



ghisa

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ghisa.com.tr

THE BEGINNING THAT SETS THE TRENDS IN FASHION

We have been in operation since 1991, and each passing day, we continue to grow and evolve, inspiring the world of fashion and ready-to-wear. With the same excitement as our first day, we embark on a journey filled with limitless creativity.

SOLID STEPS

Since the day we set out as retailers, we have prioritized establishing a more intimate and close communication with the consumer. This approach is just the beginning of a journey we navigate by closely following the trends of our target audience.





GROWING GOALS

Ghisa has always prioritized establishing a strong connection with its target audience. Setting out with the goal of winning hearts, Ghisa is focused on progressing steadily towards achieving this objective.

AIMING HIGH

Ghisa continues to be the choice of bold, powerful, colorful, and romantic women. As a forward-thinking, innovative, and exciting brand, we prioritize women's desires as our utmost priority and are determinedly progressing towards becoming a global brand.





GIVING IN WITHOUT COMPROMISING WE ARE GROWING

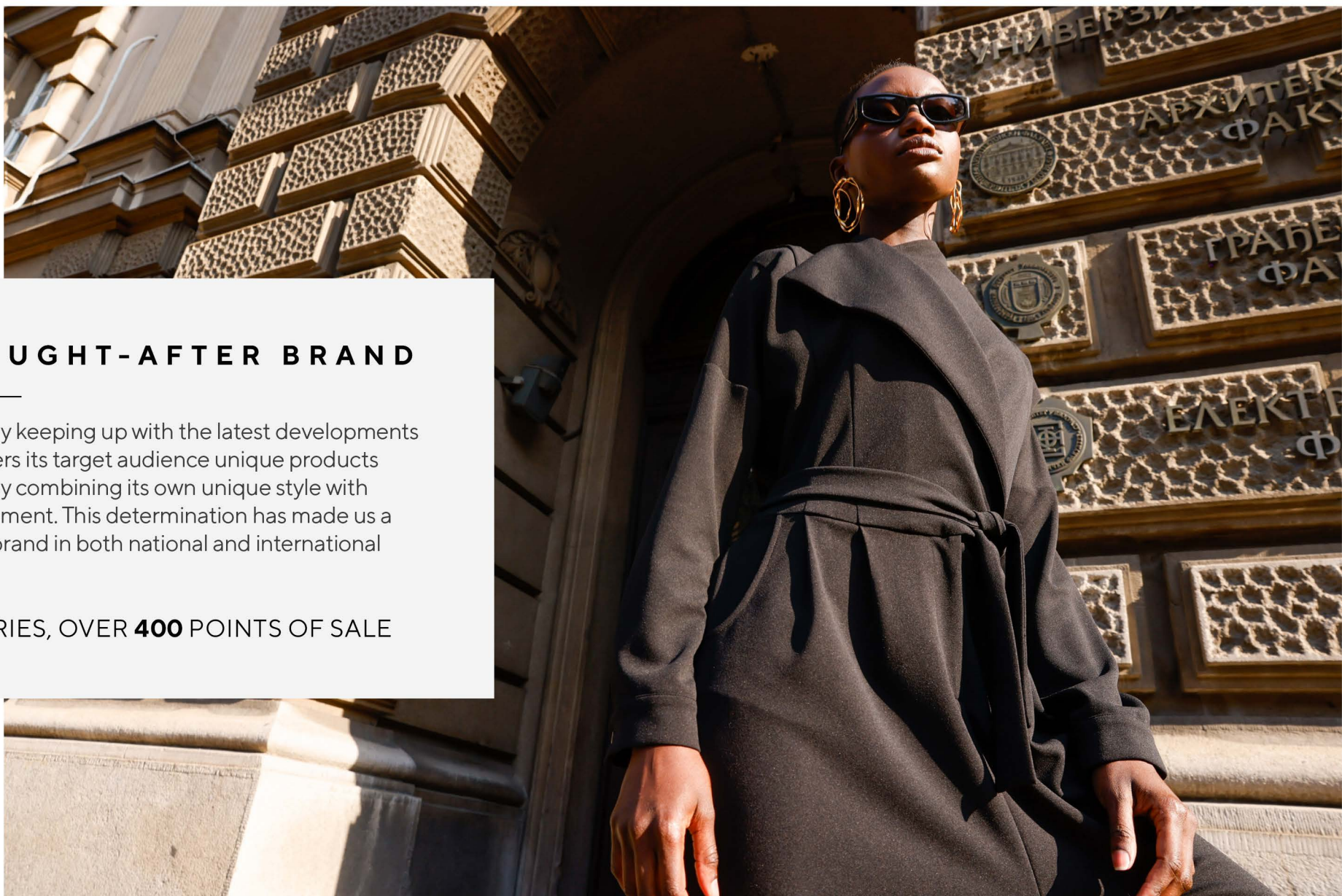
Ghisa has always prioritized comfort and elegance since its establishment. Without compromising on quality, our expert stylists blend global fashion with our unique style. From fabric and yarn selection to the production stage, we handle every detail with great precision. With this determination, we have reached an annual production capacity of 600,000 pieces.



