



**20
YEARS**

**EXPERIENCE
TRANSFORMATION**

Özlem Tuncer

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2003 / 2023

AN OVERVIEW



AN OVERVIEW

OZLEM TUNA BRAND AND DESIGN OFFICE; WAS FOUNDED IN ISTANBUL IN 2003 BY ÖZLEM TUNA.

In the city center since its establishment.

She designs and brings her designs to the user by using local materials and production possibilities

Expect for the production of porcelain, the designer and brand makes pioneering efforts for the sustainabilization of traditional metal production in Istanbul's historical halamada.

She has developed many projects for the region to be included in our intangible cultural assets.

80% of the home accessories produced for the OZLEM TUNA brand are exported abroad.

It has become a well-known and preferred brand in the luxury segment, especially in the middle east.

Ozlem Tuna, Design Approach;

With lean and culture oriented perspective.

Design strategy in the growth of the brands;

- In the city center, with modern and technological production,
- Blending traditional production methods,
- A sustainable business model design.

1 BRAND
MANIFESTO

2 CULTURE

3 LOCAL
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4 UNIQUE

5 A HISTORIC
COMMITMENT
TO ETHICS



FIVE IMPORTANT ISSUES

BRAND MANIFESTO

GIVING INSPIRATION
POWER OF DESIGN
TOGETHER and
SHARING
SUSTAINABLE
MATERIALS

LOCAL PRODUCTION

By embracing our values with passion, we can plant new seeds and design the roots of tomorrow.

We design to realize and share IDEAS and OBJECTS that inspire passion and excitement.

CULTURE

Design and Craft Focused

With her interdisciplinary work in realizing her designs; she has created a strong design and production network culture within the city.

At Özlem Tuna, this culture is based on three values:

- entrepreneurial spirit;
- mutual trust;
- a strong sense of ethics.

The projects she develops with designers and small producers encourage leadership skills, mobility and diversity of production.

She believes that this corporate culture is the most fundamental strength of the brand in a truly competitive design environment.

LOCAL MATERIALS & PRODUCTION

The strategy followed in the realization of the designs aims to create value with local materials and production possibilities.

Create your designs by blending small producers located in the city center with technological opportunities.

In order to bring innovation to design and production processes, Özlem Tuna Brand invests in every field that will contribute to these processes.

UNIQUE

Although molds are used in the production processes of porcelain designs, the production methodology follows production processes in which human hands are intensive.

For this reason, each design produced differs from each other. Each cup or bowl contains differences in the glazing or the decors applied on it.

This is an important differentiation created by the brand and the main feature that distinguishes it in the field of luxury design.

A HISTORIC COMMITMENT TO ETHICS

Believing that there is no leadership without a deep sense of responsibility;

ÖZLEM TUNA has been committed to Corporate Social Responsibility since the day it was founded.

She has created a model based on four areas of commitment:

- Raising awareness, educating and empowering our employees
- Promote responsible consumption
- Protecting our planet
- To raise awareness and involve our users in our responsibilities.



DESIGNER & FOUNDER

ÖZLEM TUNA

Özlem Tuna was born in 1969 in a small coastal town in the North Aegean Region of Anatolia. During her high school education; she received culinary training on Turkish food.

In 1993, she graduated from Istanbul, Marmara University, Faculty of Fine Arts, Department of Ceramics. At the same university, she studied various printing techniques in the Graphics Department, Original Print Workshop for 1 year.

She lived in London for 3 years for English language education. She started her business life as a jewelry designer in Istanbul. She worked as a jewelry designer in many companies in the Grand Bazaar and Khan's area in Istanbul-Historical Peninsula.

In 2003, she founded ÖZLEM TUNA DESIGN company. In addition to collection designs and design consultancy for jewelry companies, she started to design and produce jewelry and objects under the ÖZLEM TUNA brand.

She received awards in the field of jewelry.

She continued her design work in Istanbul-Historic Peninsula for a long time. She worked on various projects for the sustainability of the centuries-old tradition of craft-based production in the region and received awards.

She continues to produce projects for the unique craft-based production and sales network of the region to be included in our intangible cultural assets.

AWARDS



**HOLLAND
CONSULATE GENERAL
1993 ISTANBUL**



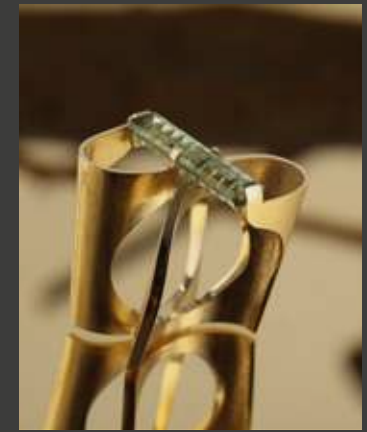
**UTOPIA PEARL
2000 ITALY**



**SOUTHSEA PEARL
2002 HONGKONG**



**SOUTHSEA PEARL
2002 HONGKONG**



**EMPATY GEM AWARD
2013 LONDRA**



**EMPATY GEM AWARD
2013 LONDRA**

KEY DATES

2020

Publishing and First Book

Designer Özlem Tuna wrote and designed a book about her design journey during the Covid Pandemic. With this book, the company received the publisher certificate and prepared it for printing. Preparations for books in the fields of design and art continue.

