



GABBA®

BRAND IDENTITY

THE ESSENCE OF LUXURY



Brand Story



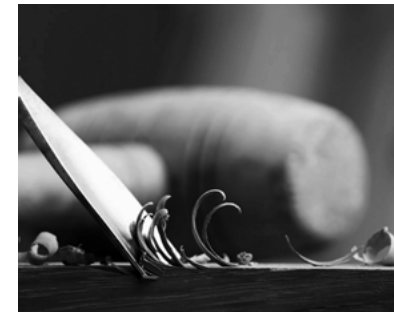
The story of GABBA began more than 50 years ago, with a passionate family man who praised Inegol's furniture throughout Turkey by knocking doors and having tea with shopkeepers of all regions. This furniture master was Ali Fener, who shared his years of mastery and valuable craft with his children, who then continued and advanced the tradition of quality furniture making to this day.



OVER 50 YEARS OF EXPERIENCE
50

Today, Gabba's history extends beyond 3 generations of master furniture makers. One of the strongest advantages of GABBA is manufacturing furniture which can appeal to a wide range of styles and tastes, due to Turkey's rich historical heritage and diversity of materials. Adding more than 50 years of experience to this unique background, GABBA has moved from meeting supply to creating demand in the global furniture market. Designing and manufacturing innovative products create their own demand in different geographies, which ensures GABBA entering various markets. Gabba has maintained its determination and stability from day one and continues to design furnitures of future by combining years of experience with the present.

“*The story of GABBA began with curious children listening to the sounds of the trees and following the advices of a master craftsman.*”



Timeline

- 1978 *Ali Fener started to manufacture furniture in a small workshop in Şebinkarahisar district of Giresun Province, Turkey; Bedroom furnitures were the main component of his production.*
- 1980 *Due to the complicated conditions of the time, Ali Fener transitioned his business from furniture manufacturing to carpet business. After ensuring an economical stability; he proceeded to return to his passion of furniture production.*
- 1985 *Due to the complicated conditions of the time, Ali Fener transitioned his business from furniture manufacturing to carpet business. After ensuring an economical stability; he proceeded to return to his passion of furniture production.*
- 1990 *In addition to manufacturing, Ali Fener started to directly sell furniture in order to hold the high ground in the furniture retail market. He invested almost all of his earnings to establish a 300 sqm workshop. This workshop was an investment to the future of GABBA.*
- 1998 *The first overseas sales furniture started with Greece.*
- 2000 *As the capacity of production grew, Ali Fener and his team moved to a 12.000 sqm production area and started to manufacture sofas. Despite all challenges, Fener family offered top-quality furnitures to the retail market.*
- 2001 *In May 2001, a new 65.000 sqm factory was established in Inegol and the brand of GABBA was born with great magnificence...*
- 2003 *GABBA continued to bring a new flow of energy to the world of furniture manufacturing as the first abroad store opened in Hungary; with the help of hard work and powerful strategies. After passing this important bridge, GABBA was set to become a world brand.*
- 2022 *Having started with the collective effort of the Fener family in late 70's and opening up to the world in early 2000's, GABBA continues to increase its brand value with rising momentum. Today; GABBA has stores in 69 countries across the world and in all cities of Turkey.*

“ Gabba DNA

*Gabba was born
with a great magnificence....*

Production

Following the rule of **“innovation in the principles of sustainability”** our brand has created a distinct **“Gabba code of design”** which became a constant feature of our each collection. This design has deep roots in the DNA of the company and is devoted to visual quality, undated elegance, tradition, sustainability and mastery in the craft.





Gabba employs young and dynamic staff to pursue the future of the furniture design and manufacturing. We integrate our young and productive talents into our decision making process with the top management and conduct market studies and R&D activities to design innovative products. These creative and management decisions move us forward in our target markets, producing products of great craftsmanship and function. GABBA takes inspiration from its unique background for creative concepts and shapes the future by blending this history with innovation. The company sets its goals to become a world brand by improving design and using digital platforms effectively.



“ *We always push our limits to create better*

Our standards are beyond the visual quality of our products. We sustain the art of furniture design and manufacturing by not compromising from details and excellence. Our reputation and global image gives us the opportunity of employing masters from all around the world.



