



loop

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INTRO DUCT ION

LOOP introduces a fresh spirit to Turkish fashion by delicately adopting a blend of strong Anatolian workmanship together with a distinct design attitude towards honest simplicity. The rich harmony of ancient anatolian civilizations is the main inspiration of the brand.

In the concept store, the products speak for themselves with a perfect union of exquisite sophistication and contemporary charme.

LOOP's environmentally friendly hand-crafted garments are an inspirational experience for Turkey's free and unconventional women. The brand specializes in independant clothing defying the body curves. With it's eloborately hand-produced dresses, LOOP desires to be of comfort to working women, as well as supporting their social and personal lives.

LOOP believes in the power of knowledge and stands brave enough to question. It encourages its customers to challenge themselves and never stops learning by providing them with intellectual works of literature and film.

LOOP organizes special events and promotions to reach more women every day. Occasional pop-up stores enhance the brand's visibility and help the brand to retain a constant motion.





01.2



PRODUCT RANGE

LOOP is a lifestyle brand that provide Turkish women with hand-made clothing, accessories, shoes and bags, intellectual works of literature and a small dvd collection. Moreover, some special handmade decorative objects such as pottery that are designed and produced with the collaboration of local people and designers are sold in Loop stores.

Giving women a large enough space for movement is the main challenge of LOOP so it specializes in loose-fitting clothing that ignores the body forms.

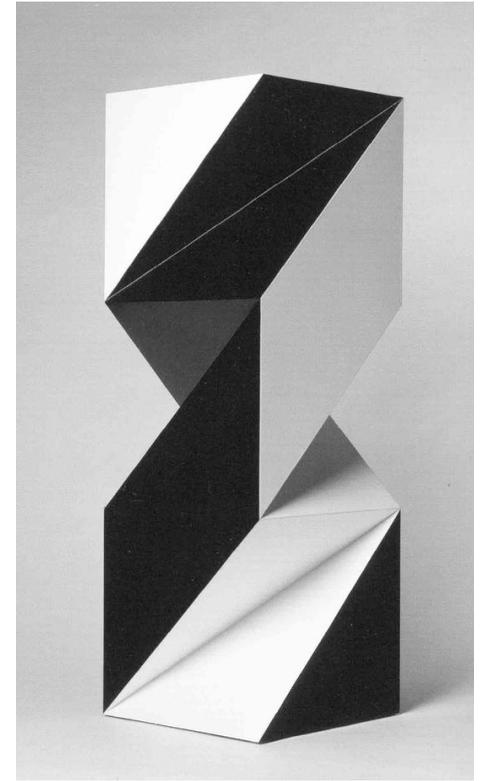


MAR KET SEG MENT

LOOP has positioned itself into the high end market according to its quality and price. Beyond selling delicately designed clothes, carefully chosen literature works and films, and crafted objects, LOOP tries to surround its customers with a strong understanding of life so this is why customers consider that every little pieces are worth buying.

Makes them comfortable about the each product is done special for them by using perfect combination of design and spirit; and with respect of people and environment.

Everyone who are looking for a new, strong discourse can find a suitable product for themselves in the LOOP's wide range of products and prices.



01.3



01.4



TAR GET MAR KET

LOOP was born in Turkey where the image of women is attempted to distort. Among the too many challenges, it wants to be a fresh breath for working women. In order to give them a louder shout-out, LOOP has opened its first concept store in Galata, Istanbul as a starting point. Also for finding a suitable cities for new stores, LOOP is continuing to open pop-up stores in different places, especially in Izmir and Ankara.

