



mavi

Founded in Istanbul in 1991, Mavi designs a full collection of jeans-wear, for young women and men. Turkey's first fashion brand to become global, Mavi has been the leading jeans brand in Turkey since the last **18 years** with **15,8 %** market share. Mavi is now sold at over, 5000 specialty stores, better department stores and specialty chains in 50 countries including the US, Canada, Turkey, Australia, Germany, Netherlands and Russia. Mavi has over 341 retail stores with flagships in New York, Vancouver, Istanbul, Berlin, Frankfurt, Dusseldorf, Dietzenbach, Hamburg, Munich, Oberhausen, Leipzig, Bremen, St Peterburg, Moscow and Dubai. Mavi posted 30 percent growth annually. Today Mavi is a \$ 400.000.000 company. Global denim unit sales is more than 7 million per year.

Apart from its own retailing network, Mavi is available at leading international chain stores including Nordstrom, Lord&Taylor, Brooklyn Industries, Peek&Cloppenburg, Breuninger and David Jones, and is sold next to premium and high-end denim brands.

Mavi's philosophy is to build a brand around perfect fitting jeans that convey a Mediterranean feeling in terms of fashion and detail. Maviterranean is exotic and inspirational, contemporary and accessible. Mavi, which means "blue" in Turkish, is known for high quality, great fitting and fashion-forward premium denim that not only fits the bodies of its customers, but also their lifestyles and quality expectations as well.

In 2006 Time Magazine placed Mavi amongst the top 16 best jeans brand worldwide in its A-List. Also, according to AC Nielsen's survey in Turkey, Mavi is one of the most 10 recognized brands next to Coca Cola, Nike and Adidas. In 2009 Mavi has chosen the best place to buy jeans by Georgia Straight weekly magazine of Canada. In 2012 the world-famous Sportswear magazine chose Mavi to be the 'Best Denim Brand'.

With the approach then "design carries the product to the brand", Mavi cooperates with designers and consultants from all over the world and has a multi-cultural designer team based in Istanbul. Most famous and successful jean designer Adriano Goldschmied, queen of best-fits Venucia de Russi and Rifat Özbek who designed his first jeans collection for Mavi are some of the world famous designers that Mavi already worked with. Also Mavi has lately announced our collaboration with world famous designer Hussein Chalayan. International celebrity fans of Mavi include Adriana Lima, Nicola Formichetti, Avril Lavigne, Fergie, Lady Gaga, Kate Winslet, Hayden Panettiere, Girlicious, Jilly Black, Josh Holloway, Zac Efron, Hillary Duff, Jason Biggs, Juliette Lewis, Julia Stiles, Stephen Amell, Billy Zane, Annie Lenox, Jessica Alba, Katherine Heigl, Jon Kortajarena, Francisco Lachowski, Sara Sampio, Heidi Klum, Christine Milan and Barbara Palvin.



MAVI'S MISSION

To be a jeans-centered fashion brand that is close to our customers.

To create an exceptional experience for our customers wherever our brand is represented.

To maintain our passion for product quality and innovative design.

To lead in product excellence, understanding of the digital world, and retail experience.

To sustain a corporate culture that ensures our employees' trust, customers' loyalty and business associates' commitment.

MAVI'S VISION

To be the market leading jeans-centered fashion brand wherever Mavi is represented.



BRAND VALUES

Quality

To ensure quality is our brand's top priority.

To maintain consistently high quality in all the brand's products and services.

Innovativeness

To maintain close ties with our customers, stay in line with market trends, and work closely with suppliers to meet our customers' needs promptly and fully.

Passion

To be a customer-driven team that provides excellent products and ensures sustainable growth and market leadership.

Sincerity

To keep our promises to our customers, business associates and employees.

To have a brand culture and managerial approach that values the opinions of all parties.

Respect

To take responsibility for the high degree of trust our brand has earned.

To meet the needs of the various cultures, understandings and values in the world.



MAVI PERSONALITY

Jeans Experts

Creativity and innovation centered around jeans.

Leading

Pioneering, competitive and bold.

Optimistic

Positive, solution oriented.

Open-minded

Recognize, understand and share change and diversity.

Result-oriented

Cooperative and results focused.

MAVI POSITIONING: PERFECT FIT

Mavi fits my lifestyle.

Mavi fits my style and body.

Mavi fits my quality expectations.



Today Mavi is a
\$ 400.000.000 company.

With 30 percent growth annually.

Jean-centric collection with
50% denim, 50% non-denim.

- Number of blue jeans sold in a year: 7 million
- Loyalty card customers in Turkey: 4,3 million.
- Number of Facebook fans: 1,6 million.
- Mavi customers: 50% women's and 50% men's.
- Mavi team 2250+ worldwide.

