

More Than Fashion

morven

COMPANY PROFILE

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STORY A BRAND

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A BRAND STORY

MORE THAN FASHION MORVEN.COM.TR

Founded in 1987, our brand has grown based on a strategy of adding local value. With 37 years of experience, developing local strategies and establishing connections with our customers have helped our brand expand in its region through corner stores and wholesale channels; our local brand began transitioning to monobrand retail stores under the Morven brand in 2010, first nationally and then globally, on its path to becoming a well-recognized brand. The transformation from street stores to mall stores over the years has played a key role in better understanding our brand identity and demographic, which has been crucial for our customer base's adoption. Thanks to our passion for quality and dedication to trends, our continuously evolving collection mix has found resonance in wider geographies. By 2035, we aim to open 40 new stores nationally and globally, making our brand accessible to a broader audience. With 230 employees and 37 years of accumulation, our firm is progressing in the fashion world, regularly following global trends and participating in fashion fairs in different countries around the world as exhibitors and visitors each season. By valuing design and innovation, we create two collections annually, offering them for our customers' appreciation. Our brand is positioned to meet the fashion needs of men following fashion trends, aged 18-30 and 30-55, with smart casual, classic, and groom collections. Our firm embraces all segments of society with its accessible pricing, establishing a pricing policy that standardizes stylish dressing.

VISION & MISSION

Vision

With 37 years of experience, knowledge, and vision, we aim to become a men's clothing brand with high brand awareness in the national and global market

Mission

Adopting the mission of always offering accessible prices and quality products to business partners and customers with the slogan "More Than Fashion" and total quality management.



BRAND IMAGE

Morven Brand Architecture and Marketing Strategy

Morven supports its brand positioning with two new collections yearly, campaigns for these collections, and monthly lookbook shoots. After campaign shoots, seasonal planning involves 360-degree marketing activities at store locations. Newspaper ads, Morven collection magazine, bus wraps, and billboard activities are just some of the 360-degree marketing efforts. These activities are planned in annual strategy meetings and continue without interruption to support both the store and dealer network in sales channels.

37
Years of Experience

FASHION JOURNEY

A 37-year journey of accessible elegance that started in a small store in 1987, spreading to five continents and hundreds of points...

22
Corner

5
Dealers

31
Stores

RETAIL EXPANSION

The continuously evolving collection and retail architecture have been growing for 37 years, keeping up with trends through an expanding retail and dealer network.

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PRODUCT MIX

THE BRAND FOR MEN AGED FROM 18 TO 55

Our firm's main philosophy is an accessible pricing policy, offering a collection mix under one roof that can meet all a man's wardrobe needs, from boxers and socks to suits, shirts, cufflinks, and ties.

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CASUAL, SMART CASUAL,
CLASSIC, CEREMONIA

CASUAL



SMART CASUAL



CLASSIC



CEREMONIA



BRAND GOAL

ACCESSIBILITY

Implementing a pricing policy that allows men from all walks of life to shop with accessible elegance.

AVAILABILITY

Being available and accessible through physical stores as well as online sales channels.

INCLUSIVENESS

Offering a broad collection that all men aged 18-55 can find something that resonates with them.

