



LELA&BURATTI GmbH

ABOUT US

Çetin Family began its commercial journey in 1982 with the opening of its first store and today manages 21 retail stores. The company offers multi-brand products across women's, men's, and children's apparel, as well as shoes and accessories. Through its websites and mobile applications—markastok.com, lela.com.tr, buratti.com.tr, and exxeselection.com—customers can access both local and international brands available in Çetin Family retail stores. Lela and Buratti are private label brands owned by Çetin Family. Under the Lela brand, the company offers women's and children's apparel, while Buratti focuses on men's apparel. In all of its export projects, Çetin Family exclusively sells products from its private label brands.

Thanks to its strong growth performance and effective partnership management, Çetin Family now exports its own brands, Lela and Buratti, to more than 25 countries worldwide. Export operations in Europe are managed under the company's German legal entity, Lela Buratti GmbH.