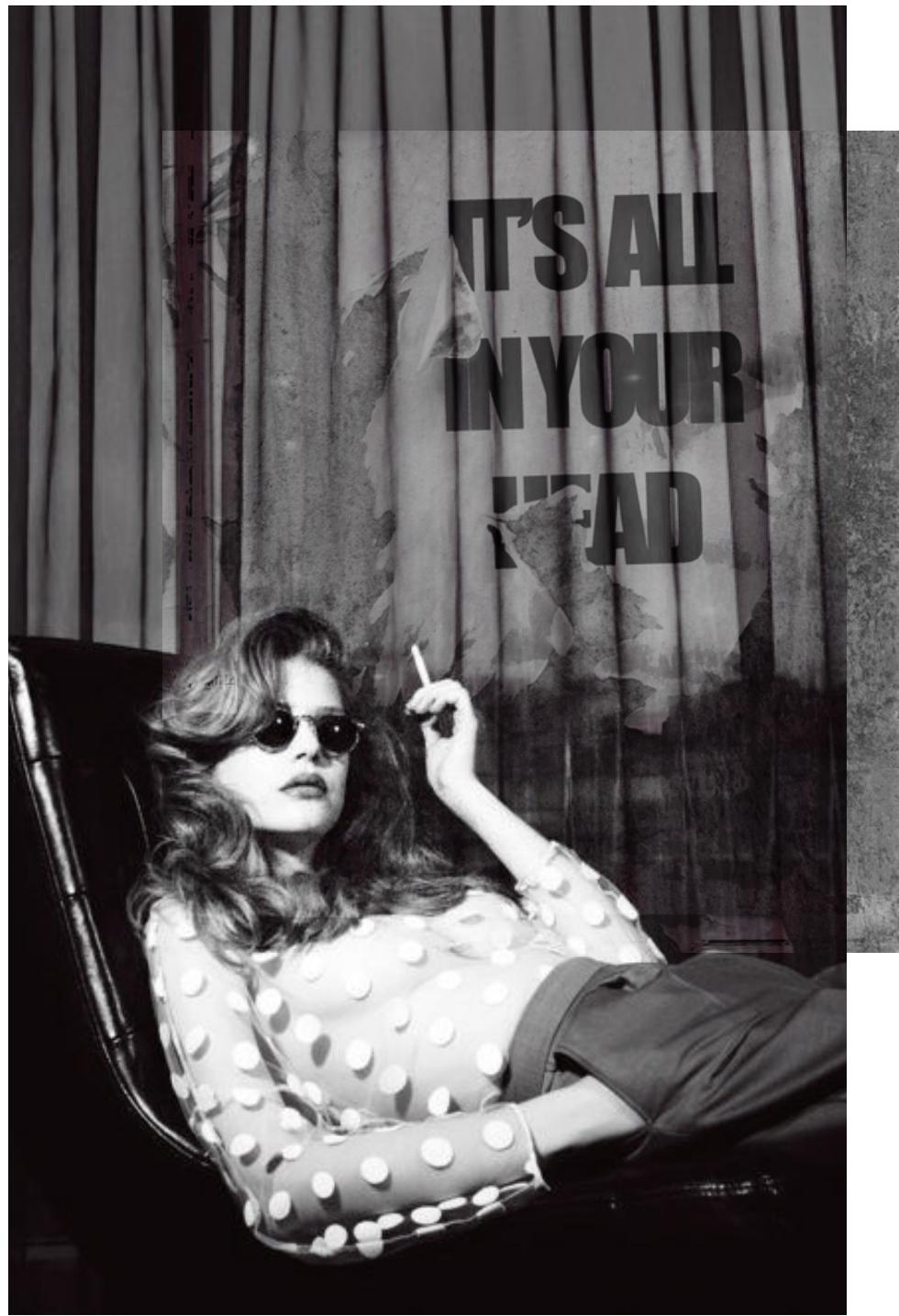


TAR GET CUST OMER

LOOP customer is an observer of life, a questioner of her own identity, even a destroyer of conventionalism. She has a strong tendency to improve and change. She is brave enough to live her life without taboos and resists who attempted to block her.

She is an artist and wants to be a bigger part of life while creating.

Also expressing herself freely is one of the main priorities in her life. In order to create and express, she needs a wide space that is purified from fashionable cramped fits and attitudes. Considering that she is against the consumption, investing fewer but long-lasting pieces is quite logical for her. She looks for something valuable and inspirational. She has a natural charm and aesthetic of minimalism accompanies her whole life.



