



Press Release

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Turkey's New-Generation Retail: The First Major Concept Store "INTERIA Design Store"

INTERIA Design Store, the largest concept store in Turkey for decoration and integrated home products, welcomed Turkey's leading architects and interior designers following the completion of its expansion.

With its continuously evolving concept, INTERIA Design Store operates at Skyland HOM Decoration Center across approximately 6,000 square meters, offering luxury segment products from over 60 global brands, totaling more than 100 brands. The concept store caters to a wide range of tastes with an extensive selection of products covering everything needed for a home—from flooring and wall coverings to white goods, kitchen and bathroom products, and home accessories. INTERIA also provides specially designed presentation areas for each brand, as well as a "Workspace" on the upper floor, consisting of five open offices with a capacity of 100 people, available to architects, interior designers, and designers.

Eroğlu: "We Offer Conformist Solutions"

Speaking at the "Hello Summer" event attended by around 300 architects and interior designers, Nurettin Eroğlu, Chairman of Eroğlu Holding, highlighted that Turkey's first major concept store for design and decoration, INTERIA Design Store, fills an important gap for clients in collaboration with industry professionals:

"Our concept store fully meets expectations for various spatial needs, including residential, office, hotel, restaurant, and café environments. At INTERIA, living spaces are shaped with creative solutions, and every detail from A to Z is considered as an interconnected whole. At this point, the store simplifies life by offering 'conformist solutions' that ease the user experience. Every necessary detail for any space is carefully considered, creating stylish living areas with functional solutions and thoughtfully designed layouts."

A Colorful Event

During the "Hello Summer" event at INTERIA Design Store, which continues to bring together world-renowned brands, workshops were held on design insights and the impact of design on taste, featuring Interior Designer Hakan Kütahya and Gastronomy Expert Oğul Türkkân.

Major brands within INTERIA, including Paşabahçe, SMEG, and WMF, also hosted in-store workshop activities during the gathering. Additionally, wood and ceramic artists showcased their works, adding vibrant touches to the evening.

Information

Exclusive Brands and Collections at INTERIA Design Store

INTERIA Design Store, which undertakes both personalized individual space projects and long-term residential, office, and hotel projects, operates with a professional architectural team providing contemporary, principled, high-quality services with customer satisfaction as a priority. The store features exclusive products from renowned brands such as Versace &

INTERIA^{IN}

interior design store

Rosenthal, Pip Studio & Baci Milano, Paşabahçe, Herend, Philips, Nespresso, Joseph & Joseph, and Brabantia, as well as concept brands including Marleth, Select İstanbul, Saleenart, and Maiizen.

Other featured products come from Smeg, MacKenzie-Childs, Kitchenaid, Esma Dereboy, Samsung, Electrolux, Franke, Miele, Teka, Jars, Figgjo, Forti Seramik, Dialogue Tableware, Nude Glass, Oxo, Lagom, Minval, Katzze, Gül Güler, Biosy, WMF, The Mia, Soy Bakır, Bambum, Limpidhome, Bialetti, Bodum, Şeyda & Aslı, Kenwood, Shuroobe, Dualit, Lineadecor, Grohe, Geberit, Duravit, Vitra, Villeroy & Boch, Qua, Sanacryl, Hüppe, Peli, Krono, Dendro, and Blanco. These products are showcased to both industry professionals and decoration enthusiasts.

For more information:

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