2019

OZLEM TUNA Design Store

Istanbul; He opened his first store in the Tophane District between Taksim and Karaköy, in the area where designers and antique dealers are dense. The store, which was closed for 1.5 years during the Covid Pandemic, is still a unique store where Istanbulites and tourists stop by to buy gifts.

2013

Porcelain Production Workshop

Since 2003, she has been producing the porcelains she designed in different workshops.

In 2013, she established Özlem Tuna Porcelain production area.

She still continues production on the European side of Istanbul.

In order to bring innovation to design and production processes, Özlem Tuna Brand invests in every field that will contribute to these processes.

2008

Sales Abroad

He participated in his first international fair in Qatar- Doha. Then, with Dubai, Abu-Dhabi - Index and Paris; Maison Objé fairs, it started to realize exports with the B2B business model.

2007

DESIGN ZONE store

The showroom, which includes the Özlem Tuna brand and the products and works of different designers and artists, has become the first design shop of the region in the Historic Peninsula of Istanbul.

2003

Organization

OZLEM TUNA was established as a brand and design office by Özlem Tuna in Istanbul-Historical Peninsula. In the first years, jewelry was designed and produced by Özlem Tuna. On order, she created design projects and collections in the field of jewelry.

20 YEARS OLD BRAND

Özlem Tuna in 20 Years
18 Collection
designed and produced.

All collections
Designed and produced
in Istanbul

From **2013** onwards, e
very year the production of
porcelain
**80% Middle East market
exports.**





CREDO COLLECTION

20 YEARS 18 COLLECTION



TULIP ERA 2003



TILSIM 2005



ENJOYMENT 2005



PLEASURE 2008



ARZU KEŞ 2009



ZODIAC 2009



IST. MARTILARI 2010



LOVE 2011



KAIROS 2011



GATES OF DREAM 2012



NATURE 2013



MOSAIC 2014



MOON 2015



COLOR 2017



THEODORA 2018



SAGE 2019



CREDO 2020



PASSENGER 2021

OZLEM TUNA Worldwide Exports

3 REGIONS **17** COUNTRYIES **35** COMPANIES **69** PRODUCTION PLACE



MAJOR STORES and MUSEUMS WHERE HE WORKED:

- Istanbul Modern Museum
- Pera Museum-Istanbul
- MOMA Design Museum - NY
- Bloomingdale's -Dubai
- Lafayette - Dubai
- Creta\$Barrel -Dubai

SCANNING USED HOTELS and CAFES:

- Neolocal Istanbul
- Perdix-Urla
- W Hotel Doha- Qatar
- Four Seasons Bosphorus Istanbul
- Four Seasons Sultanahmet Istanbul
- Rixos Palm Hotel Dubai
- Harvey Nichols Dubai
- Bloomingdale's cafe Kuwait
- Sheraton hotel Kuwait
- Cafe Rue Bahrain
- Mina cafe-Design District- Dubai



DESIGN PROJECTS, SAMPLE COMPANIES:

- AKBANK
- ANADOLU AJANS
- ARÇELİK
- AXA SİGORTA
- BORSA İSTANBUL
- CAN YAYINLARI
- ENERGI-SA
- FOUR SEASONS HOTEL
- GRUP İMPEKS
- İŞ YATIRIM
- İTO
- LİV HOSPİTAL
- PİLVAK
- TİM
- TROY
- TSKB
- TÜRK TELEKOM
- QATAR AIRWAYS
- VOLVO



CORPORATE SOCIAL RESPONSIBILITY

Basic Principles of Corporate Social Responsibility:

Özlem Tuna Brand believes that its financial performance is inseparable from its social responsibility. With a CSR platform built around four areas of commitment, the founder's continues to develop its vision:

Sustainability

Istanbul; Located in the city center; creates a sustainable business model through collaborations with workshops and craftsmen who produce with traditional methods.

Production Processes Respectful to People and Nature

In realizing its designs; in the materials and production processes it uses; it pays great attention to designing and choosing production processes that respect all living things and nature.

Mutual Trust

To be open and transparent in all dialogs with both internal employees and external workshops. It pays attention to mutual trust.

Committed to protecting and preserving the culture of the land where its brand was born.



SHARING

Strategy:

Working hard after our passion, Controlled growth.

Building an ambitious strategy and an efficient organization to succeed.
But even more important: understanding and openness to change.



**Transparency,
The ability to take risks,
Fast implementation**

what makes us tick
is the motivation behind our mind.

FOCUS POINT

SIMPLE DESIGNS:

To express our manifesto through simple designs as much as possible in the objects that surround us and the jewelry we use.

SIMPLIFY:

To be with our users by simplifying as much as possible in the digital age we live in.

FINDING SOLUTIONS:

Solving problems by simplifying the design projects we produce.



Message from the Founder:

"DESIGN is more than just giving the materials around me the shape I want, to find solutions to a lot of issues.

