



hile the harbinger of autumn leaves dancing with the wind, we are celebrating the enthusiasm of the 2019/2020 Fall-Winter season on the streets of New York. We have written a fashion story together with our brand ambassador Alp Navruz for the fall-winter collection of our SAYKI brand, which has achieved great success in the men's clothing market in the USA for the last four years. We take pride in having a photo shoot with two Turks; SAYKI and Alp Navruz, in the fascinating environment with historic stone buildings of the West Village in NYC. You can read the cheerful conversation of the Chairman of the Board of Directors Hatem Sayki and actor Alp Navruz, who has received great recognition in the US.

As for this season trends, the 3D effect jackets and pants, patterned knitwear with color blocks, and floral printed shirts increase the energy of winter and act as our leading actors of the season. SAYKI collection combines these discrete pieces and adds a modern touch to men's fashion with timeless plaids, velvet shirts, and trousers for the urban stylish man. While the season reflects the emergence of earthy tones , warm colors like Khaki and Gray stand in the forefront as winter approaches. Inspired by stylish men who make bold decisions the solid players of this collection are tonal jackets, long coats, and floral prints.

Speaking of fashion, we were also inspired by the fascinating city of Venice and it's legendary Mask Carnival. With their colorful and stunning masks, festival enthusiast already began to count down for the festival that is held in February 2020. We discuss the city of Venice in detail and, it provides a pleasant cultural experience with it's charming beauty and artful Venetian masks. We hope you enjoy and, it will warm you up in the cold winter days.



### OWNER

(ON BEHALF OF FASHION RETAIL INC) HATEM SAYKI 375 MADISON AVE. NEW YORK, NY 10017

### PUBLISHER

FASHION RETAIL INC

PUBLISHING DIRECTOR,
SPECIAL PROJECTS
SEBA KÖSEMATOĞLU
SPECIAL PROJECTS MANAGER
HANDE TOPÇU
DESIGN CREATIVE DIRECTOR
KUDRET SAKA
CONTENT EDITOR
GIZEM BURCU
CREATIVE DIRECTOR
HALE GÜVENEN
VISUAL EDITOR
PINAR TAVŞAN
PHOTO
BELL SOTO
PRODUCTION
SEYIT GÜVENEN

### PRINTED AT

YERI PROMAT BASIM YAYIN SAN. VE TIC. A.Ş.

The copyright for all articles and photographs published in this SAYKI issue belong to MIB Magazacilik and can not be used elsewhere without written consent from FASHION PETAIL INC

The products featured in the pages are limited to the stocks available in each sales channel. FASHION RETAIL INC is not responsible for typographic errors in this issue. This magazine is a free publication.

**MAKE LIVING AT HOME ENJOYABLE** 

### **Sony PlayStation VR Virtual Reality Glasses**

PlayStation, which never gets old, manages to excite gamers with new technology every day. PlayStation VR virtual reality goggles, which are booming from pre-orders, open the doors of the virtual world with more than 150 game options.



removable control parts.





Watch your favorite movies on the large screen at home with this tiny little pocket Kodak projector. And you can take it with you wherever you go. Easily plug it into your computer, any USB-powered device or game console, and you can start having your movie night wherever you go.



**Mobile Air Conditioning Embr Wave Wristband** 

> Would you like to determine your body temperature on your own during the autumn and winter days? You can adjust your body temperature to the environment by wearing this wrist strap when you are sweating or chilling at home or outside, Bracelet, which is designed by MIT trained scientist, was created with the idea of making everyone feel more comfortable, whether hot or cold.

Instead of leaving the house during the winter season, you can make cold days more fun for where you sit. You will never be bored at home thanks to these facilities provided by technology.



# **Nintendo Switch**

Nintendo's latest Nintendo Switch is a fun option for those who want to spend time at home. You can carry it in your bag or pocket wherever you go with



# **SERIES OF THE SEASON**

For those who like to enjoy sitting at home on rainy and cold days, the series, that the world is eagerly waiting for, is preparing to reunite with their audiences this season. What series are on the agenda, what should be tracked? We've compiled a list of the most ambitious series that are not to be missed.

