

FOUNDER ZEMRA ACARLI

NICKNAME ZEMZEM

A dream, a label operating mainly between Zürich and Istanbul.

By starting her own label, ZEMZEM ATELIER, Zemra Acarli born and raised in Germany with a Turkish background, fulfilled her childhood dream. The brand, found in 2010, combines the traditional Turkish needlework techniques with the modern vision of luxurious Designs in an extraordinary way.

Zemra Acarli majored in Diversity Management in her Masters of Business Administration studies. She worked for several years in the Marketing business with her own company in Austria and Switzerland. After deciding to make a new start with the fashion label as her lifelong dream, it was always her aim to combine her marketing and management skills with her fashion sense. To establish not just another fashion label that surrenders to the merciless fashion cycle was her initial goal. With getting to know the people around her and being curious about the ancient handcraft methods of centuries, the design signature of ZZA was in the making. "In a time where mass production all over the world took over, and handcrafts are likely to disappear, ZZA brings back the tradition of handcrafted items. The aim is to renew the appreciation for handworked products in order to give the user an understanding of beauty." Zemra Acarli explains her intentions.

In every collection, she includes an open and curious way of perceiving things is reflected. It is also the expression of the creative richness that Zemra Acarli is carrying in herself as a modern nomad wandering between the cultures.

"Zemra Acarli always dreamed of owning a fashion line that bridged both cultures."

(BBC Feature: Turkish Traditions & Trade)



ZZA VISION

"Bridging Cultures and Finding Self"

(New York Times Article, Headline)

The acknowledgment and combination of diverse resources such as people, skills, and techniques lie at the heart of ZZA as a brand. Diversity applies to all levels in the structure of ZZA: from the before mentioned resources to the combination and balance of diverse materials such as leather, wool, silk to the balance of diverse cultural influences from western and eastern culture.

Zemra Acarli works with all kinds of people like women, the ZEMZEM Ladies, manufacturers, photographers, video artists, stylists, etc. on the ZZA brand. Her motivation is to acknowledge their different skills and challenge their creative vision to create sustainable and modern designs. New horizons get together sometimes for the first time, and the outcome is always inspiring.



ZZA HAUTE CULTURE

"Although initially used as an offshoot of Haute Couture, it really seeks to define anything that is unique and exclusive in the cultural world."

The term Haute Culture is the embodiment of ZEMZEM ATELIER's work and brand ethos: In ZZA's definition of Haute Culture is the symbiosis of modern fashion accessories and clothing with the appreciation of versatile traditional handcraft techniques by taking social sustainability factors into account. Beyond mainstream and mass production towards a holistic approach in manufacturing.



ZZA LADIES

"Each person has a destiny, hers was to create a fashion label that would merge Western and Oriental elements and help women of Anatolian background in Turkey to make a living."

(New York Times Article, Souad Mekhennet about Zemra Acarli)

The philosophy of ZZA is committed to Slow Fashion and social sustainability with high regard for the women's needs in offering fair working possibilities and the individuals' motivation. ZZA works with women who aren't integrated into the work market and don't have professional education. Nonetheless, they have the handcraft and needlework skills that ZZA aims to preserve by combining them with its modern luxurious, and handmade accessories designs. Both sides give and take from each other: The women are valued for their craft, can work from home where they can integrate the work into their daily life with the family and earn an income for sometimes the first time in their lives.



Within five years, more than 60 women are working as ZEMZEM Ladies and are the company's backbone. By granting a custom-made and fair work environment, the women are highly motivated, encouraged, and committed to producing the best quality products in return.

ZZA RETAIL PARTNERS

SWITZERLAND

Zurich | GRIEDER FIDELIO LOOQ MONSIEUR DUBOIS KOMPLEMENTAIR COU COU LES BELLES PER PIEDI **Luzern** | PONY & KLEID VESTITI
Winterthur | ADEMAS **Basel** | SET & SEKT **Bern** | KITCHENER PLUS STAHLBLAU **Schwyz** | ERRE PIU **Lenzerheide** | PESKO

GERMANY

Berlin | QUARTIER206 DEPARTMENTSTORE-CABINET BUTTERFLYSOULFIRE **Hamburg** | COLETT **München** | OFF & CO **Stuttgart** | ABSEITS
Dresden | COCOON **Konstanz** | ETOILE **Bad Homburg** | HALBACH MODEHAUS **Köln** | INFINITO **Aachen** | DACAPO PRO IDEE

AUSTRIA

Salzburg | REYER **NETHERLANDS** **Heerlen** | IMPRESSION WOMEN FASHION **GREAT BRITAIN** **London** | HAUTE ELAN

TURKEY **Mugla – Bodrum** | MANDARIN ORIENTAL **Istanbul** | FOUR SEASONS BOSPHORUS **Marmaris – Mugla** | D MARIS BAY

E-COMMERCE PARTNERS

Switzerland | Mooris AG **Turkey** | HAGIA SOHO HOUSE **USA** | FOR ARTISTS ONLY **GERMANY** | BAMIN **GREAT BRITAIN** | FASHIONABLYN

ZZA SELECTED AS HIGH END BRAND

Dear Zemra,

I hope you're doing well and thank you for getting back to me! As I said on Instagram, I am one of the Designer Coordinators for Vancouver Fashion Week (VFW) but also for our sister company, Global Fashion Collective (GFC) that produces shows in the other major fashion capitals.

