



KİĞİLİ, THE LEADING MENSWEAR BRAND IN TURKEY OFFERS THE URBAN, CONTEMPORARY, CAREER DRIVEN MAN THE BEST AND MOST COMFORTABLE CLOTHING SELECTIONS FOR EVERY DAY OF THE WEEK. HERE, RLI SITS DOWN WITH THE COMPANY CEO HILAL SUERDEM TO DISCUSS THE LAST 12 MONTHS AND HOW KİĞİLİ ARE PLANNING FOR THE FUTURE.



Founded in 1938 as a fabric selling company for men, the company opened its first store in 1969 in Beyoğlu. The top choice for urban professionals because of its innovative vision that defies standards and uniformity, KİĞİLİ plays a pioneering role in the fashion industry with its unique approach to fashion, and offers its customers clothing that reflects the latest trends, reinterpreted according to its own specific vision.

Remaining committed to customer satisfaction ever since its foundation, the company is now looking to extend its offer beyond the boundaries of Turkey.

The company currently operates 250 stores in Turkey and around 25 franchises globally. The franchise stores are located in Azerbaijan, Turkmenistan and Georgia, in the Middle East there is stores in Iran, Iraq, Kingdom of Saudi Arabia and across Europe there is stores in Macedonia, Kosovo, Austria and France, while the company has a partnership in China.

Over the last 12 months KİĞİLİ has focused on the digital marketplace, accelerating its adaptation to

this critical revenue stream. "Retail is a very dynamic sector where we must establish the right strategies to adapt to the rapidly changing market conditions," says company CEO Hilal Suerdem. "We need to follow the latest technological developments and offer the most rational and innovative solutions to meet the needs and requirement of our customers."

Within Turkey, all major shopping mall projects are on Kiğili's radar for continued growth within the country. Internationally the company has recently opened a new store at Aziz Mall in Jeddah, Kingdom of Saudi Arabia and a new store will soon be opened in Riyadh along with two stores in Mashhad, Iran.

"Over the coming months we are eager to facilitate as many franchisees as we can in our current markets, or even in new ones. We are planning to grow especially within MENA countries, but also in Eastern Europe in countries such as Romania, Albania, Serbia and Bosnia-Herzegovina," explains Suerdem.

The business houses a group of professionals who follow international trends, continuously searching for new layouts and designs. It has manufactured for other brands for many years, but now manufactures solely for its own brand, while the many selling points such as wholesale, online and corporate sales offer many ways of developing specific lines for specific purposes.

Having had its own brand of clothing for almost 80 years, the company has built up a wealth of experience, and with this experience Kiğili has learnt to listen to its customers, experiment with the needs of particular markets and establish a research and development department.

Kiğili's focus on the digital side of the business comes at a time when social media plays a more important role than ever, a role that has become part of the shopping process. Based on current sales figures, the company's mobile sales are ranked in the top 50 stores.

"We reach our customers through interactive channels, notably social media and we focus on these channels in our marketing strategies," says Suerdem. "Our website has shown a very successful growth rate in a nine year period and as a result of our digital marketing efforts to reinforce the modern, dynamic, innovative perception of the brand image and to raise awareness of the website, the growth rate in the last year reached 85 per cent," he explains.

Trust has been pivotal in Kiğili retaining the loyalty of its customers, with consumers trusting the name, ownership and quality that have been trademarks of the company for many years. Its customer profile remains men of all ages, and the loyalty is such that second generation family members now choose the brand, following in the footsteps of their father or grandfather.

A key driver behind the success the company has enjoyed is the constant communication with its customers. "Listening to the needs and requirements of our customers, we made improvements in design and various marketing automations in our website and online channels," says Suerdem. "We follow all changing and evolving retail approaches closely. We work on projects to integrate e-commerce, stores and other communication channels effectively and we have adopted the omni-channel concept which we plan to take a step further," he continues.

Moving forward, the investment Kiğili has made in its digital footprint will be joined by further investment and innovative applications to ensure it continues to have a competitive advantage.

"Our aim is to ensure that our online sales channels will become leading platforms in men's clothing on a global scale, as they are in Turkey," concludes Suerdem.

