is to buy great gifts for everyone. On the other hand, the Grinch, who is watching this town from up above on Crumpit Mountain, hates Christmas. His only wish is to make the residents regret that they have waited Christmas. The Grinch is willing to do anything to make his plan work.

Mad Troop

Release Date: November 23rd

The Prince of Romania, Vlad, executes the Ottoman messenger, sent by Mehmet the Conqueror. As a reaction to the incident, Mehmet the Conqueror orders Baba Sultan to kill Vlad. Baba Sultan sends the Mad Troop consisting of Gökçurt, Çebi, Suskun, Adsız, Mübariz, Kongar and Asgar together with Kuman from Edirne to Targoviçte for the mission. The Mad, while passing through the village of Alaca, learn that Vlad's gang has attacked the village. The goal of the Mad Troop is to save the village first, then to execute Vlad.



Deadly Machines

Release Date: December 7th

It has been years since the great catastrophe that destroyed the civilization. While nothing is ever the same as it was in the past, people have developed a new way of life for themselves. The big cities moving on earth start to violently plunder the smaller towns. Tom Natsworthy is from the lower class of London, which is one of the big cities that move. Tom Natsworthy, who comes across the dangerous fugitive Hester Shaw, has to fight to survive now. These two different characters form an alliance that causes life to change.



Snake Eyes 3

Release Date: December 7th

Hep Yek / Snake Eyes comedy series continue to bring laughter and action with full tilt. The film which stars Gürkan Uygun, Gökhan Yıkılkan, Ulaş İnan Torun, Ali Çatalbaş, Tuna Orhan and Cenk Ertan is again directed by Orçun Benli. The characters, which somehow manage to overcome all the unfortunate events that they have experienced, get into new troubles just as they are about to reach a peaceful life. While thinking about how to get rid of their troubles, the characters constantly find themselves trapped in a corner. The characters, which finally find a way out completely, vow to live a life without any trouble. But things will not go as they predict.



Aquaman

Release Date: December 28th

Arthur Curry finds out that he is the heir of the Atlantis Underwater Kingdom. Now he has to rule the community and progress to become a hero for the world. Directed by the master of thrillers James Wan, the film's cast includes Jason Momoa, Amber Heard and the experienced actor Willem Dafoe.



Bumblebee

Release Date: December 21st

Bumblebee, abandoned in the 1980s, is still quite young. In 1987, the yellow Autobot Bumblebee, who has no one and nowhere to go, is constantly on the run. Then he starts to hide. In this period, he takes shelter in a quiet California coastal town, a safe heaven for him. Charlie, on the other hand, is a young girl who is almost 18 years old. One day she comes across Bumblebee in ruins. The young girl, who thinks Bumblebee is a piece of junk, rolls her sleeves for repair. Charlie, who takes Bumblebee to her garage to start repairs, realizes that the car is not an ordinary "buggy". Charlie, who makes friends with Bumblebee, gets involved in an adventure to protect her best friend Autobot from the Decepticons that are chasing him.



Mary Poppins Returns

Release Date: December 28th

The film takes place in the 1930's during the Great Depression in London. Michael (Whishaw) and Jane (Mortimer), the cute little ones of the first film, are now grown - ups. The two lead a life in Cherry Tree Lane with Michael, his three children, and their housekeeper, Ellen (Walters). However, a tragic event happens and Michael experiences a personal loss. After this incident, their mysterious nanny, Mary Poppins (Blunt), enters the Banks' lives again. In the meantime, Poppins will help them rediscover the sense of happiness and curiosity that is missing in the family's life by using her unique magic skills together with the optimistic street lamp lighter Jack (Miranda). Colorful and strange characters, including Poppins' eccentric cousin Topsy (Streeep), will also offer a fun way to do this.



*The producer or distributor companies may change the release dates of the films.

The New Prodigy of Motion Picture

EDDIE REDMAYNE

Eddie Redmayne, one of the most talked about actors of the big screen, meets the audience with “Fantastic Beasts: The Crimes of Grindelwald”. The movie, about Redmayne's struggle with the evil and dark wizard Gellert Grindelwald, has some breathtaking scenes.



Director: David Yates
Producer: J.K. Rowling, David Heyman
Starring: Johnny Depp, Jude Law, Katherine Waterston, Dart Fogler, Ezra Miller
Distributor: Warner Bros Turkey
Genre: Fantasy, Adventure

Eddie Redmayne, born in London on February 6th 1982, studied at Eton College with Prince Williams and Tom Hiddleston. He later studied art history at Trinity College and Cambridge. He is envied by his colleagues with all his roles, and this time he greets audiences with his movie “Fantastic Beasts: The Crimes of Grindelwald”. In the US - UK co - produced adventure, Redmayne stars with Johnny Depp, Katherine Waterston and Dan Fogler. David Yates, on the other hand, takes his seat on the director’s chair. Starting his professional acting and stage career in the early 2000s, Redmayne made his feature film debut in 2006 with “Like Minds”. After taking part in many stage productions, Redmayne stepped into the world of cinema.