To give you a little more context about VFW, we are the second largest fashion week in North America after New York, but also the fastest growing fashion week in the world. Moreover, our showcases also include two days dedicated to kids fashion week.

Our last VFW season for FW21 was held from last April from the 16th to 18th and was totally digital due to the pandemic. Despite the challenges, it was a real success for us and for the participating designers. Indeed, through livestreams of the shows on our various platforms (Website, Instagram, YouTube, Twitch and Facebook) but also through our partnerships with Fashion Week Online and Fashion Vibes Milano who also broadcast our FW live, we were able to generate:

- over 35,000 views during live broadcast
- over 2.1 million media impressions.

In addition, through our engagements with various public relations agencies, we were able to generate \$103,000 in total ad value, from a wide range of media coverages.

We are currently preparing for our Spring/Summer 2022 Fashion Week that will take place in October 2021 and for our Fall/Winter 2022 FW that will take place in April 2022. Our designers can participate digitally or in person, as our government is planning a return to normal activities by September 2021, which is great news!

Through Global Fashion Collective, we are also planning our New York Fashion Week showcase for September 2021, which is part of the official NYFW's calendar. We are also planning physical shows in NYC, London, Paris and Tokyo between January and March 2022.

I attached our VFW press kit, packages and a GFC package for Paris for reference. We also have reductions currently for all our physical shows!

We love your collections for ZEMZEM and if you're interested in either opportunity, I am more than happy to set up a call to chat more about the details of our showcases.

Looking forward to hearing back from you.

Sincerely,

Yasmine Alj

Designer Coordinator

Liebes zemzematelier Team

Wir organisieren eine der grössten nachhaltigen Modenschauen in der Schweiz und möchten euch deshalb die Möglichkeit bieten, Teil der kommenden Un-Dress Fashion Award Show zu werden.

Seit 2011 präsentieren verschiedene Schweizer und internationale Designer ihre Arbeiten an der Un-Dress Fashion Show, die das Bewusstsein für nachhaltige Mode fördert und stärkt. Im April 2021 durften wir über 2'200 Zuschauende zu unserer ersten digitalen Award Show begrüßen.

Nach der digitalen Modenschau im letzten Jahr wird die Un-Dress Fashion Award Show 2022 am 30. März oder am 2. April 2022 in St. Gallen stattfinden und nachhaltigen Brands wie der euren die Möglichkeit geben, eure neueste Kollektion auf dem Laufsteg zu präsentieren. Neben der Modenschau wird es auch einen Pop-Up-Store geben, an dem die rund 500 Teilnehmenden eure Stücke direkt vor Ort bewundern und kaufen können.

Alle Marken, die an der Fashion Award Show teilnehmen, haben ausserdem die Chance auf den Hauptgewinn in Form eines zweiwöchigen Pop-Up-Stores an der Bahnhofstrasse in Zürich. Weitere Informationen dazu, sowie zu den verschiedenen Teilnahmemöglichkeiten findet ihr in der Broschüre im Anhang sowie auf unserer Website: www.un-dress.ch.

Wir freuen uns, bald von euch zu hören und würden uns freuen, euch als Teilnehmer der Un-Dress Fashion Award Show 2022 begrüßen zu dürfen. Für weitere Informationen zögert bitte nicht, uns zu kontaktieren.