THE SOUGHT-AFTER BRAND

Ghisa, carefully keeping up with the latest developments in fashion, offers its target audience unique products and services by combining its own unique style with endless excitement. This determination has made us a sought-after brand in both national and international markets.

25 COUNTRIES, OVER **400** POINTS OF SALE



LARGE SIZE

Ghisa always listens to the hearts and demands of our customers. Taking these feedbacks into account, we are expanding our target audience by adding plus-size options to our collection in the upcoming season.





EXPERIENCE

Ghisa determines its goals based on retail experience, aligning them with the desires and demands of the ultimate consumer.





INFUSES DYNAMISM WITH GHISA STYLE

Ghisa Clothing stores highlight unique and well-coordinated women's fashion for the A and B segment target audience, adding dynamism to their locations. Ghisa emphasizes women's style with elegant and appealing designs, becoming a focal point for fashion enthusiasts in every location.

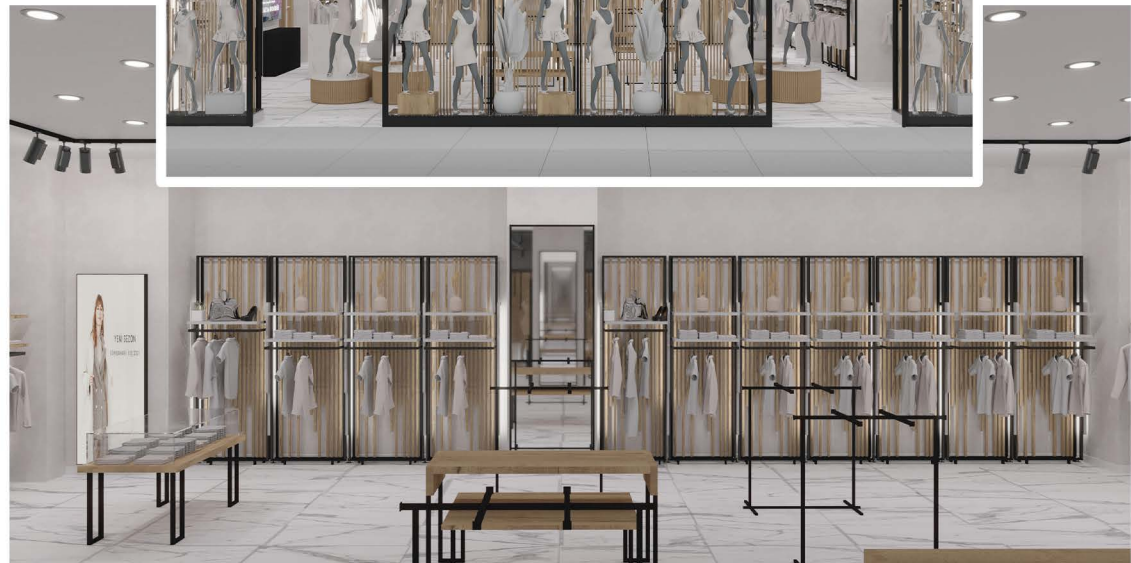
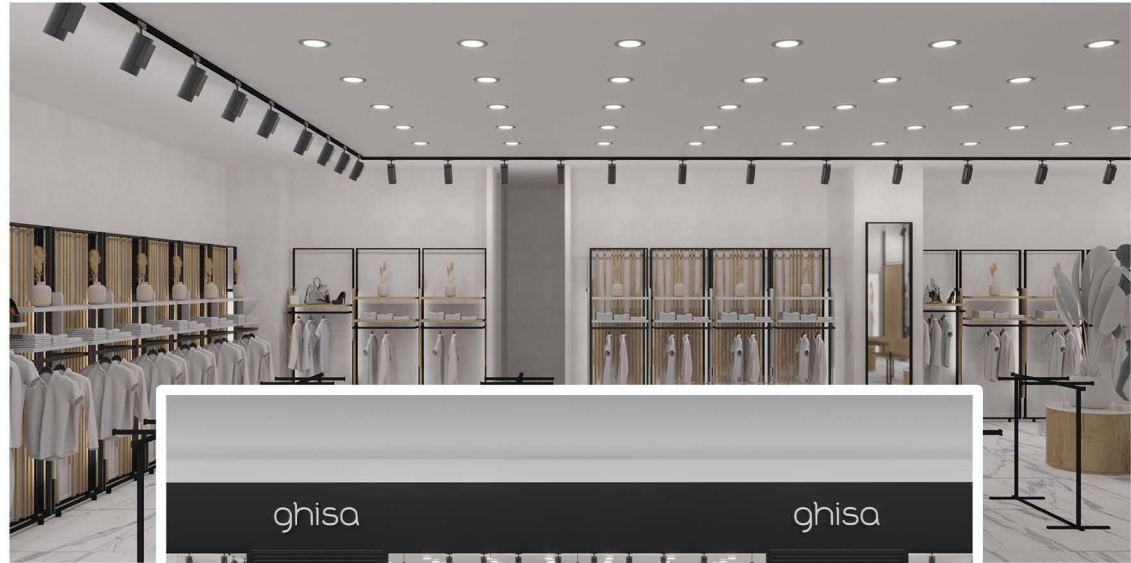
GHISA OFFICE