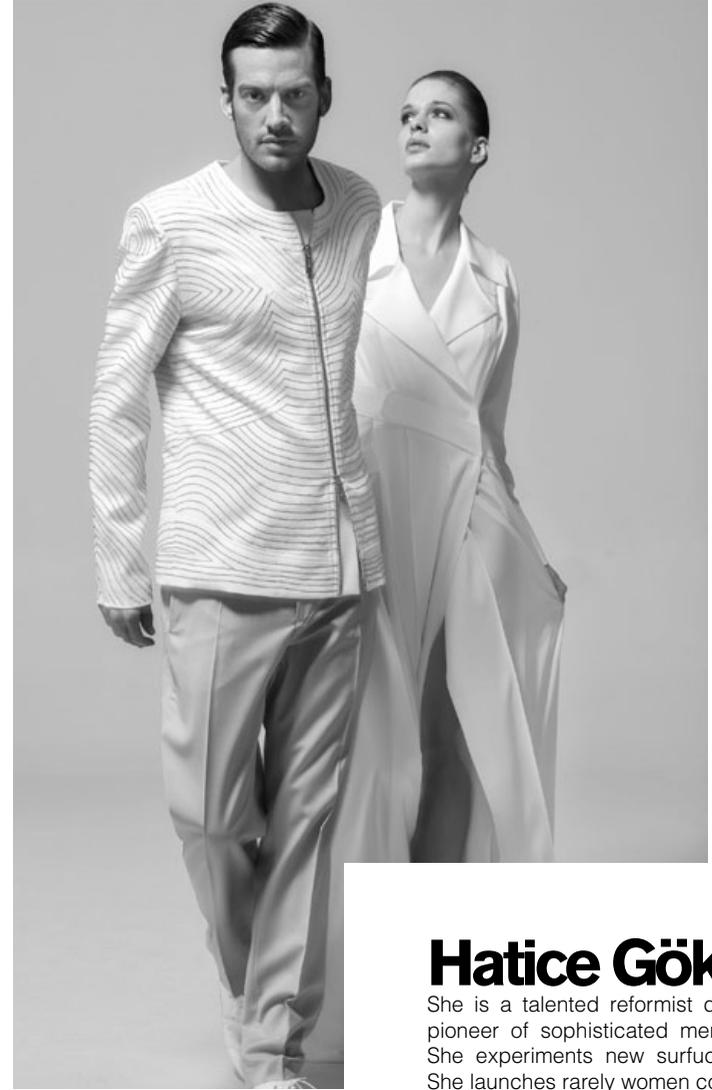
02



COM PETI TORS

Ümit Ünal

He is a precious international designer who runs his private atelier in Istanbul and the main competitor of LOOP. He focuses on unisex, avant-garde clothing for modern, urban people. „ Re-interpretation forms, fine details about life.“ is the philosophy of his brand. He designs reformist garments with his striking language. These sophisticated designs are full of craftsmanship. His charming store is a good example of minimalist beauty.



Hatice Gökçe

She is a talented reformist designer and also pioneer of sophisticated menswear in Turkey. She experiments new surfaces and patterns. She launches rarely women collection.

03

SPECIALIZATION

LOOP creates unique designs which are outside the trendy fashion perception, as its avant-garde competitors do. However, it specialized in solely women clothing and it provide books and magazines for its customers. LOOP is still avant-garde and monochromatic but every season, a new color that chosen delicately completes the aesthetic understanding of LOOP. It helps LOOP to reach more people. It wants to communicate people and add them into the LOOP family.

LOOP is the creator of creative women collective called Community of Making. It organizes a series of design workshops to unite local crafters and designers together. Anyone who wants also can join this workshops and together, they design conceptual products. Then, these products are sold in Loop's stores in order to give local people a support and to make everyone a part of creation. It is gained aesthetic insight to both people and local craftsmanship, and supports them by doing so. Also it organizes remarkable events and promotions. It maintains this philosophy with opening pop-up stores all over the Turkey.