Eddie Redmayne is someone who is adored by actors he shares the stage with and is appreciated by the directors whom he works with.



Redmayne is known for films such as “The Good Shepherd”, “Elizabeth: The Golden Age”, “The Other Boleyn Girl” and “Les Misérables”.

In 2014, the famous actor made a name for himself with his acting in “The Theory of Everything”. Redmayne, who portrayed Stephen Hawking as the famous physicist who suffered from ALS at the age of 21, was congratulated by Hawking on Twitter before his death. When Redmayne was preparing for the film, he spent three months observing Hawking alongside him. The actor won the 87th Academy Award for Best Actor with his performance. Redmayne is also one of the youngest actors to win an Oscar award. He also won the Golden Globe, BAFTA and SAG awards in the same category. Eddie Redmayne is someone who is adored by actors he shares the stage with and is appreciated by the directors whom he works with. After acting in relatively small roles in big budget films, we can say that today he is living his golden age. Eddie Redmayne, who is also a musician, has even modeled for some magazines. Marrying journalist Hannah Bagshawe on December 15th, 2014, the Oscar winning actor is now the father of two children.

agenda



TRAVIS PINE

Travis Pine is a middle - class American who is fired from his job. Travis is not satisfied with the progress of his country and constantly writes letters to the American President. One day an FBI agent comes to his door and he finds out that the letters he wrote are read by the President. After this, his life starts changing quite a lot as an ordinary American. A delightful comedy starring Levent Ülgen and Galip Erdal, "Travis Pine" will be staged at the Mall of İstanbul MOI Stage, on December 14th.

FAZIL SAY TROY SONATA İSTANBUL PREMIER

Worldwide famous Composer and Pianist Fazıl Say will meet his fans at the concert that will be held at the Volkswagen Arena on December 22nd. On the night when the artist's new piece "Troy Sonata" will premier, Yekta Kopan and Fazıl Say will perform a special interview on "Troy Sonata".



A STREETCAR NAMED DESIRE

Written 75 years ago by Tennessee Williams and considered a turning point in theatrical art, "A Streetcar Named Desire" is being re - staged under the direction of Hira Tekindor. Translated by Haluk Bilginer, the play stars Zerrin Tekindor, Onur Saylak, Şebnem Bozoklu and İbrahim Selim. "A Streetcar Named Desire" will premiere at UniQ Hall on Thursday, November 29th. After November 29th, the play will be held at UniQ Hall and Zorlu PSM.



SEVDALIZA

Tehrani artist Sevdaliza, whose music cannot be limited in just one genre, is coming to Turkey with her unique style of music that promises a different experience. Combining genres such as avant - pop, alternative music and experimental electronics with her touching and melancholic voice, Sevdaliza will meet its fans on December 1st at Zorlu PSM.



MİRKELAM

Dorock XL, continues to host the leading names of domestic and foreign music in Besiktas. Mirkelam, the popular voice of pop music, will host an unforgettable evening with his magnificent stage performance. Mirkelam will be at Dorock XL Beşiktaş on November 3rd.

YAŞAYAN GELENEK / LIVING TRADITION

Cemal Reşit Rey Turkish Music Ensemble will host music lovers with a repertoire consisting of Mevlevi rites, Bektashi breaths, old and new hymns at the concert titled “Yaşayan Gelenek / Living Tradition”. As it is the 740th year of the ultimate union, the concert will be dedicated to Mevlana and it will take place at the CRR Concert Hall on December 7th.



ROMANTİZMA: BİR EVLİLİK HASTALIĞI / A WEDDING DISEASE

The two curtain comedy “Romantizma” starring Janset and Gökçe Özyol is about the wedding preparations of a couple who wish to have the wedding of their dreams years later, which is the cause of a “Wedding Disease”. The enjoyable play will be staged at Kadikoy Public Education Center on November 9th.



TECHNO TREND

We have again examined the latest trends in technology for you. We offer you all the innovations from Duracell's new Powerbank which charges twice as fast as the plug to Casper's new high - tech phone supported by artificial intelligence technology to Acer's driverless car to Sony's waterproof washable headphones.

STRONG, HEALTHY AND ATTRACTIVE HAIR WITH REMINGTON KERATIN PROTECT SERIES

With the Keratin Protect series designed specially for Remington's 80th foundation anniversary, its now easy to have healthy and stylish hair. Designed according to all hair care needs ranging from an automatic hair curling machine to a rotating hairbrush, from smart straighteners to hair curlers, Keratin Protect series provide protection by feeding the hair with its special plate surface. It also minimizes hair deformation with the keratin and almond oil it contains on its surface while shaping hair without damaging it.