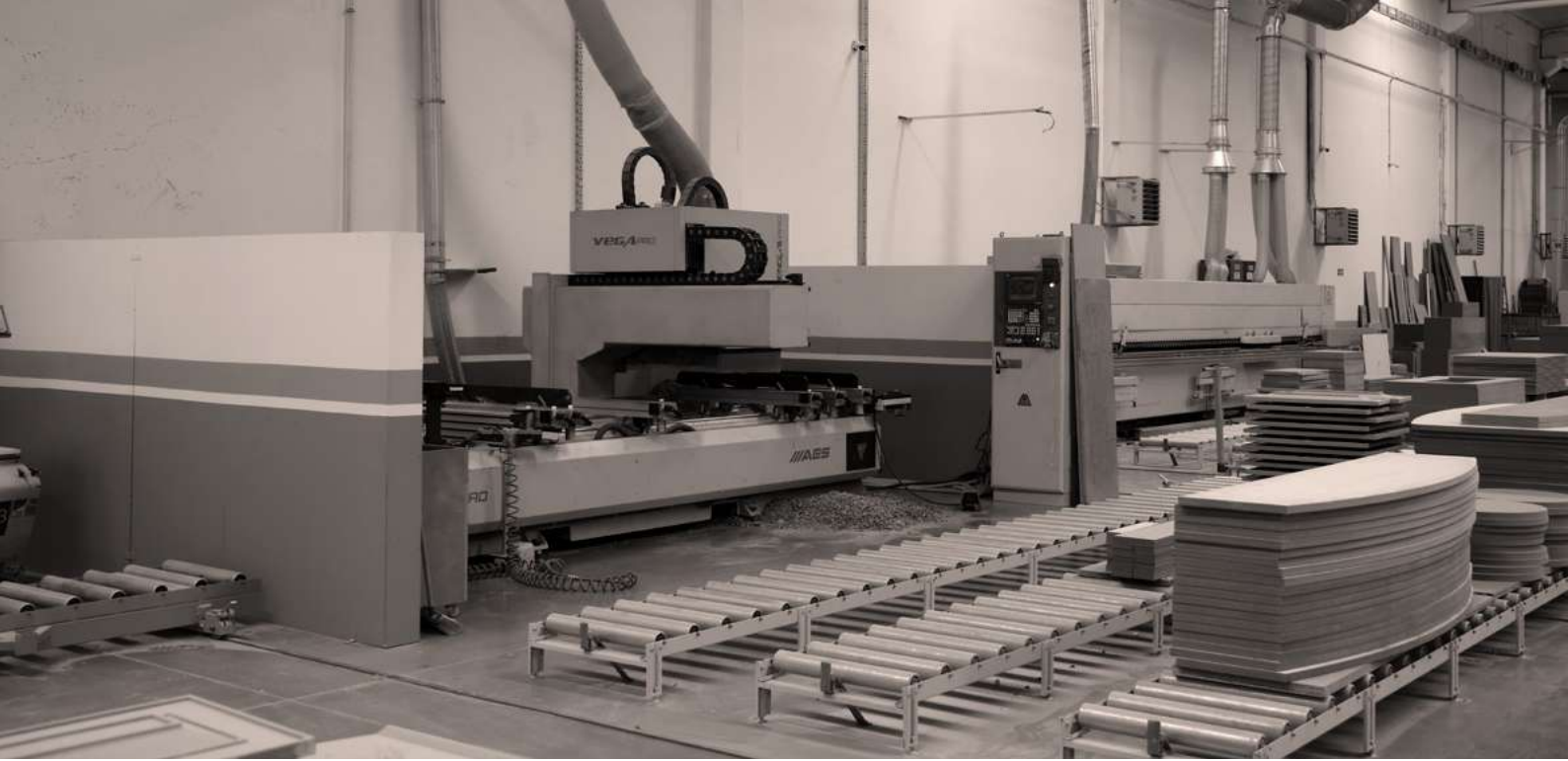
“ *1st Class Material* ”