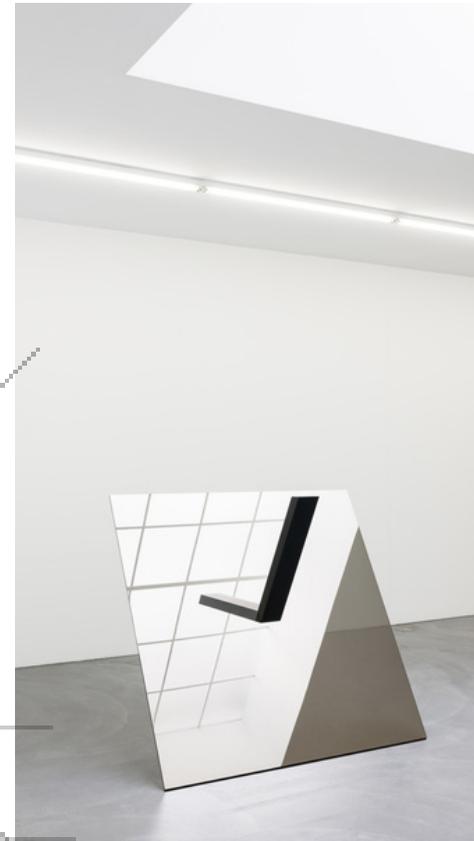
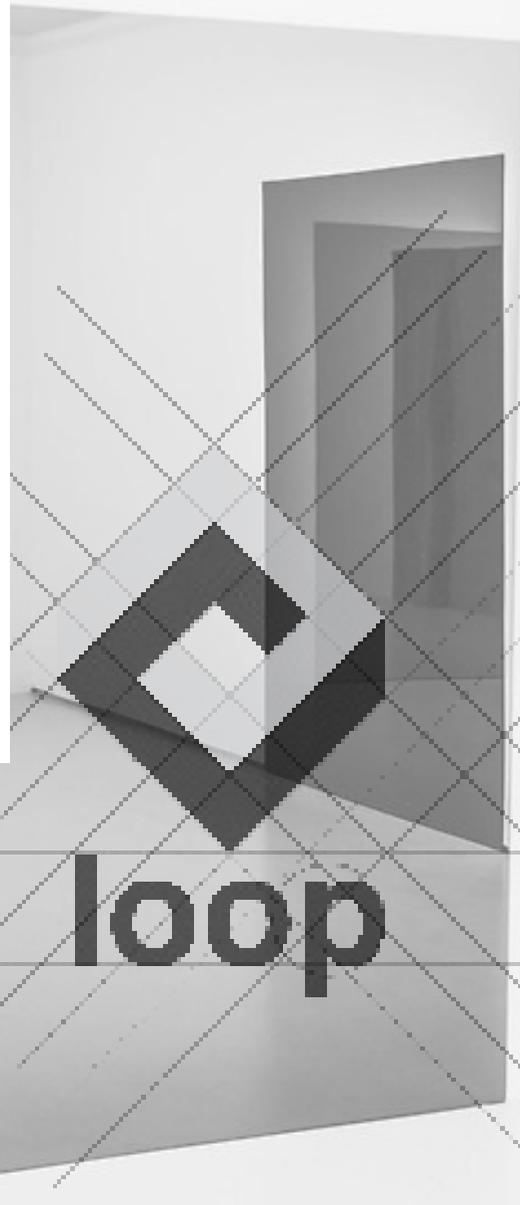
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LOOP IDEN TITY

„The strangeness of a strange loop comes from our way of perception, because we categorize our input in a small number of symbols.“

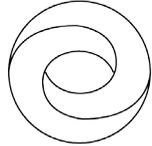
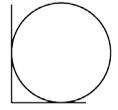
The logo inspiration comes from Escher's concept of a strange loop hierarchy. It is a parox that takes form in human consciousness and self-reference. In this hierarchy, „there is no well defined highest or lowest level; moving through the levels, one eventually returns to the starting point.“

This concept totally reflects the philosophy of LOOP because it believes to the never ending evolution and tries to break people's perception.