TURKEY'S FIRST GAMER PHONE HONOR PLAY IS ON SALE

Honor Play, which has been developed specifically for passionate gamers by the smart phone brand Honor, is now on sale in Turkey. Honor Play, which is the first gamer phone in Turkey, receives its power from the high - speed and 8 core Kirin 970 processor. Honor Play, which has a huge screen of 6.3 inches and 1080 x 2340 pixel resolution, 8 core Kirin 970 processor, EMUI 8.1 interface, Android 8.1 operating system, GPU Turbo technology offering superior performance in games, AI 4D Smart Shock, AI 3D surround sound technology, meets all kinds of expectations easily with its artificial intelligence supported dual camera with 16 + 2 MP resolution. SmartShok technology in Honor Play offers vibration in 30 different scenarios according to the approaching enemy and weapon fire direction thanks to its real - time image and voice recognition feature in games with the artificial intelligence AI support.

FORGET ABOUT BATTERY PROBLEMS WITH THE NEW DURACELL POWERBANK

The global alkaline battery category giant, Duracell, is presenting its new product for the consumers. Duracell Powerbank products prevent your mobile device from running out of power and save you from being left phoneless. Moreover, thanks to its ability to charge twice as faster than a plug charger, it allows you to continue browsing on your phone uninterrupted. Duracell Powerbank, which is compatible with OSX, Android systems and almost all other USB powered devices, will make your life easier. With its iconic design in copper and black, Duracell Powerbank can charge your smartphone up to three times (in accordance with to the internal battery capacity of iPhone7) and provides you with up to 48 hours of extra usage time. In addition to charging your device at home, Duracell Powerbank also has a dual charge input technology that allows you to charge your phone or tablet at the same time by connecting it to the product.



SONY OFFERS THE BEST WAY TO LISTEN TO MUSIC WHILE EXERCISING

With Sony's new and truly wireless sports headphones, the WF-SP900, you can now listen to music wirelessly and completely independently from your smart phone. While SP900 headphones connect to your smartphone or PC via Bluetooth, you can enjoy listening to music for up to 3 hours (up to 12 hours in the charging box). You can enjoy music with the 4GB internal memory, which allows up to 920 songs, without having to connect to other devices, with up to 6 hours of battery life (up to 21 hours while charging). They are also washable, so you can keep them clean after your workout. Thanks to the IP6X certification, the headphones are dust - proof and durable, being the perfect sports companions. These headphones offered in three colors; black, white and yellow, with an ergonomic design developed for comfortable, robust and safe use.

ACER PRESENTS ITS DRIVERLESS CAR

Within the scope of the Taiwan Automotive Technologies Innovation Summit 2018, Acer introduced its concept car with autonomous driving capability. The vehicle was produced in cooperation with automotive electronic equipment supplier HAITEC, which is the subsidiary of one of the biggest car manufacturers in Taiwan, Yulon Group, and car brand Luxgen. The concept, which was produced by adapting the autonomous driving system developed by Acer to the Luxgen S3 electric vehicle platform, is classified by the SAE (Society of Automotive Engineers) in the Level 4 - High Automation category. This means that the vehicle can perform complex driving techniques autonomously without any driver intervention. During dynamic driving, Acer's autonomous driving system makes decisions with the help of image recognition, detection of obstacles with 3 - D light radar, high accuracy maps and artificial intelligence models based on

real - time positioning. In this way, it can perform all the operations such as the steering control, brake, driving, maneuvering and parking.





NATURALITY AND TASTE COMBINED:

BİLAKİS

We visited a venue where you can find fast, healthy, natural and additive - free flavors. Bilakis, which opened its first branch in 2003, is surpassing even fast food chains with its speed. Bilakis, changing our preconceived notions of salads and pastas, offers products that satisfy every taste.

Don't miss out on the great dishes at Bilakis, a venue favored also by families with children.

If you are looking for a restaurant known for its healthy and delicious food, while keeping up with the fast pace of today's world, we have a wonderful recommendation for you; Bilakis. This place is a runner up to become the center of delicious pastas and salads. The food, prepared in a clean and spacious kitchen, which can be observed by guests, is bold in flavor in addition to being served in filling portions. The waiters working at the branch of Bilakis that we visited at ÖzdilekPark İstanbul are very friendly. The minimal design of the sitting areas creates a stylish combination with the kitchen. Now we present you with the most famous dishes of the restaurant.





YOGHURT SOUP

INGREDIENTS

500 grams of yoghurt
50 grams of rice
1 egg
1 glass of milk
10 grams of dry mint
20 grams of olive oil
1 litre of water

INSTRUCTIONS

Boil the rice in a cooking pot in 1 liter of water. In a separate bowl, beat the flour, yoghurt, milk and salt. Add this mixture to the boiling rice and stir. Fry the mint in olive oil on a saucepan. Add the mint to the soup and stir again. The soup can be served with mint leaves if preferred.