And now
DESIGN
not to find solutions,
By Design
ASK QUESTIONS
I'm interested."

Özlem Tuna



ROOT & AUTHENTICITY

ÖZLEM TUNA brand is a brand that has adopted design and production processes that respect all living things and made it a corporate culture.

It operates in different fields with an innovative perspective in its designs. In its designs; it pays attention to simplicity and respect for human beings in production processes.

With great passion, it works to bring to life objects and ideas that add meaning to life. from packaging to the user's experience





**ISTANBUL City
in the center of the city.**

She realizes the designs with a simple language using local materials and production possibilities.

**Istanbul;
Design and Production**

Istanbul is the city where we live and where we create our designs.

The city that unites Asia and Europe creates a clear language in our designs. We deliver our designs to our users by using the production culture of the tens of thousands of years old historical city between two continents.

OUR VALUES

GIVING INSPIRATION

We believe that we design the roots of tomorrow with every choice we make. We cannot directly change the world with our designs, but we can inspire and set an example through the ideas and products we design.

THE POWER OF DESIGN

We work with the belief that we can make a difference by using design methodology effectively in every aspect of our lives.

TOGETHER and SHARING:

We care about finding solutions to our projects together around the ideas and objects we find and sharing them around food and drink.

SUSTAINABLE MATERIALS:

We take care to use materials from the geography we live in.

LOCAL PRODUCTION:

We take care to support local production in the city where we create our designs.



LOCAL AND GLOBAL



Anadolu and Diversity of culture

As a Brand and Design office;
we take care to respect all the cultures in the lands we live in. We create simple designs and solutions by assimilating all the cultures that have lived in Anatolia. Inspired by our geography, we aim for our designs with a simple language to be enjoyed by users from all over the world in their daily lives. We deliver our designs and productions to the user with this approach.

Corporate Social business model with responsi- bility;

Responsible Design
and
Production Processes

DESIGN and CRAFT-ORIENTED PRODUC- TION:

Located in the city center of Istanbul, we have created a sustainable business model through collaborations with metal workshops and craftsmen who have been producing with traditional methods for centuries.

We have built our business model, which we contribute to the survival of crafts with our collaborations with craftsmen to realize our designs, into a solid strategy within 20 years.



PUBLISHING

When I look back...

**Book
2021**

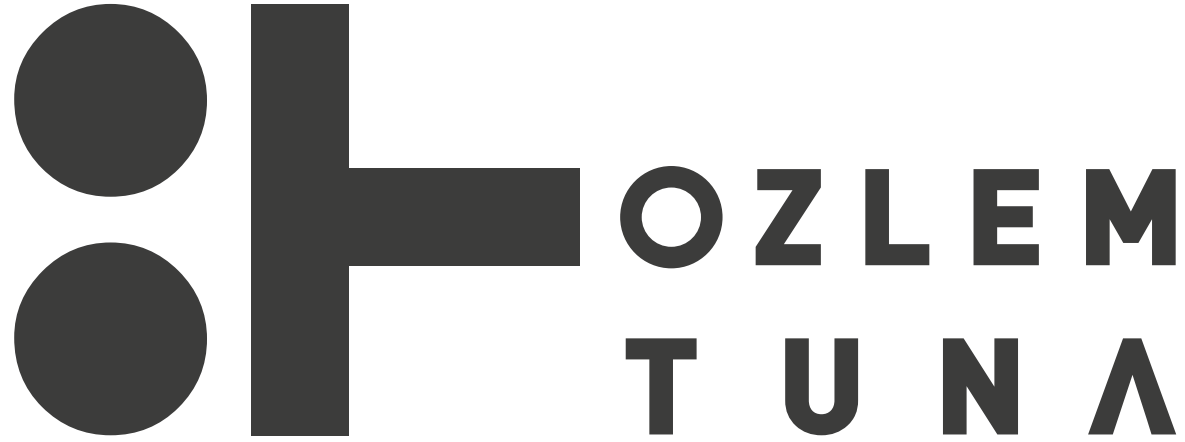
"Shares from my life and my design journey...Looking back; Seeing what I did and didn't do, To recognize my successes and failures, Trying to understand the transformation I am going through with what I design and produce, To have the courage to calmly evaluate and write it down, It has all been a wonderful experience.

Writing and designing a book; The first for me...What I don't know and being able to produce something that is difficult... I think I went through a scary yet creative process.



FUTURE





NEW LOGO

When ÖZLEM TUNA brand was established in 2003, it was decided to use Özlem Tuna's handwriting as the logo.

After 20 years, our new logo was designed by graphic designer Yeşim Ünal.

We believe that it will carry our multidisciplinary perspective and lean design philosophy to the future with strong steps.

OUR DREAMS FOR THE FUTURE

SUSTAINABILITY:

In the next 20 years, we aim to produce using solar energy and to be a pioneer in sustainable materials.

EXPERIENCE:

We believe that the way to strengthen the sharing of the ideas and products we design is through experience.

In order to reach our users directly, we are preparing to expand in retail.

In our retail locations, we dream of combining a cafe with a design shop to strengthen communication and create a sharing experience.



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