

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

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**During Istanbul Fashion week, designers from Istanbul Moda Academy have showcased their collections in 'New Gen by IMA' fashion show.**

Istanbul Moda Academy (IMA) which has opened its doors 13 years ago, becoming Turkey's leading fashion design academy, has showcased its graduate designers' collections by organising a digital fashion show in the helicopter landing site of Beykoz Cordwainer's Factory.

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.

Each designer has interpreted a theme according to the key words of their choice which was then reflected in their design decisions and collections. To view these 8 young designers; Berfin Özgür, Ercan Tenekecioğlu, Lidya Zenginel, Mirey Demirci, Nadin Altıparmak, Nazlıcan Türker, Öykü Ece Uza, Şeyma Hamamcı collections please click the following link: <http://www.fashionweek.istanbul/>

FWI is organised by Istanbul Apparel Exporters' Association (İHKİB), under Ministry of Commerce, and is supported by Turkey Exporters Assembly – TIM, Turkey Promotion Group (TTG), The Fashion Designers Association (MTD), United Brands Association (BMD) and IMA.

### **About New Gen**

New Gen is a platform founded by Istanbul Moda Academy designed to showcase and professionally support up-and-coming young designers. The goal is to prepare fresh talent who completed their fashion design education and introduce them into the fashion industry. New Gen guides participating designers in creativity, knowledge, management skills and merges these with production procedures to construct a professional collection, create their own brands and sustainability. This journey then finalises with the designers getting the opportunity to present their collections at Fashion Week Istanbul.

### **About Istanbul Moda Academy**

Istanbul Moda Academy (İMA) is one of the world-wide acclaimed, most proficient fashion schools in Turkey, offering an innovative and modern education in the field of fashion and all relevant branches.

Founded in 2007 with the cooperation of the European Union, the Ministry of Economy and Istanbul Textile and Apparel Exporters' Associations (İTKİB) General Secretariat, İMA pursues the goal of training fashion professionals of the future, possessing an in-depth insight in fashion, design and arts as well as an awareness of the global markets. The Academy thus aims to introduce a creative, innovative and future-steering workforce in the fields of textiles and apparel, two pivotal industries in Turkey.

İMA adopting the systems and structures of internationally proven success is a member of the International Foundation of Fashion Technology Institutes (IFFTI). Besides the University of Arts London/ London College of Fashion, its strategic partner in academics, İMA collaborates with the world-famous fashion schools such as Polimoda, Institut Français de la Mod and Nottingham Trent University. İMA follows a simultaneous training

program with these fashion schools and provides students with access to international fashion institutes, brands and designers.

Combining its academic content with the real life, İMA is an exclusive fashion training institution and maintains the theoretical infrastructure of the training programs and applied industry projects with the support it receives from the sector. İMA has become one of the most premium fashion schools of the world thanks to its competent academic staff, which is comprised of local and international experts with professional experience in the fashion industry; its up-to-date curriculum drafted in line with industrial needs; and its facility equipped with state-of-the-art technology; as well as the most comprehensive fashion library in Turkey.

[www.istanbulmodaakademisi.com](http://www.istanbulmodaakademisi.com)

Instagram: @istanbulmodaakademisi

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