4 SERVINGS

CHICKEN WITH DRAGON SAUCE

INGREDIENTS

350 grams of chicken breast
10 grams of Mexican beans
2 green peppers
20 grams of corn
1 onion
60 grams of tomato sauce
6 grams of chilly pepper
6 grams of ground allspice
20 grams of chilly sauce

INSTRUCTIONS

Chop the chicken meat, chilly peppers and onion into thin slices. Sauté them in a pan. In another pan, fry the green peppers, Mexican beans, corn and onion. After frying, add tomato sauce, chilly sauce and spices then mix together. Add this sauce to the cooked chicken and mix well. Preferably serve on long plates with tomato sauced pasta and green salad.

2 SERVINGS



PASTA WITH BASIL



INGREDIENTS

1 pack of pasta
40 grams of basil
50 grams of walnut
30 grams of white cheese
20 grams of parmesan
40 grams of olive oil
1 small pack of cream

INSTRUCTIONS

Puree the basil, walnut, cheese and parmesan in a bowl with a blender. In another pot, boil the pasta. Add the sauce mixture and cream to the boiled and drained pasta. Stir the pasta with the sauce on low heat. Add salt and broth if you wish and mix once more. You may serve it with basil leaves if preferred.

CRUNCHY DESSERT WITH ICE CREAM

INGREDIENTS

4 pieces of puff pastry dough
4 spoonfuls of chocolate nut cream
Instant cherry sauce
Instant chocolate sauce
Ice cream

INSTRUCTIONS

Cut the doughs into 4 squares when they reach to room temperature. Put a teaspoonful of chocolate nut cream in the middle of each square. Then join the ends of the dough pieces in the middle to make bundles. Fry the chocolate filled dough pieces or bake them at 200 degrees C. Take the dough pieces on a plate and pour cherry and chocolate sauces on them. Finally, serve with ice cream.

2 SERVINGS



Social Media



We took a look at the Instagram accounts of the names that received loads of "likes" and "comments" in the previous months by social media fans.



Ali Yağcı (@aliyagcii)

Ali Yağcı is one of the youngest names in the world of television and he attracts attention not only for his acting on TV but also his talent in cooking. The handsome actor who previously appeared in several TV series but is known for his role in the TV series "Erkenci Kuş / The Early Bird" is also one of the favorite names of social media. Yağcı who is also a model, shares photos of the cities and countries he has visited on his Instagram account as well as photos taken on set with his friends.



Deniz Cengiz (@denizcengiz)

Deniz Cengiz, who has won the hearts with her exaggerated mimes and gestures for her role as İlayda in the TV series Jet Society, greets her Instagram followers with her acting, imitating unpleasant, unbearable, repulsive and strange people. In her videos, she acts out the characters so naturally that she makes even the most nerve racking characters look lovely.



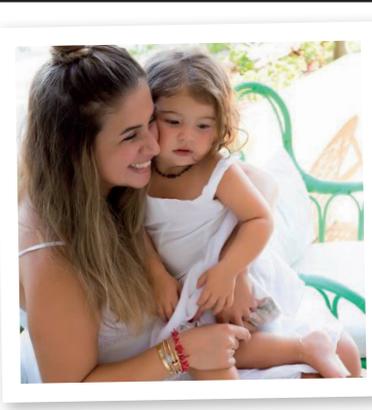
Seçkin Özdemir (@seckinozdemir)

Seçkin Özdemir, who has 2 million followers, is a star of both television and social media. In addition to all of the productions that he takes place in, those who love him follow his activities posted on his Instagram page with great interest. His fans like and comment on his posts all the time. In addition to the photos he posts about his daily life, he also posts magazine covers of issues he has given interviews to.



Edis Görgülü (@edisgorgulu)

Edis, who has attracted a great deal of attention with his floral shirts and his dancing, has been a favorite name on the Turkish pop lists these days. The successful singer who performs on stage non stop also shares these performances on his Instagram account very often. Recently, Görgülü gave news about the latest video for the song "An / The Moment", the song that gives his latest album its name.



Buse Terim (@buseterim)

Buse Terim, who started her career as a fashion blogger, continues her projects such as @buseterimcomtr @busconthego even after having two children. Terim shares her photos with her daughters and outfits of the day on her page.



İdo Tatlıses (@idotatlıses)

We can say that İdo Tatlıses, who has been rocking the music world these days with his song "Bileklerime Kadar Acıyor / It Hurts from Head to Toe", has already gained a number of fans as many as the fans of his father. Tatlıses shares his concerts and music works on his accounts and his photos get thousands of likes.

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