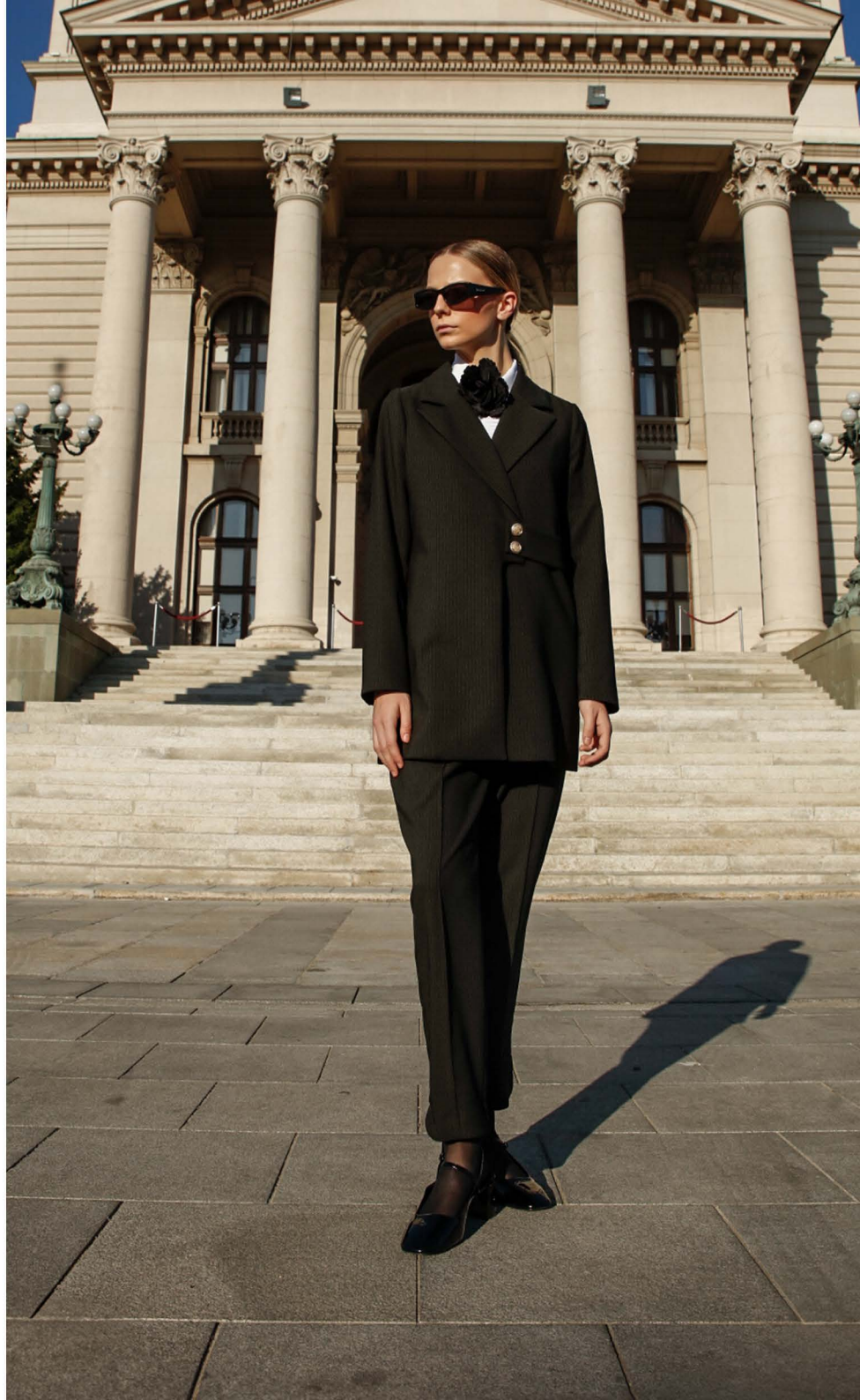
Our offices in Ankara/Çankaya encompass a range of crucial departments within a 3000-square-meter closed area. These areas include a showroom, management, accounting, pattern workshop, cutting room, design, graphic department, warehouse, e-commerce warehouse, logistics, production and planning department, R&D, customer satisfaction department, online sales, and quality control department. We utilize these expansive and versatile spaces to manage Ghisa's operations at the highest level and provide excellent service to our customers.



