

# CEREN OCAK

## **Fashion designer Ceren Ocak's Spring Summer 2022 collection titled 'Lilac/Exiting from Darkness' showcased at Fashion Week Istanbul via digital platforms**

*High resolution campaign photos are available through link xxxx*

The film for **Ceren Ocak's Spring Summer 2022** collection was showcased on fashionweek.istanbul, as part of Fashion Week Istanbul 2021 that will take place via digital platforms between the 12-15th of October.

Ceren Ocak's newest collection includes the use of bold colors and reflects the feeling of hope following the two-year long Covid 19 pandemic which affected all areas of day-to-day life. The collection titled 'Lila/Exiting from Darkness' welcomes new striking colors such as lilac, yellow, fuchsia and orange with the designer's accustomed use of black, beige and white.

Inspired by strong women; the special select pieces from Ceren Ocak's new collection present the woman who is free, bold and confident in her style. With a total of 25 looks, the Spring Summer 2022 collection's most memorable elements are corset dresses, cut outs and asymmetrical cuts that support both body-fitted forms and its opposing forms with palazzo pants. For this season, the designer adds sustainable fabrics such as vegan cupro, tencel and linen to her general use of leather, cotton, denim and silk fabrics.

The God Lila, who symbolizes the flux of the universe and the autonomous creation and destruction of the World in the Hindu religion gives the name to the collection and is also one of the most widely used colors in the collection. Ceren Ocak stated that, 'Due to the pandemic, these past two years have been challenging for everyone. My wish was to communicate a story of hope and lightness through the use of bold colors in my designs.'

The film for Ceren Ocak's Spring Summer 2022 collection was shot at the Archeology Museum with creative direction and cinematography by Veli kuzu and production by 29ON productions.

FWI is organized by the Istanbul Apparel Exporter's Association (IHKI); under the leadership of Turkey Promotion Group (TTG) as part of the T.C Ministry of Commerce and Turkey Exporters Assembly, Fashion Designer's Foundation (MTD), and Istanbul Fashion Academy (IMA).

<http://fashionweek.istanbul/>

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**NOTE to EDITOR:**

**About Ceren Ocak:**

Ceren Ocak studied business administration yet decided to pursue a career in fashion and design. completing her studies in fashion design at the Istanbul La Salle International Academy. Following her graduation from the Academy, she joined Zeki Triko's design team and designed many successful collections for the brand. Following her departure from Zeki Triko in June 2013, Ocak presented her first collection; one which emphasized the use of leather details and embraced unapologetic women who choose to create their own style.

You can access Ceren Ocak's collections through Showroom and Gizia Gate.

Follow on Instagram >> [@CerenOcakOfficial](https://www.instagram.com/CerenOcakOfficial)

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