## **Peaky Blinders**



Peaky Blinders made an ambitious comeback with its 5th season. The story of the Peaky Blinders and the Shelby family is a story woven with the political fabric of Britain and Europe in the late 1920s and the early thirties. Will the criminal empire of the Shelby family collapse in the new season? Or will Tommy's being a deputy help to increase the powers of the Shelby family ? Peaky Blinders, which gets stronger every season with its choice of space and costumes reflecting the spirit of the period, is on the unmissable list.



### still in full flow despite Emmy Rossum's leaving from the show. The Gallagher family's story continues, with Cameron Monaghan re-included in the series. The family's burden is now on Debbie's shoulders.

### The Mandalorian

Fantastic lovers should not miss this series. While Pedro Pascal whom we know him from, Game of Thrones and Narcos, is playing the starring role, the Mandolorian starred by Giancarlo Esposito, whom we know him with the role of Gus in Breaking Bad, and Gina, whom we know her with the role of Angel Dust in Deadpool takes place seven years after Return of the Jedi. The Mandalorian's role in the Star Wars Universe is to fulfill the task given by a head hunter.



# **Carnival Row**

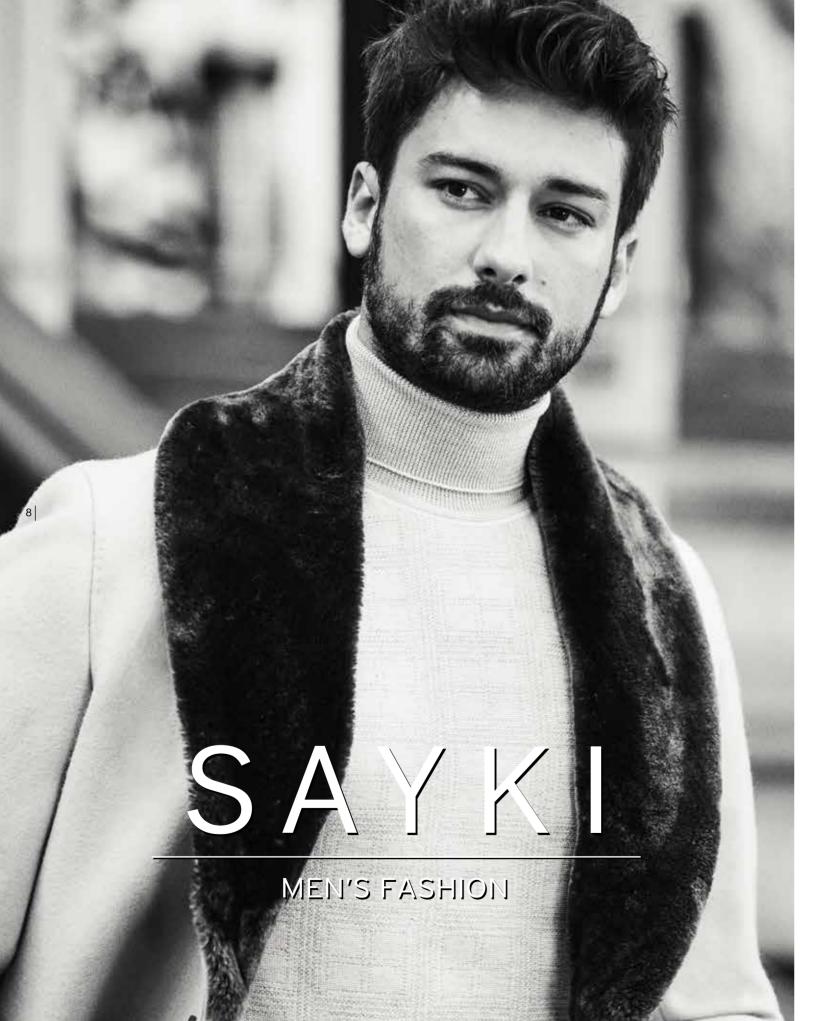


# Mindhunter

Adapted from "Mind Hunter: Inside the FBI's Elite Serial Crime Unit"; In the 1970s, the works of two FBI agents to understand the psychology of serial killers is described. As the series features real serial killers that have made their mark on history, the audience is influenced by excellent acting performances and tales.