RENEWED STORE CONCEPT

Ghisa applies a new store concept designed not only according to architectural trends but also by experts with experience in the retail sector who understand shopping psychology. This unique design adds value to its locations, transforming Ghisa stores into not just shopping points but also into a fashion experience.







ADDS VALUE TO ITS LOCATION

İstanbul Emaar Square AVM
İstanbul Mall Of İstanbul
İstanbul Zerujport AVM
İstanbul Fatih
Bursa Osmangazi
Bursa Sur Yapı Marka AVM
Ankara Çankaya
Ankara Kızılay
Ankara Etlik
Ankara Keçiören
Ankara Antares AVM
Ankara Kentpark AVM
Ankara Metromall
Konya Selçuklu
Afyon Afium AVM
Kocaeli 41 Burda AVM



5 YEAR GOAL 50 STORES

With our renewed infrastructure, we are strategically selecting the most accurate locations based on statistics. Our goal is to increase our current 17 stores to 50 within the next 5 years, aiming to play an active role both nationally and internationally. At Ghisa, we continue to grow, transform more people's styles, and aspire to be a brand that shapes global fashion trends.



TARGET IN
THE DIGITAL WORLD
20 MILLION

Ghisa collaborates with expert digital agencies and software solutions to increase sales and reach a broad audience. Through digital advertising campaigns, we aim to reach 20 million people by the year 2025. Additionally, with the rapidly growing number of followers on social media platforms, we are increasing brand awareness every day.



GHISA CATALOG SHOOTS

With combinations prepared by our style consultants who stay in tune with global trends, every season we conduct Ghisa Catalog and promotional film shoots in trendsetting cities where the heart of fashion beats. The products of this season are presented with exclusive shoots in Belgrade. At Ghisa, we continue to offer a visual feast to our target audience.



ghisa

A D D R E S S

Ankara Factory - Showroom / Head Office

Ceyhun Atif Kansu Cad. No:112/2

Çankaya/ANKARA

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