Mavi's

Milestones

1991

Born in Istanbul

Jeans as a family heritage: 40 years of denim expertise

1996

Launched in US, Canada and Germany

Becomes the market leader in Turkey

Maviology is issued as Mavi's lifestyle seasonal magazine

1998

Adriano Goldschmied, the jeans guru starts working with Mavi design

Mavi Music events started

Celebrities and MTV DJ's are spotted wearing Mavi

2001

Launched in Australian market

Became the first Turkish brand to make an ad campaign abroad: Made in Maviland

2002

Flagship stores in New York, Vancouver, Berlin and Frankfurt

Mavi's

Milestones

2003

Time magazine makes Mavi a case story
Became the first Turkish brand accepted to world famous fashion affair Bread&Butter

2004

Cosmogirl readers in the US vote Mavi as the “Sexiest Jeans”
The iconic Istanbul t-shirts design project is launched

2005

Zagat rates Mavi NY store among the best jeans retail shopping in New York

2006

Time US credits Mavi among the top 16 best jeans brand in its A-list

2007

Rifat Ozbek designs his first jean-centric collection for Mavi
Oliviero Toscani and Mavi work on a campaign
Nicola Formichetti works as the campaign's style director

Mavi's

Milestones

2008

WAD magazine dedicates a section for Mavi
Lady Gaga and Zac Efron are spotted wearing Mavi

2009

Istanbul t-shirts start selling in Paris's Grand Palais.
Georgia Straight Magazine ranks Mavi as one of the most popular jeans brands in Canada.

2010

Mavi shows SS 11 collection in Mercedes Benz Fashion Week in Berlin
Turkey's most popular celebrity, Kivanç Tatlıtuğ has become Mavi's new face.

2011

New retail concept; Denim Kitchen is launched
Mavi Russia and Mavi Netherlands companies were founded.
Mert&Marcus shoots Mavi's iconic SS 11 collection in LA.

Mavi's

Milestones

2012

World's famous top model Adriana Lima becomes Mavi's new face.

Time Magazine pointed out Mavi to the world as Turkey's most successful jean brands.

Hussein Chalayan designed special denim collection for Mavi Gold.

Ranked as 263rd biggest company in Turkey (Fortune 500 Research /2012)

2013

Mehry Mu who is shown as Turkey's first 'designer bag', have designed a special collection for Mavi.

Barbara Palvin has taken a role in Mavi's Ad Campaign

Ranked as 221st biggest company in Turkey (Fortune 500 Research /2012)

2014

Mavi's new face has become Serenay Sarıkaya.

Ranked as 189th biggest company in Turkey (Fortune 500 Research /2013)



Vancouver

New York

Amsterdam

Frankfurt

Istanbul

Moscow

Sydney

50 Countries / 7 HQ's / 20 Showrooms / 341 Shops / 5000 Sales Points / 125.000 m²

HEAD OFFICES /FRANCISEES

Turkey / Istanbul

USA / New York

Canada / Vancouver

Europe /
Frankfurt/Amsterdam

Australia / Sydney

Russia / Moscow

UAE (Franchisee)

Saudi Arabia (Franchisee)

CIS Countries

FLAGSHIP STORES

Istanbul and Turkey
(268 retail stores)

New York

Vancouver (2)

Berlin – Frankfurt-Dietzenbach
Dusseldorf-Leipzig-Hamburg
Munich - Oberhausen

Moscow, St Petersburg

Dubai- Sharjah-Abu Dhabi

Cidde-Rhyadh-Dharhan

Azerbaijan- Kazakhstan-Georgia

SHOWROOMS

Istanbul

New York / Los Angeles

Dallas / Toronto / Montreal

Berlin / Hamburg/ Dusseldorf /
Munich/ Frankfurt / Stuttgart
Brussels/ Copenhagen/ Prague/

Sydney

Moscow



Turkey's Leader Jeans Brand for 18 Years!

The Jean is Mavi

- TR market leader in jeans %15,8 / TOM % 33

Ranked in Top 5 within Turkey's Apparel Brands (IPSOS KMG Panel Research FW13)

- Women's Wear
Ranked as 5th with 1,2%. (FW 13)

- Men's Wear
Ranked as 2nd with 3,5%. (FW 13)

One of the biggest Companies of Turkey

- **1st** within Jean Brands in Turkey (Fortune 500&Capital 500 Research/2014)
- Ranked as **189th** biggest company in Turkey (Fortune 500 Research /2014)
- Ranked as **254th** biggest company in Turkey (Capital 500 Research /2014)
- The **5th** biggest franchiser in Turkey (Ekonomist Franchising 100 Research /2014)

Lovemark of Turkey!