Carnival Row is an upcoming fantasy series that viewers are eagerly waiting for, and it revives the most dangerous serial murder file in the Victorian era of Great Britain. The story takes place in the future and focuses on serial killer terror in the city of Burgue, where humans and mythical creatures live together. Starring Orlando Bloom and Cara Delevingne, who has moved from modeling to acting, Carnival Row is already one of the season's favorite series.





# 4 Gentleman INNEW YORK



We wrote an exciting story in the trendsetting city of New York with our brand ambassador Alp Navruz, who has a great reputation both in Turkey and globally. Our brand SAYKI stands out with it's success in the American men's clothing market and, actor Alp Navruz was in our Fall/Winter 2019-20 campaign. Our collection has trendy pieces this season with velvets, and fabrics with an architectural effect to give an extraordinary experience to fashion forward men who love to look stylish anytime of the day.



Overcoat (XSUQ), Turtleneck sweater (NAYH), Boots (SQBM)





# SAYKI

MEN'S FASHION



# Create unique contrasts in light and dark tones on the *Neutral Palette*.

Blazer (GFHD), Sweater (XUPS), Shirt (PJUG)





# GET INSPIRED BY NATURE

Tonsure of tone coffee tones and minimal jacquard patterns taking its place in showcases inspired by the fallen leaves with the arrival of Autumn is the savior of the season. The combination of jackets, patterned knitwear and shirts offers the key to easy elegance in everyday life, while navy and indigo colors with crowbar patterns draw attention to 2019-20 trends.



Suit (GFHD), Sweater (XUPS), Yellow Shirt (PJUG), Blue Shirt (PJUG), Shoes (JPLM), Tie (DNXH)

# Two Turks INNEW YORK

Actor Alp Nevruz with fame beyond Turkey and the CEO of Hatemoglu, Hatem Saykı are proud to represent the 96 year-old Turkish Hatemoglu brand and SAYKI brand that is in the US menswear market for the last 4 years.

The two who got together for the 2019/20 Fall-Winter season photo shootings in the streets of New York, which inspired many world famous movies and stories, talked about the trends of the season as well as their future plans in the enchanting Financial District.

*Hatem Saykı (H.S):* How does it feel for an actor to shoot for a Turkish brand in the streets of New York especially given the huge interest you received here?

Alp Navruz (A.N): New York is a city that leaves its impact on us all thanks to so many movies and TV series we watch. It was a pleasure to work with you and have such nostalgia [referring to movies and TV shows]. As a Turk, it feels proud to be in New York for a Turkish brand and feel a part of the globalizing world.

A.N: Let me ask you the same question. How does it feel for you to be present in one of the global fashion centers of the world as a Turkish brand? There must be challenges of expanding abroad, right?

*H.S:* Of course, we are very proud! This year we will celebrate the 96th anniversary of our umbrella brand HATEMOĞLU.

I believe we have been taking a necessary leap for such a brand that is active in menswear retail business. We have been investing in the US for the last 4 years.

We are in this market with SAYKI brand and have received a lot of attention. Both our designs and fits are received well here. We have already five locations. There are challenges with any job, but since our foundations are strong, we take advantage of our experience here.

A.N: I'm very happy to witness your success in the US as a Turk. I believe you have a global vision. Are there any other countries that you consider investing in? What are your targets in the global market?

*H.S:* Thank you for your compliments. We also have stores in Democratic Congo Republic, Kosovo, Azerbaijan and Iran. We will be more active in terms of export in Russia and the Middle East.

This is our fourth season with you as the brand ambassador of our brands. How did you connect with our brand in this period? What is your most comfortable style? Which pieces in particular?

A.N: Throughout my time your the brands, we tried to work with all employees as if we were part of the same family and I think we succeeded it. To be frank, before SAYKI, I was not fond of classical menswear, but after SAYKI, I added the comfortable shirts and jackets to my closet. Since I wear suits often in the TV series I act, now I think your suits look good on me. Also, I began to wear casual comfortable pants other than jeans in my everyday life.

A.N: Since we talk about style and fashion, what do you think the savior of a man in his closet when you consider the trends of upcoming fall and winter? What is your favorite piece in the new collection?

