

**Mercedes-Benz Fashion Week Istanbul set to begin on October 12**

The 15th season of Mercedes-Benz Fashion Week Istanbul (MBFWI), the most prominent international fashion event in Turkey, will take place entirely on digital platforms with Mercedes-Benz as title sponsor on **October 12-16**. Organized by İHKİB and supported by Türkiye Promotion Group, the event will be accessible on the official website: <http://www.mbfwistanbul.com>. Mercedes-Benz, the long-time supporter of the development of creative disciplines in Turkey, continues to be the title sponsor of MBFWI since 2013.

MBFWI, powered by digitalization this season, is set to become a center of attraction for fashion professionals both in Turkey and across the world.

In keeping with the tradition of all the fashion weeks title-sponsored worldwide, Mercedes-Benz continues to present the fashion show of a designer each season in Istanbul as well. This season, Mercedes-Benz Türk will support Özlem Süer, the acclaimed Turkish designer who is celebrating the 30th anniversary of her fashion career, with the “Mercedes-Benz presents Özlem Süer” runway show featuring her Spring/Summer 2021 collection.

Mercedes-Benz, the title sponsor of the event, will continue to support inspiring women on the “She’s Mercedes” platform, which debuted as part of MBFWI last year, both through the "Mercedes-Benz presents Özlem Süer" runway show and also a number of other projects. “She’s Mercedes” is an inspirational platform that brings together women who draw from their trailblazing stories, who have dreams and who turn them into reality, and reflects the values that Mercedes-Benz embraces to empower women.

**Şükrü Bekdikhan, President of BoM and Passenger Cars**, **Mercedes-Benz Otomotiv,** commented on the new season, "Mercedes-Benz Fashion Week Istanbul is undergoing a major transformation and moving entirely to digital platforms in its 15th season. Driven by the vision of İHKİB and Türkiye Promotion Group, which is supporting this season, the event will no doubt create an unparalleled opportunity for promoting the Turkish designers on a global scale. Mercedes-Benz, the title sponsor of leading global fashion platforms, offered the first digital fashion week experience in April with Mercedes-Benz Fashion Week Mexico, and most recently with Mercedes-Benz Fashion Week Russia. I believe that digital events are the natural outcome of the times, and not the pandemic. I am confident that MBFWI will also leverage these advantages and reach much wider audiences both locally and globally.”

**For further information and image requests:**

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