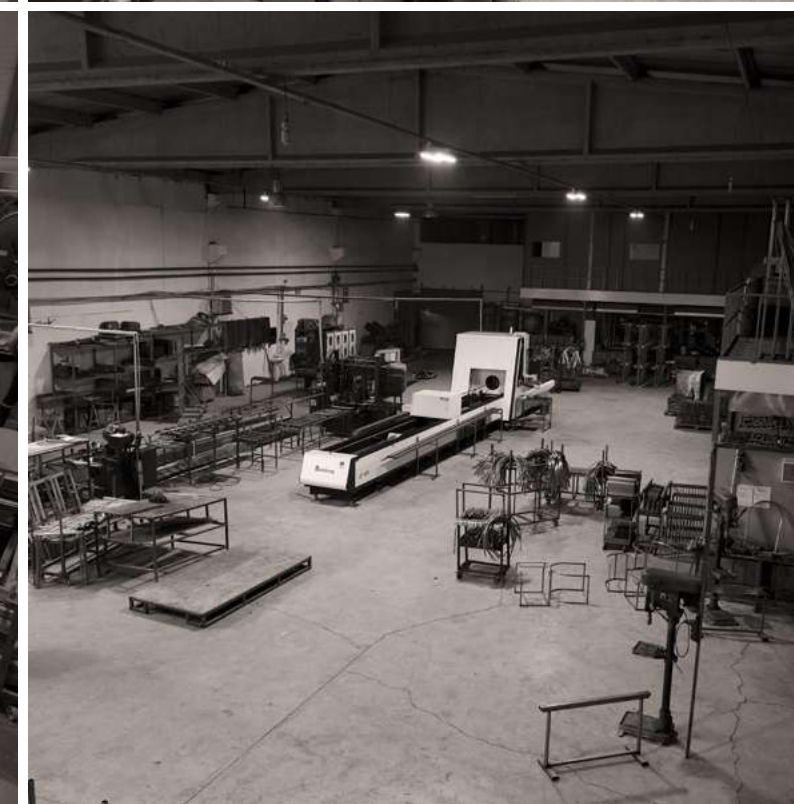
Design

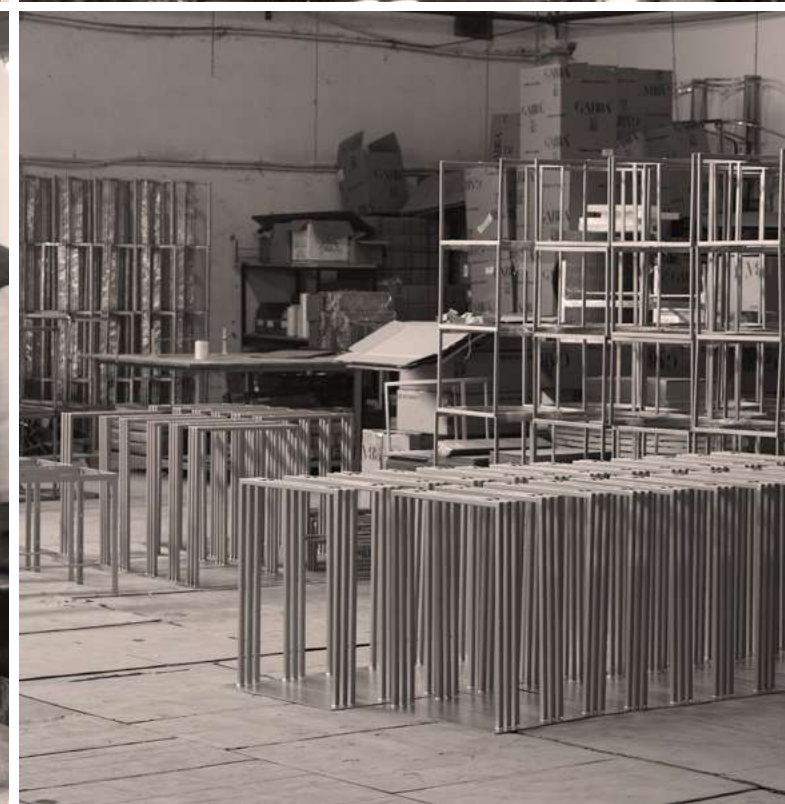
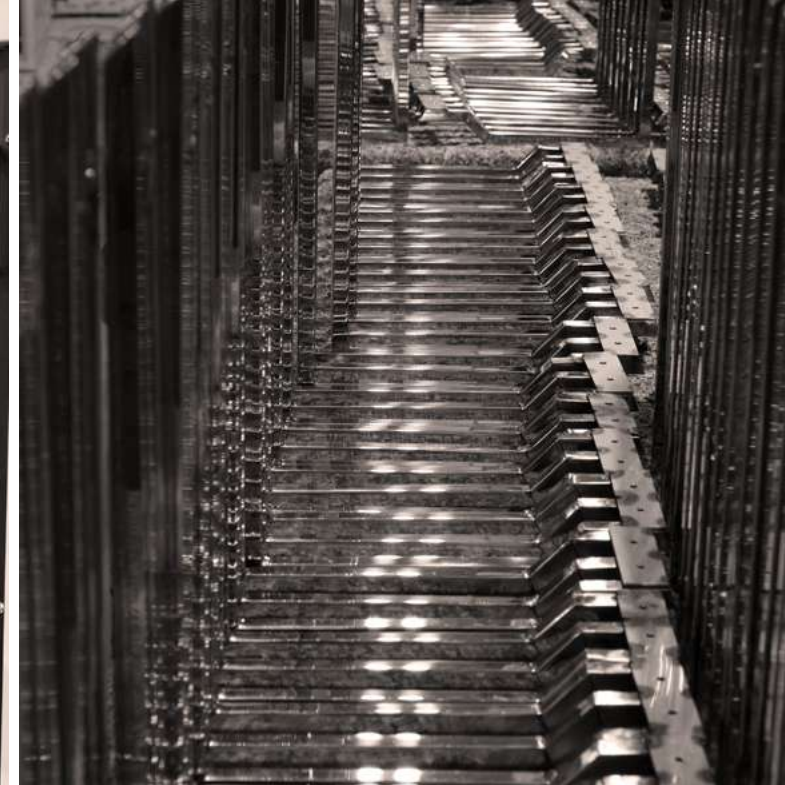
“ *The perspective of unique design*

For years, we have been working with designers who share their ideas and inspiration to create products that represent the style and design culture of GABBA. We thank our remarkable professionals for helping us in pioneering an exciting and multi-cultural style, with contributions of their new perspectives.









GABBA is a luxury brand that prioritizes simplicity, quality, durability and first class lifestyle. Our goal is to make top-quality furniture accessible for a wider range of people. This goal helps our teams to be more efficient and creative.



RELIABLE QUALITY

We bring together reliability and quality for our esteemed customers.



NEAREST STORE

You can visit our nearest stores for an excellent service.



SAFE DELIVERY

We offer safe delivery service for our valued customers.



INSTALLATION

Our professional team installs the furnitures you have purchased.

Occupational Safety

We are aware that providing production safety warrants increase of efficiency. For this reason we, as GABBA, always pay attention to keep physical and mental health of our staff.



Network

“ Gabba is an International Brand

GABBA is not limited with borders. 100% of GABBA's furniture is still manufactured in Turkey and 70% of it is displayed in other regions of the world. Extending from Canada to Germany, from France to Nigeria, we do business in 85 countries with points of sale on all continents and a wide authorized dealer network. GABBA is a brand that gains greater momentum every day.



Respect for Nature

“*In nature, nothing is lost.
Everything changes.*”

A tree transforms into craftsmanship, and the craftsmanship transforms into thousands of tree saplings. What we get from nature, we return back. Thanks to the collaboration with TEMA, we present new trees to barren soils.

They are only kids!

“*They have the right
to be children too.*”

We believe that our children must be kept safe from economic exploitation and unfavorable actions that affect their education, health and development adversely. For this reason, we are here to fight against child labor. We want children to be at school and playgrounds, not in an industrial workshop. We wish our kids to be growing up with safety and their fundamental rights.





Customer Service

+90 224 714 22 14

www.gabba.com.tr

E-Posta: info@gabba.com.tr