*H.S:* Alp, since we managed to make you like formal wear, I think the piece that will always be indispensable for any man should be dress jackets. This could be a blazer or suit. My favorite pieces in the new collections are coats maybe because we have entered the fashion business with coats. Any man should invest in a coat. The coats that you carried very well as a model, long coats in soft colors are capable of becoming the symbol of a self-confident man.

*H.S:* What was your favorite style in the photo shooting of Hatemoğlu 2019-20 fall/winter catalog? Which style will you prefer throughout the season especially in Hatemoğlu Collection?

A.N: Green and brown are the colors I prefer especially for winter. Our brand SAYKI definitely offers a variety in terms of colors. This winter I plan to use coats, sweaters and accessories in the shades of these colors.



My favorite piece during the photo shooting is the combination with beige coat I wore in front of Sara Jessica Parker's apartment in Sex and the City.

*H.S:* What about accessories? When it comes to them, men rely on timeless pieces to complement their combination of clothes. Do you have a must have accessory?

A.N: I think for men accessories are important details. However, it is critical to utilize the right piece with the right combination of clothes. Since I have an unassuming style, I enjoy wearing belts, scarves, bags and glasses.

A.N: Since we talk about details, what do you think about three must-have pieces in any man's closet?

*H.S:* First of all, when a man looks in the mirror, if he both likes what he sees and feels comfortable, that style is his signature. A self-confident man manages to leave an impression with his clothes as well. However, sometimes people cannot decide what to pick from their closets in their busy schedules. At times like this, the pieces that will save any man are a white shirt, a black and/or navy blue suit with the right fit and coats in winter. These pieces are good every season and will not be victims of the trends.

*H.S:* Alp, I thank you for being with us in New York and would like to express my pleasure for our cooperation. Your success is already self-evident and your fame has reached overseas. You received a lot of attention in the US. I would like to ask you about your plans in your acting career.

A.N: I am happy to work with Hatemoglu and Sayki as well. It makes me happy to share the efforts and love that I receive from your teams. New York shootings were fun and nice. I would like to thank my fans who never leave me alone. Like many of my colleagues, I have plans to receive acting education abroad. I hope we can meet in New York again. I thank you all for this pleasant work.

Season Trends

# NEW PLAYERS OF THE SEASON

In 2019-2020 Autumn / Winter collections, designers rolled up their sleeves to make the city man running at an intense pace. Slim fit suits are accompanied by patterned knitwear, knitted woolen sweaters, plaid pieces, and nature-inspired color blocks this year. While in season transition earthy tones are in the foreground, there will be plenty of khaki, navy, gray, indigo and burgundy colors in winter. The favorite accessories of the season are neck-tied and patterned scarves, and hats, the indispensable pieces of sports elegance.



# Plaid ALWAYS POPULAR

Plaid is never going out of style, and there will be one-to-one matching suits as well as plaid trousers, turtlenecks or cardigans this autumn-winter. These noble pieces will be your comfortable savior both in the office and at the weekend.



# SOIL SMELL

The scent of soil after the autumn rain, dry leaves flying with the wind became the inspiration of the fashion world. Catch the post-retro trend with the shades of coffee and red, as it is the season of tonon-ton use.



Denim

# **DENIM STYLE**

Jeans can easily adapt to any style by their cuts and mold styles and they are candidates to be the most important players in your closet. Be sure to choose your tie and jacket in single and dark tones as much as you can when combining jeans. It is now a part of a casual office chic look as well as a sports style.



20

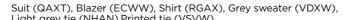
# TWO LEADING ACTORS IN THE MALE WARDROBE

The suits open the doors to simple elegance for an ambitious style. They are integrated with the plaid pattern which is indispensable in the Autumn/Winter season of 2019-20. With their triple combination details, suits are candidates for being the most powerful weapon of the urban man. They are accompanied by tuxedos, the symbol of classic elegance. A black tuxedo with perfect stitching is the smartest way to reward yourself in the season.



