

Murat Aytulum

Turkish designer Murat Aytulum has chosen Pamukkale travertines, which inscribed on the UNESCO's World Heritage List, for the FW21 'Self Discipline' collection. The designer, refers to his lifeline from the childhood to puberty, and even adulthood. Aytulum carefully draw attention to nature, life and our comfort-zone with the photo shooting made in this very special habitat.

With his search for control, balance and perfection, the collection also underlines that “less is future” subtext with vegan and washable leather components. When you put these all together, Pamukkale travertines — the spirit of the collection, where we present the miraculous side of nature, is calling for help from humankind to be more conscious and sensitive, and not to disturb the delicate balance in nature.

The washable collection, consisting of 20 very special pieces and whose music director is Gökhan Kırdar, have met with its audience in Fashion Week Istanbul in a very “sustainable” way.