



SPRING/SUMMER 2022 'RADIANT'

.:Maximalist Vibes.:.

Black, White, Yellow, Purple, Red, Mink

**Brocade, Silk Satin, Jersey, Cotton, Crepe, Taffate,
Organza Satin,**

Laser cut, print, embroidery, handcrafts



RED BEARD BY TANJU BABACAN FASHION WEEK ISTANBUL



Madam Minimal

RED BEARD By Tanju Babacan shows off their new SS2022 collection 'Radiant' with a film called 'Madam Minimal' at Fashion Week Istanbul. The creative director and nft artist Burçin İnan Özel said that he wrote the story of 'Madam Minimal' to secure RED BEARD 's status as a brand.

**Esra Dermancıoğlu
starred as**

Madam Minimal

Since the beginning of RED BEARD, the brand is using couture techniques to create ready-to-wear. And this makes the brand total opposite of Madam Minimal's lifestyle and likes. In this short movie,

director Burçin IO set a comical tone by characterizing Madam Minimal as the total opposite of maximal lifestyle.

Madam Minimal is an annoying, unsettled, borderline crazy person. While she is people watching she loses her self control as the people of the town walk pass with their colorful, over the top, radiant, RED BEARD by Tanju Babacan SS2022 collection outfits.

This in a way is a fun little dare against minimalism.

Esra Dermancıoğlu effect...

Madam Minimal character is starred by famous Turkish actress Esra Dermancıoğlu. She exposed the funny but annoying language in the film by improvising. She brings Madam Minimal live so well that we understand her better. Esra Dermancıoğlu leaves us adoring her by her success of reflecting various moods of Madam Minimal.

The 'bad boy' of the town is played by Umut Eker. He, with his tattoos and style, was the center of Madam Minimal's attention.

Women of the town who were attacked by Madam Minimal played by Gizem Barlak, Maria Aslanbey, Ash Gürel and Mikaela Gomes.

Director Burçin IO designed the sounds of the film. Only soundtrack in the film is 'Get Wrecked' by Bedük feat. Deniz Taşdemir.

All the outdoor scenes have been filmed in green box of Arena Istanbul. Technical Director of the film is Murat Kayran. Makeup by NARS, Hair design by Sabit Akkaya. Shoes by Özkan Aslan.

NFT DETAILS IN THE FILM



Nft artist Burçin IO made sure he included NFT details in this film. Closer to the end of the movie you can catch a Party Penguin NFT character hanging out in the fish tank which has an important effect on the end of the story or if you take a closer look you can catch some NFT Hashtags like #BuyJPEGs or #WGMI on the speakers.

Organized by the Istanbul Apparel Exporters' Association (İHKİB), FWI is supported by the Türkiye Promotion Group (TTG), which was established by the Turkish Exporters' Assembly (TIM) under the leadership of the Republic of Turkey Ministry of Commerce, and is carried out with the collaboration between the Istanbul Fashion Association (MTD) and the Istanbul Moda Academy (IMA).

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