TARGET AUDIENCE

Open to innovation

Playing an active role in the professional world

Planning weekend activities

Passionate about fashion

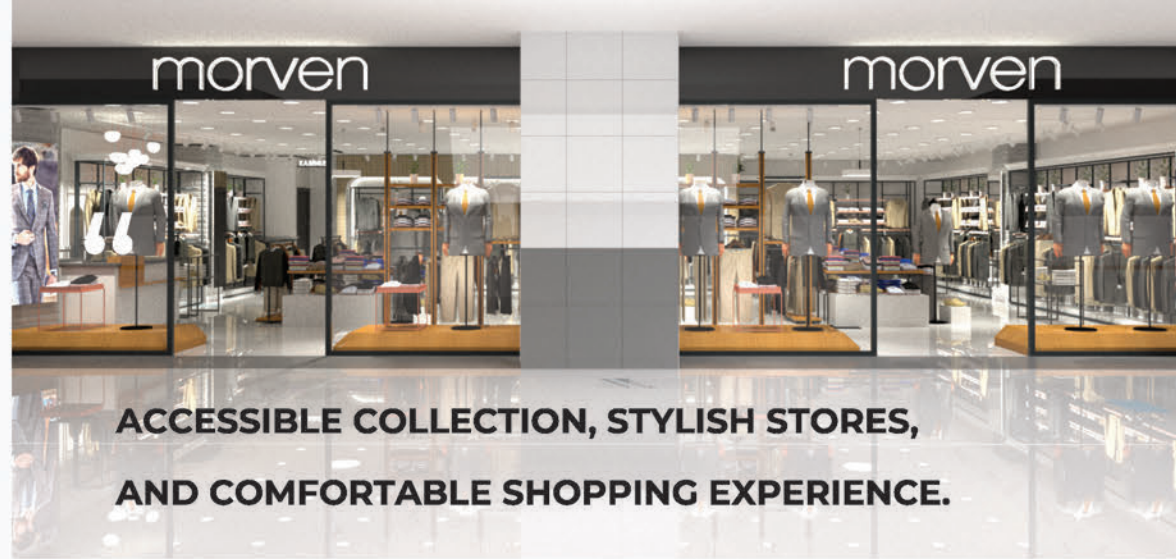
Seeking quality in life

Different collection ranges for ages 18-30 / 30-55

More than Fashion



STORE CONCEPT DESIGN



**ACCESSIBLE COLLECTION, STYLISH STORES,
AND COMFORTABLE SHOPPING EXPERIENCE.**

In choosing store locations and evaluating dealership applications, our marketing team primarily conducts an analysis of the store architecture and the location's potential before leasing. Points with high pedestrian traffic, whether inside a mall or on a main street, are preferred to support profitability. Morven opens stores or offers dealerships in locations with at least 200 square meters of gross area that meet the necessary conditions.

The newly created store concept, including technical drawings and visuals, is presented to our business partners who apply for dealerships, supporting the construction of stores according to this concept.







BRAND MARKETING COMMUNICATION & E-COM



DOMESTIC SALES POINTS



INTERNATIONAL SALES POINT

Algeria Azerbaijan Belgium Benin Botswana Bulgaria Burkina Faso Canada Ivory Cost Cyprus France Germany Hungary Iran Iraq Israel Kazakhstan Kenya Kuwait Kyrgyzstan
Macedonia Mali Morocco Niger Nigeria Poland Russia Senegal Serbia Sierra Leone Togo United Arab Emirates United Kingdom United States Uzbekistan



STORES

ADANA FACTORY SALES STORE
Ulu Cami Mahallesi,
Abidin Paşa Caddesi,
No:58 Seyhan / Adana
0322 352 56 32
0533 303 36 33

ADANA BARAJ YOLU
Yeni Baraj Mahallesi,
86045 Sokak, No:1,
Vural Apartmanı Altı,
74/A, Seyhan / Adana
0322 226 95 29
0507 018 37 67

ADANA CONCEPT STORE
Gürsel Paşa Mahallesi,
Öğretmenler Bulvarı,
No:2/2, Tepelizade İş
Merkezi, A Blok,
Zemin Kat, No:30-31,
Seyhan / Adana
0530 939 65 61

ADANA / CEYHAN
Burhaniye Mahallesi,
Kızılay Caddesi, No:37/A
Ceyhan / Adana
0553 788 57 27

ADANA ESAS 01 BURDA AVM
Ahmet Remzi Yüreğir
Mahallesi, Erdal Acet
Caddesi, Esas 01 Burda
Avm, Blok No:1, İç Kapı
No:104
Seyhan / Adana
0507 141 18 16

ADANA KOZAN
Aslan Paşa Mahallesi,
Saimbeyli Caddesi, No:52
Kozan / Adana
0322 516 15 14
0534 341 28 96

ADANA M1 AVM
Yeni Mahallesi,
Öğretmenler Bulvarı 87071
Sokak, No:5,
Blok5/1, Z32 Mağaza, 199 A
Seyhan / Adana
0322 271 00 05
0533 303 36 33

ADANA OPTIMUM AVM
Hacı Sabancı Bulvarı,
Adana Optimum AVM,
Kat: 1
Yüreğir / Adana
0322 333 38 00
0538 573 26 30

ADANA / SARIÇAM
Şahintepe Mahallesi,
Kozan Bulvarı, No:10 I,
Kapı:43
Sarıçam / Adana
0530 966 13 59

ADANA YAĞ CAMİ
Yağ Cami Civarı,
Alimünif Caddesi, No:4
Seyhan / Adana
0322 359 70 42
0533 290 14 34

ADIYAMAN PARK AVM
Yeni Sanayi Mahallesi 2819
Sokak Adıyaman Park Han
Apartmanı No:1 Daire:1
Merkez / Adıyaman
0546 922 8889

ANKARA ANKAMALL AVM
Gazi Mahallesi, Mevlana
Bulvarı, Ankamall Ana Giriş,
No:2 /1048 Yenimahalle /
Ankara
0312 541 24 03
0530 219 53 71

ANKARA FORUM
Yozgat Bulvarı, 99 Ovacık,
06280
Keçiören / Ankara
0552 035 0877

ANKARA / SINCAN
Atatürk, Öncü Sokak, 5/b,
06936, Sincan / Ankara
0532 433 25 03

BİNGÖL
Yenişehir Mahallesi,
Galeria İş Merkezi, 33/1
Merkez / Bingöl
0543 830 99 10