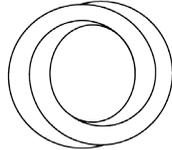
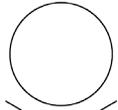


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LOGO DEVE LOP MENT

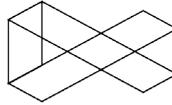
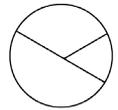


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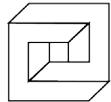


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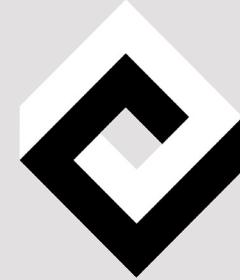
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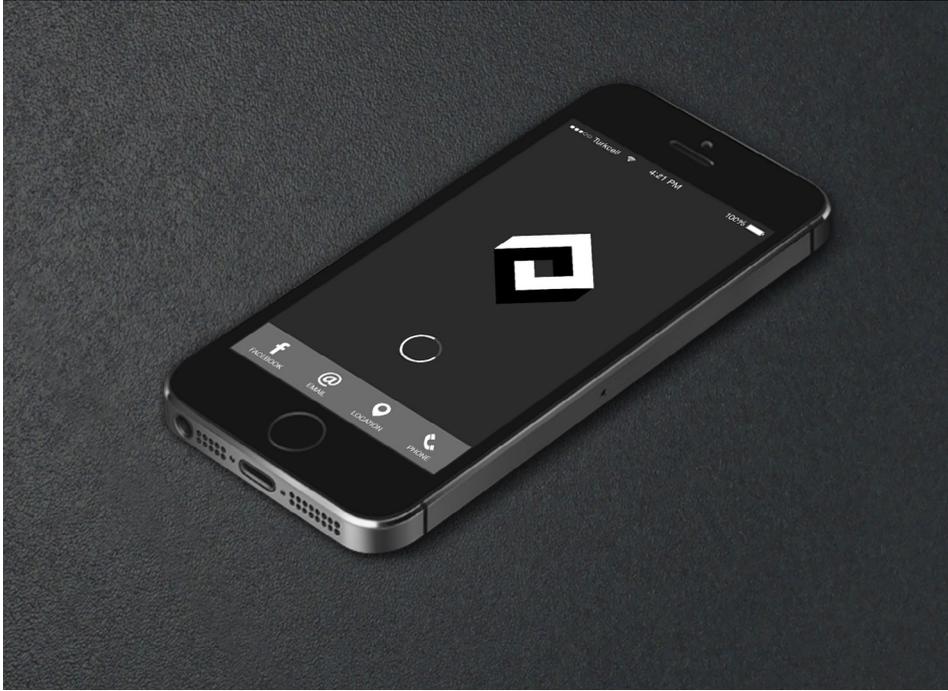
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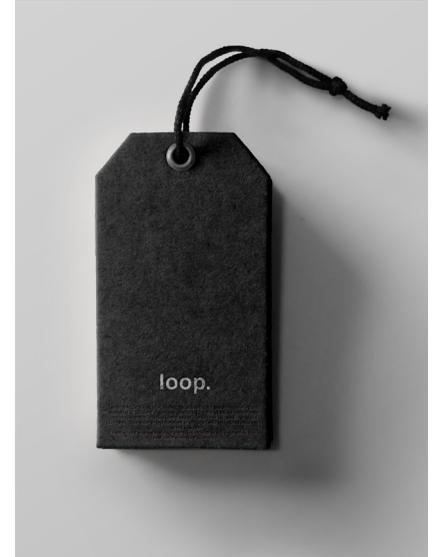
04.1

APP LICA TION

From letter paper to shopping bag, LOOP's corporate identity embodies many pieces and each piece is the successfully reflection of LOOP's minimal and sharp aesthetic.









