

Eroğlu Global Holding's Luxury Furniture Investment:

House of Icons (Hi) Opens Its Doors at Skyland HOM

House Of Icons (Hi), launched with the vision of Eroğlu Global Holding and aiming to become a reference point in the luxury furniture and decoration sector, has opened its doors at Turkey's leading furniture, decoration, and lifestyle center, Skyland HOM. Hi will present world-renowned brands in a single showroom with a unique concept, positioning itself as the new favorite in the sector with its distinctive spirit.

Hi was unveiled in an exclusive event hosted by Nurettin Eroğlu, Chairman of Eroğlu Global Holding, alongside Board Members Erdem Eroğlu and Hülya Eroğlu, Hi Brand Director Cansu Eroğlu, and influential names in design such as Gönye Project Design, Habif Architecture, Autoban, and Jeyan Ülkü Architecture. At the concept showroom's opening, the special guest, world-renowned Italian designer Federico Peri—listed among the most influential architects globally on the AD100 List—gave an exclusive talk for the evening.

Located in Turkey's largest decoration center, Skyland HOM, Hi asserts its ambition to become a reference in the luxury furniture sector with its modern design. More than just a showroom, Hi is a new concept that redefines luxury living spaces and interprets them with a unique style, marking a milestone in the sector. Bringing together the world's leading decoration brands under a special concept, Hi sets out to be the best not only in Turkey but across the region in luxury furniture.

Currently showcasing products from 16 distinguished brands, Hi aims to expand to 25 brands by the end of 2025 and 50 brands by the end of 2026, gathering the leading names in the industry under its roof.

Opened with a design- and gastronomy-focused experience attended by prominent figures from the construction and architecture world, under the hosting of Eroğlu Global Holding Chairman Nurettin Eroğlu, Hi is preparing to become indispensable for luxury and design enthusiasts.



House of Icons

Nurettin Eroğlu, Chairman of Eroğlu Global Holding:

“At Eroğlu Global Holding, we have been investing in fashion, design, aesthetics, and value-added production for 42 years. With our deep-rooted and successful history, we operate across various sectors including fashion, textiles, real estate, and furniture. With the launch of our Hi brand today, we are not merely opening the doors of a new showroom; we are witnessing a new milestone in a design journey spanning nearly half a century, reflecting our aesthetic approach and our passion for transforming living spaces. I sincerely thank all our business partners, design teams, and architect friends who walk with us in every step of this vision.”

World-Renowned Italian Designer Federico Peri Visits Turkey for Hi

Interior designer and product designer Federico Peri, recognized internationally and listed on the AD100 as an authority in design and architecture, came to Turkey for the launch of Hi. The award-winning artist, whose designs contribute aesthetic and unique value to some of the world’s most beautiful homes, shared his knowledge, expertise, and experience with Hi guests. During the talk, the design master discussed trends and offered contemporary approaches and creative suggestions to inspire architects and design professionals.

Exquisite Design Details, Unique Decoration Elements, and Inspiring Stories at Hi

The approximately 2,000-square-meter showroom will bring together premium products and designs for interior and exterior spaces, as well as lighting solutions, including seating groups, dining rooms, bedrooms, wardrobes and storage systems, and garden and terrace furniture. Contemporary and timeless designs will be offered through interior and exterior lighting solutions. The showroom will feature brands such as Atmosphera, Capital, Contardi, Foscari, Glas Italia, Hessentia, Lema, Living Divani, Longhi, Porada, Varaschin, Italamp, Saba, Talenti, Vermobil, and Ezpeleta.



House of Icons

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About Eroğlu Global Holding:

Founded in 1983, Eroğlu Global Holding began its journey with textiles, which remains its flagship sector, and quickly expanded into different industries and international markets under the visionary leadership and entrepreneurial spirit of Nurettin Eroğlu. Bringing Turkey's manufacturing strength to the world, Eroğlu today operates globally with 8 companies and more than 5,000 employees. With over 40 years of experience, the holding continues to grow across a broad spectrum — from textiles to real estate, furniture to energy—placing value-added production, innovation, and sustainability at the core of its business.

Beyond its economic success, Eroğlu Global Holding stands out for its social impact initiatives and sustainable production approach. Guided by values such as reliability, courage, respect for individuals and society, continuous improvement, and responsible production, the holding moves confidently toward the future. With a management philosophy that is human-centered, sustainable, and sensitive to universal values, Eroğlu Global Holding continues its value-driven growth and remains a pioneer of innovation in every market it operates.

About Skyland HOM:

Opened by Eroğlu Global Holding in 2018, Skyland HOM is Turkey's largest decoration center, bringing together award-winning designs, the latest trends in furniture, and stylish living concepts, serving as a hub for high-quality and modern furniture brands. The center combines design with art across 58 showrooms spanning three floors and a total area of 40,000 square meters, hosting more than 300 local and international brands.

Home to products from globally recognized and award-winning designers, Skyland HOM offers a wide variety of timeless styles—from classic to modern—under one roof. The brands featured at Skyland HOM include Architec Lab, Caploonba, Borbo, Altinyatak, Enza Home, Gabba, Go Youngs, Halit Berker, Hals, İşbir Yatak, Kein Design Studio, Koleksiyon, Pinot, Last Touch Studio, Lucea, Luxi Lighting, N Design, Norde, Bekaliving, Sit Design, Yatsan, Bon Objet, İqon, Casa, Ers, Evist, Fuga, Galeri Bir İmza, Interia Design Store, Kys, Lazzoni, Montel, Dion, Roche Bobois, Şark Halı, Stella, Hi (House of Icons), By Kepi, Designfloor, IQUN, Diseno, Dokumacı, Empera, Enne, Estetik Decor, Loda, Loominology, Marble Systems, Metebronz, DisenoOutdoor, Q Home, Supel Concept, Tureks, and Urkaya Exclusive.

Skyland HOM is not only a furniture shopping center but also serves as an R&D and innovation hub for design and decoration brands, adding significant value to the sector. Additionally, Skyland HOM provides professional interior designer consultancy services to assist customers in their product selection.