Lovemark of Turkey

- Showed among first five brands to become global within Turkish brands. (Marketing Türkiye&DORInsight/2014)
- 2nd most admired company in apparel. (Adecco-Capital The Most Admired Companies Research/2013)
- 2nd lovemark brand in apparel market. (IPSOS KMG- Mediacat – Turkey's Lovemarks Research 2013)
- 2nd most sincere brand in Turkey. (Mediacat- Most Sincere Brands in Turkey Research 2013)
- Given an award for mavi.com for the excellence it's excellent conversion and improvement. (SAP- Bulut and Business Solutions summit 2014)

Best Jeans Brand In Germany

- Germany's best and fastest growing jeans brands in young fashion. (Sportswear International 2013)



Shopping Experience @ Mavi Stores





Denim Kitchen becomes the symbol of Mavi's denim expertise in retail presentation and a creative platform for our customer communication.



PERFECT FIT

Mavi fits my lifestyle



Mavi fits
my style
and body

Mavi fits to my quality expectations



Mavi's Denim Expertise

- Denim experts
- Quality obsessed
- Pure indigo
- High Quality
- Sexy
- Perfect Fit
- Unique design sense
- Soft hand feel
- Excellent stretch and recovery
- Passion for innovation
- Innovative washes
- Elegant details
- Premium accessories
- Hand crafted
- Sophisticated washes
- Luxury design experience

Premium quality obsession around jeans

Finding great partners to design and develop a premium quality and style around Mavi's jean range.

- Hussein Chalayan
- Adriano Goldschmied,
- Venucia de Russi,
- Rifat Ozbek,
- Martin Parr
- Oliviero Toscani,
- Nicola Formichetti,
- Carlo Alberto Pregnolato,
- Mert&Marcus
- Jon Kortajarena
- Mariano Vivanco
- Adriana Lima
- Barbara Palvin
- Kivanç Tatlıtuğ
- Serenay Sarıkaya
- Francisco Lachowski





Mavi Gold

The new Gold collection from Mavi is fabricated from the finest Turkish denim. Featuring XFIT Lycra, this truly revolutionary fabric gives amazing movement in the stretch, strong retention and incredible recovery.

We Cook Perfect Fitting Jeans!

JEANS DISCOVER



JEANS DISCOVER



Mavi FW14 Seasonal Images



**MAVI INSPIRES IT'S
CUSTOMERS**

Lovemark Brand Of Youth!



Mavi @ Festivals





Mavi's Design Workshops



Communication through Social Media



1.579.669



89.100



139.111



65.105



306.768



2.179.763



Maviology Magazine, reflects the Mediterranean life style, dynamic and youthful side of Mavi in the most engaging way.





Mavi @ Fairs (Bread&Butter)



İNDİGO TURTLES

BUY AN İNDİGO TURTLES T-SHIRT
& SAVE THE LIVES OF 10 BABY
SEA TURTLES!

mavi

Mavi protects
endangered sea
turtles with the
denim manufacturer
Orta Blu and EKAD



Mavi supports 'Fight
Against Domestic
Violence'



Mavi supports
Community Volunteers
Foundation is spread
all around Turkey.



Istanbul
as a Brand Asset!
Mavi was the first brand that
thought of creating a
collection for Istanbul.
It presented the city where it
was born, with the Istanbul
designer t-shirts
that became
Mavi's signature.

MAVI&FRIENDS

Celebrities ♥ Mavi

Adriana Lima ♥ Mavi



Mavi ♥ Kıvanç



Serenay ♥ Mavi



Celebrities Wear Mavi



Fergie



Hayden Panettiere



Jason Biggs



Juliette Lewis



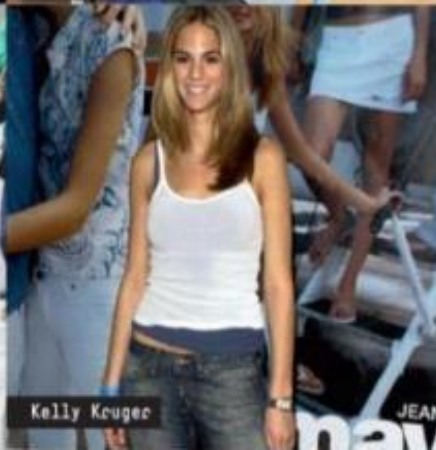
Lady Gaga



Perez Hilton



Fergie



Kelly Kruger



Jessica Alba

Celebrities Wear Mavi



Avril Lavigne
Fergie
Lady Gaga
Katherine Heigl
Juliette Lewis
Ashley
Madawake
Heidi Klum