Tuxedo (KUSX), Shirt (KXKZ), Belt-Bow Tie Set (VNPF), Shoes (EHRU)











# SAYKI MEN'S FASHION







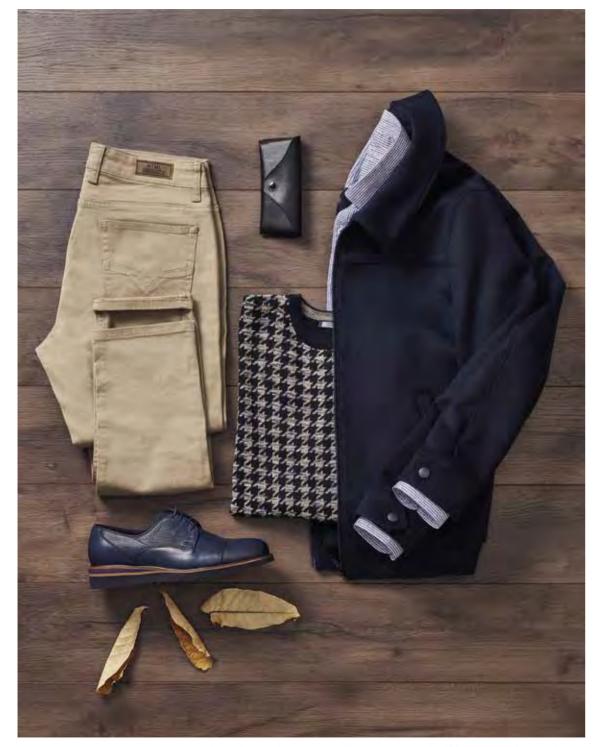
Overcoat (KDYQ), Shirt (NWVP), Jean (JFBW)





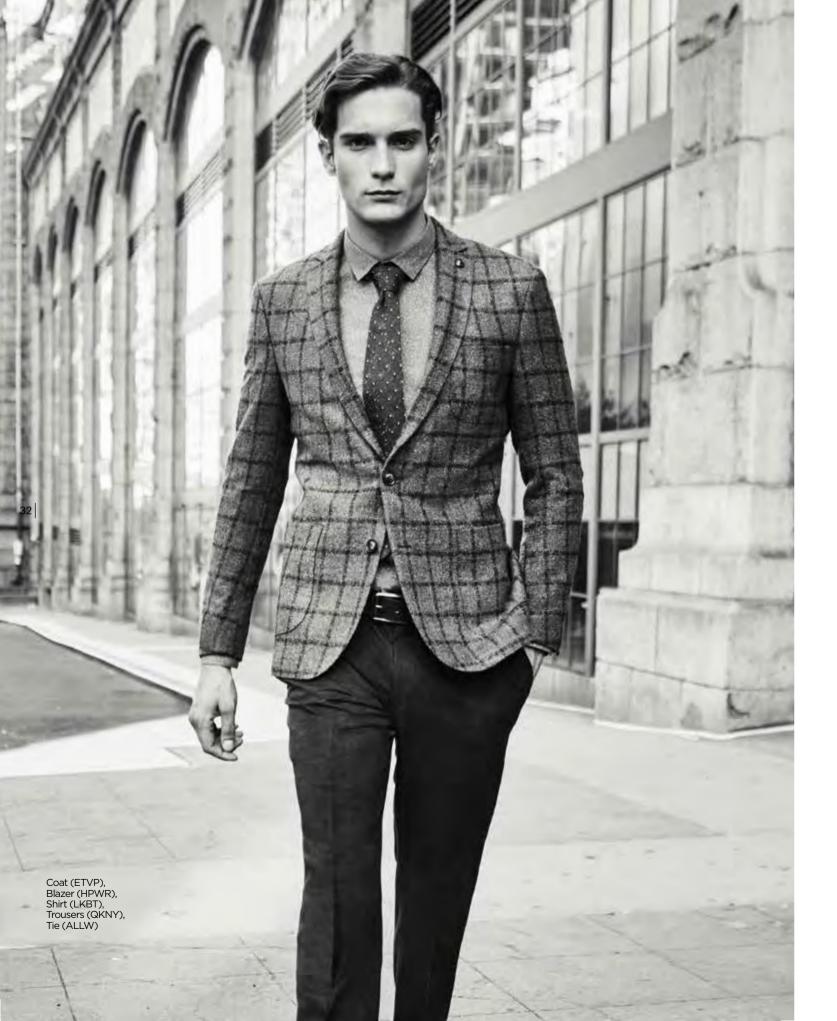
Velvet Shirt (LMAM), Beige Shirt (WNVE), Stone Shirt (PTNT), Khaki Shirt (BATU), Burgundy Shirt (XFNS), Navy Shirt (PPTZ), Black Shirt (YSGA)

CREATE CASUAL ELEGANCE
BY COMBINING YOUR JACKETS
WITH THE KNITWEAR CROWBAR
PATTERN, ONE OF THE WINTER
SEASON'S MUST-HAVES.