04.3

STORE FACADE

LOOP's stores excites people's curiosity when they saw it. Both flagship and pop-up stores carries purified modern look as well as LOOP's dynamism. The stores have very wide space and restful atmosphere for cutomers to feel free.

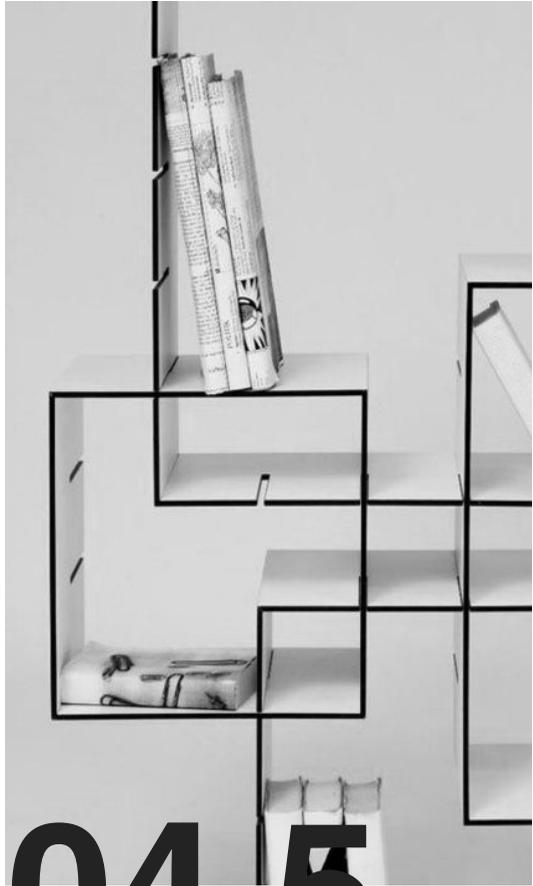


INTERIOR



04.4

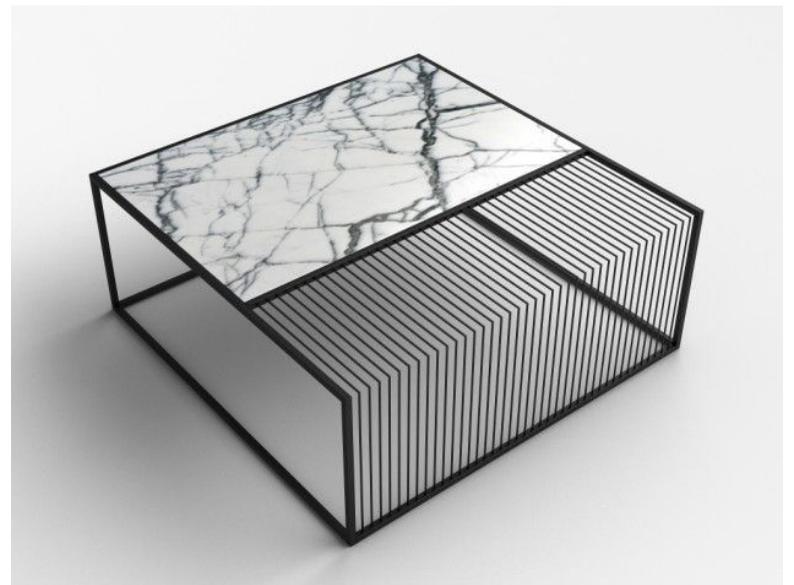




**MERC
HAND
ISING**

04.5





CAMPAIGN 05

These are the posters of LOOP's opening campaign. The aim of this campaign is to make people question their own identity. LOOP introduces itself with an opening show and it is announced from both printed media and the website of LOOP.



Now, is the time to meet.

#letsloop

Opening Show

May 28th
Galata Tower

13:30



loop

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WINDOW DISP LAY

05.1

