

**NEW GEN by ISTANBUL MODA ACADEMY IN:  
FASHION WEEK ISTANBUL**

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Since opening its doors 13 years ago, Turkey's leading fashion design base Istanbul Moda Academy (IMA) debuts their graduate designers' collections on FWI through a digital presentation with a young and dynamic runway show which carries the essence of a digital world.

Young designers shaped by IMA, one of fashion world's most innovative and internationally acclaimed academies in Turkey, has gotten the chance to introduce their work directly into the industry through the **New Gen** fashion show.

With the global fashion industry turning towards the innovative world of digital fashion shows, 5 new designers have joined the **Fashion Week Istanbul** through the New Gen by IMA. The digital show which has been aired on <http://www.fashionweek.istanbul/> and FWI social media accounts has created a fresh dynamism, bright energy and contemporary change.

**Aycan Hakalmaz, Avishan Daneshfar, Beyza Eyübođlu, Essin Barış and Ezgi Yıldırım** have interpreted a theme according to the key words of their choice which was then reflected in their design decisions and collections.