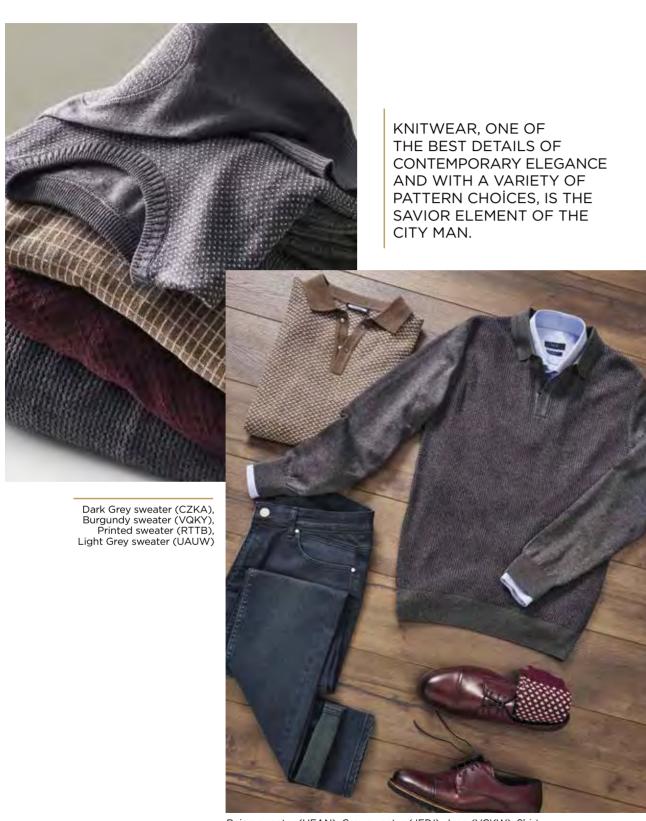
Coat (GFHD), Sweater (XUPS), Trousers (PJUG), Shirt (AAPJ), Shoes (FGBM)