DIYARBAKIR
CEYLAN KARAVİL AVM
Fırat Mahallesi, Urfa
Bulvarı,
No:98, Ceylan Karavil Park
Avm, Mağaza No:1-017,
Diyarbakır
0530 669 75 51

ELAZIĞ PARK 23
Cuhuriyet Mahallesi
Malatya Caddesi No:70/1
Elazığ

GAZİANTEP PRIMEMALL AVM
15 Temmuz Mahallesi, Prof.
Dr. Necmettin Erbakan
Caddesi,
33.Sokak, No:71, 1.Kat,
ZK-S-19 Nolu Mağaza 27560
0342 502 08 43

GAZİANTEP FORUM AVM
Yaprak Mahallesi, İstasyon
Caddesi No:76, FF.L Blok, 18
No'lu İşyeri
Şehitkamil / Gaziantep
GAZİANTEP NİZİP
Saha, Gaziantep İli, Nizip
İlçesi, Atatürk Bulvarı, No:36/A,
27700
Nizip / Gaziantep
0552 035 0874

HATAY /ANTAKYA
PRIMEMALL AVM
Hatay Akasya Mahallesi,
Şükrü Balcı Caddesi, No:149
Primemall AVM, Kat: 1, M: 01-
004
Antakya / Hatay
0326 290 40 41
0533 160 59 69

HATAY / İSKENDERUN
PRIMEMALL AVM
Eyüp Sultan Caddesi,
Numune Mahallesi,
Primemall Avm, No:122 Kat:1,
İskenderun / Hatay
0326 619 20 25
0532 157 08 20

HATAY / REYHANLI
Atatürk Caddesi,
Döğücüler İş Hanı,
Zemin Kat, No:197
Reyhanlı / Hatay
0326 413 35 95
0533 323 51 40

HATAY / KIRIKHAN CONCEPT
Kanatlı Caddesi, No:166/A,
Kırıkhan / Hatay
0326 344 17 17
0533 150 70 08

HATAY / DÖRTYOL
Sanayi Mahallesi İnönü
Caddesi C Blok No:41 D
Hatay

KAHRAMAN MARAŞ / PAZARCİK
Menderes Mahallesi, Uğur
Göksu Caddesi,
Pazarcık - 46100, 46700
Pazarcık / Kahramanmaraş
0536 613 09 98

KAHRAMAN MARAŞ PIAZZA AVM
Şazibey Mahallesi,
Haydar Aliyev Bulvarı,
No:3 Z/46
Onikişubat / Kahramanmaraş
0850 420 0146

KAYSERİ FORUM AVM
Hunat Mahallesi, Sivas Bulvarı,
Forum Avm, No:24,
İç Kapı No:138
Melikgazi / Kayseri
0552 035 08 41

KONYA KULESİTE AVM
Musalla Bağları Mahallesi,
Kule Caddesi, Kule Site 8/123
Selçuklu / Konya

KONYA NOVALAND AVM
Veysel Karani Caddesi,
Sancak Mahallesi, Novaland
Avm, No:6, 37 Nolu Mağaza
Selçuklu / Konya
0332 502 28 74
0534 308 36 76

KİLİS
Şehit Şakıp Mahallesi,
Cumhuriyet Caddesi,
No:90/A, Kilis
0348 803 18 18
0552 035 08 45

OSMANİYE KADİRLİ
Savrun, Sıdika Saygılı
Caddesi, No:2, 80750
Kadirli / Osmaniye
0539 291 60 87

OSMANİYE PARK 328 AVM
Adnan Menderes Mahallesi,
Adnan Menderes Caddesi,
17/30 Park 328 AVM
Merkez / Osmaniye
0535 769 39 57

ŞANLIURFA PIAZZA AVM
Karakoyunlu Mahallesi,
11 Nisan Fuar Caddesi, No:42,
Piazza Avm AZK-024 B,
Şanlıurfa
0414 216 63 01
0538 573 17 03

TARSUS
Fevzi Çakmak, Adana Bulvarı,
No:57, D:126, 33530
Tarsus / Mersin
0545 144 14 25

VAN
Bahçıvan, Kazım Karabekir
Bulvarı, No:75/D, 65100
İpekyolu / Van
0543 738 1902

26 / 24

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27 / 24

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GENERAL CENTER ADANA SHOWROOM

Ulu Cami Mahallesi,
Abidin Paşa Caddesi, No:58/A
Seyhan / Adana
0322 352 56 32

İSTANBUL CENTER SHOWROOM

Keresteciler Sitesi,
Fatih Caddesi, No:3G Merter,
Gölsever Sokağı, 34956 Güngören
0212 506 01 31
0533 678 53 23

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