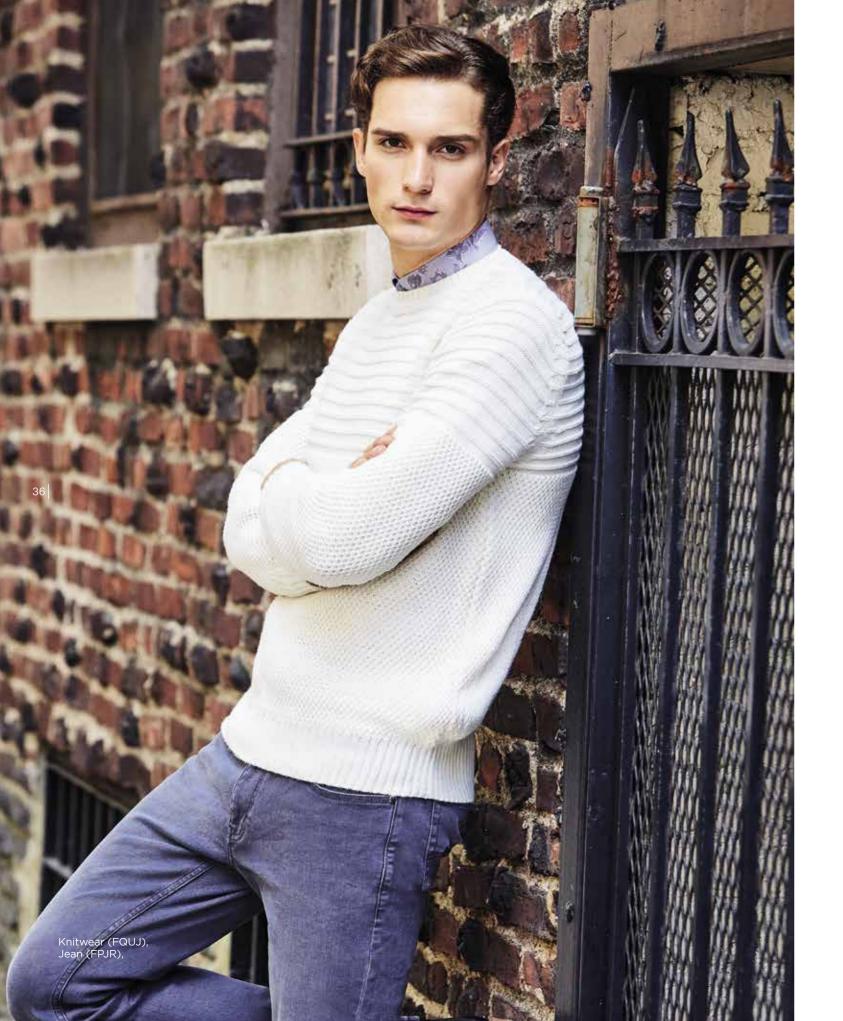


# SAYKI MEN'S FASHION



Beige sweater (UEAN), Grey sweater (JEPJ), Jean (VCKW), Shirt (MUUA), Shoes (PBQW), Socks (VCEV)







Navy Shirt (JFJK), Beige Shirt (UJFY), Grey Trousers (QEAD), Khaki Trousers (DWDK), Beige Trousers (HUCB)

Bomber jackets are also very trendy this season, as they can readily be adapted to any style. Especially with their zipper features, bomber jackets are one of the most helpful clothing pieces for men.

Sweater (SSPH) Trousers (NDNX), Hat (ZLKD)







# SAYKI MEN'S FASHION





Coat (SWPB), Turtleneck sweater (DUPM), Trousers (XHPG), Shoes (VAKN), Socks (GFSJ)

Celebrity Style

# THE NOBILITY THAT COMES —— FROM THE PATTERN ——

Ansel Elgort, the leading actor in the remake of Leonard Bernstein's famous musical story, the West Side Story, the choice of tailor-made, body-fitting suits are the season's favorite styles. The actor is fond of plead pattern, and his daily preferences are bold colors as well. This style is a good illustration for males who like to look noble and gentle.



# CASUAL ELEGANCE WITH CLASSIC PIECES

Robert Pattinson, who will play Bruce Wayne in the new solo Batman movie that will be released in 2021, is always at the forefront of his relaxed style. You can use your shirts and jackets in a sporty style with dark jeans and a sports hat. This style is going to be a savior blend for relaxed men.



# Celebrity Style EARTHY AND

Shirt (FDNQ)

# **BROWN TONES**

Ryan Gosling, who is always at the heart of his more than ordinary style, is on the red carpet with this season's favorites, brown and earthy tones. You can bring classical elegance to the next stage by wearing distinct shades of earthy colors.



# MAKE ROOM FOR BORDEAUX

Tom Hiddleston, the Loki of the Marvel world, unveils his fashion bravery with his burgundy suit. Instead of classic colors like black and gray, create space for the noble burgundy tone in your closet this winter.



Belt (JPWT)

STYLE CAN BE USED AS AN INSPIRATION WHEN **COMBINING BURGUNDY** COLOR.

# Travel

# THE BEST SKI RUNS FOR SKI ENTHUSIASTS

We have placed together a list of the top ski resorts in Turkey and the world for those who appreciate the liberty of pure white snow. Here are the most famous ski resorts of the season for those who want to appreciate the snow and the brightness of the sun at the top.





# THE CITY OF ART AND ROMANCE

## **KARTALKAYA**

SKI CENTER

At an altitude of 2000 meters, Kartalkaya is one of the most popular ski resorts in Turkey. You can have a pleasant holiday in Kartalkaya, which has 11 mechanical and 12 ordinary runways.





### **SARIKAMIŞ** SKI CENTER

Located in Kars - Turkey, the Ski Center of Sarikamis is becoming a popular location for winter sports enthusiasts. The Ski Center of Sarikamis also draws the attention of visitors, particularly during the winter season, as it is one of the few ski centers in the globe to feature alpine quality crystal snow.



# **ULUDAG**

SKI CENTER Turkey's first and most famous ski resort Uludag is never out of date. Apart from its 11 primary tracks, the Uludag Ski Center also has a very



Meribel is the rising star of the French Alps. It is the largest ski area in the globe with its  $600\,\mathrm{km}$  of slopes. Meribel, the







host of the 1992 Winter Olympics, is a very charming ski resort that can be preferred for winter sports.

### For those who want to tour the canal...

Let art and romance fascinate you as you step into the streets of Venice. You can take a big canal trip with the vaporettos and while passing through the tiny bridges over the tight canals, the gondola, dressed in black and white stripes, sings a song that echoes on the walls.



**Venice Attractions** 

When you go to Venice, you

district of Piazza San Marco.

which Napoleon defines as

the most magnificent hall in

Europe San Marco's Bell Tower

is a wonderful opportunity to

from a bird's eye perspective

explore the sunny Venice skyline

in the afternoon. Other must-see

locations in Venice include the

Campanile, St. Mark's Basilica

and the Dukes Palace, Also, if you're interested in literature,

frequent visitors like Proust, and

Caffe Quadri, which also famous

after the Australian soldiers' visits, could be included in the

Other locations to be seen in

list of locations to see.

Venice include:

Caffe Florian, famous for

There are many churches.

will see the crowded center of

the city; which is located in the

historic buildings, theater halls, bars and galleries in the region,

# **Bridge of Ahlar**

One of the most lovely and interesting bridges you can discover during a romantic gondola ride is the Bridge of Ahlar. The bridge is created of limestone in the 1600s and it links two buildings.



The Rialto Bridge is another location you need to see in Venice. Rialto, one of the four bridges on the canal, is undoubtedly the most famous and the most beautiful.



How about heading to Venice and enjoying one of the greatest experiences of your life with the winter sun, instead of escaping to warm countries in this autumn-winter season? Besides, there is the upcoming Venice Carnival in February... Venice, one of the most well-preserved and exciting towns around the globe, is offering living space for 300 thousand people. With its architecture and waterways, Venice is a very touristic destination and the most visited city in Europe. The labyrinth of tight roads, the historic texture, the houses on the side of the canals and the feelings felt while passing through them with the gondola... The magical town of Venice... Are you prepared to discover the miraculous town of Venice, made up of 118 islands, 150 canals and over 400 bridges, where all the traffic flows through the water?

### Cathedral of San Giorgio Maggiore

Completed at the beginning of the 17th century, this cathedral was one of the signature works of Andrea Palladio. The Last Supper is one of many artworks that can be seen there.

### Accademia

If you're passionate about art, don't leave the city before you visit Accademia. The Accademia hosts the most significant collections of the city, such as St. Ursula, Coronation of Holy Virgin, and Hurricane.

### San Polo and Santa Croce (for shopping)

The city's cafes, bars, and shops are located in this region. If you like shopping, don't skip this portion of Venice's business core.

### What to eat in Venice

Venice is an ideal location to enjoy the finest pasta and pizzas of Italian cuisine. Seafood and spaghetti are the best-served dishes in the restaurants here, and meat dishes are also quite nice. Aperol Spritz is very popular among beverages.

### Venetian Carnival (Venetian Mask Festival)

The thing that makes the romantic city of Venice even more special is the Venice Carnival, which transforms the city into a place complete of music and masked parties. This year, the carnival will take place from 8 to 25 February 2020. All the streets, canals and squares of the town are packed with carnival attendees dressed in gorgeous clothes comparable to those of the 17th-century aristocrats. If you're in Venice during the carnival, don't forget to discover the beautiful masks in Castello and get yourself a mask for the festival.



**BANSKO** SKI CENTER BANSKO SKI CENTER

For those who want to discover distinct famous ski slopes around the globe, our neighbor Bulgaria may be a good option. The Bansko Ski Resort has received the Best Ski Resort prize at the World Ski Awards and provides peace and fun to its guests at the foot of the Pirin Mountains