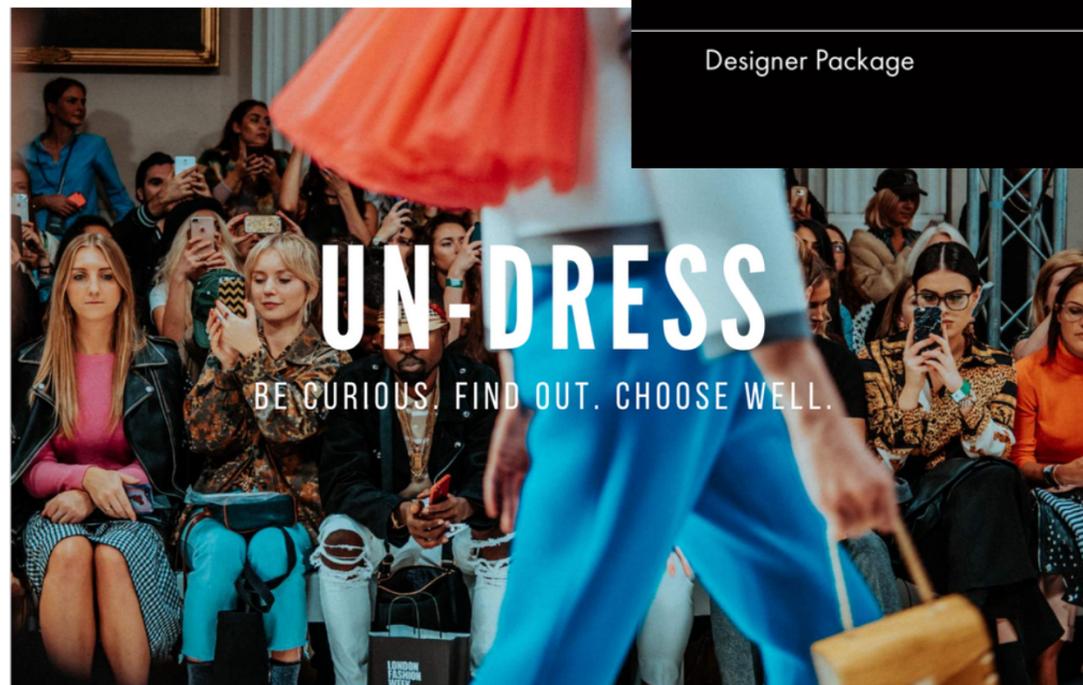
Freundliche Grüsse

Nea & Veronica

Veronica Bürli
Co-Project Head

Un-Dress 2022
c/o oikos St.Gallen
Rosenbergstrasse 51
9000 St.Gallen

420 W Broadway, 382 W Broadway and 94 Thompson are Flying Solo stores, located in the heart of SoHo, where FS brands sell their collections directly to the customer



Fashion Applications Platform POPDEPOT
SELL YOUR DESIGNS in New York
An: Zemra Acarli,
Antwort an: ardakova.maria@gmail.com

Eingang - ZEMZEM ATELIER 15. Oktober 2021 um 10:49

Не видите сообщение? [Смотреть в браузере](#)

SELL YOUR DESIGNS

IN NEW YORK

1. Retail



Fashion Applications Platform POPDEPOT
DESIGNERS CALL: NEW YORK FASHION WEEK
An: Zemra Acarli,
Antwort an: ardakova.maria@gmail.com

Eingang - ZEMZEM ATELIER 20. Oktober 2021 um 16:27

Не видите сообщение? [Смотреть в браузере](#)

New York Fashion Week

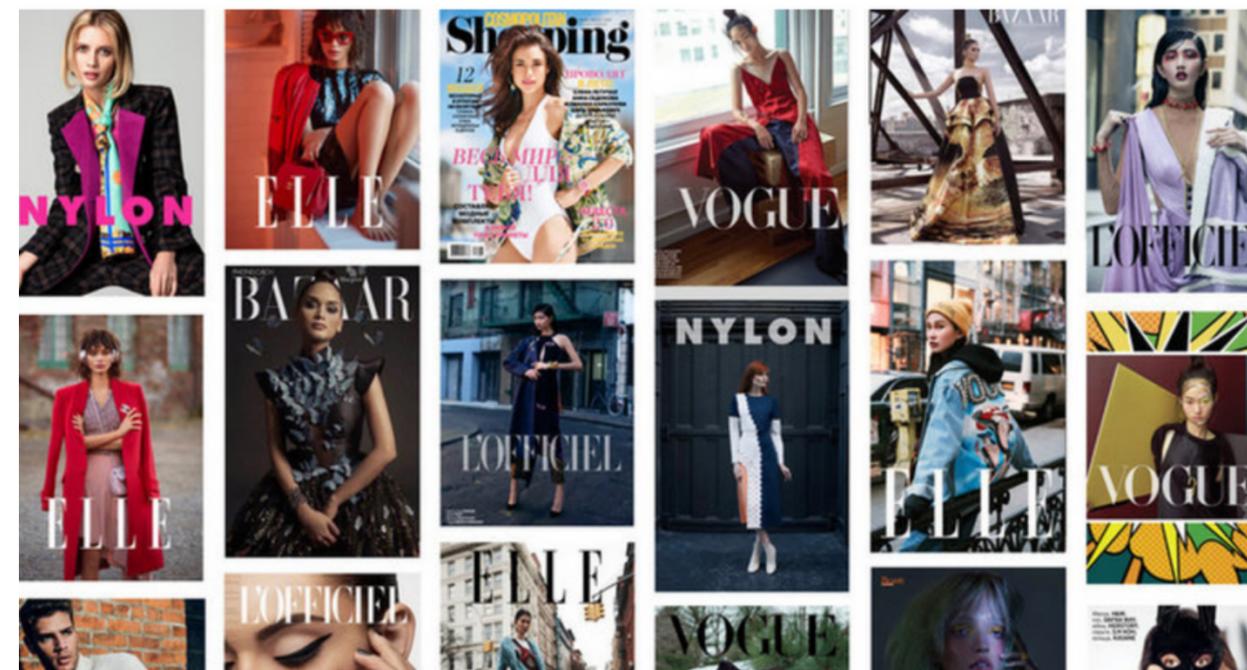
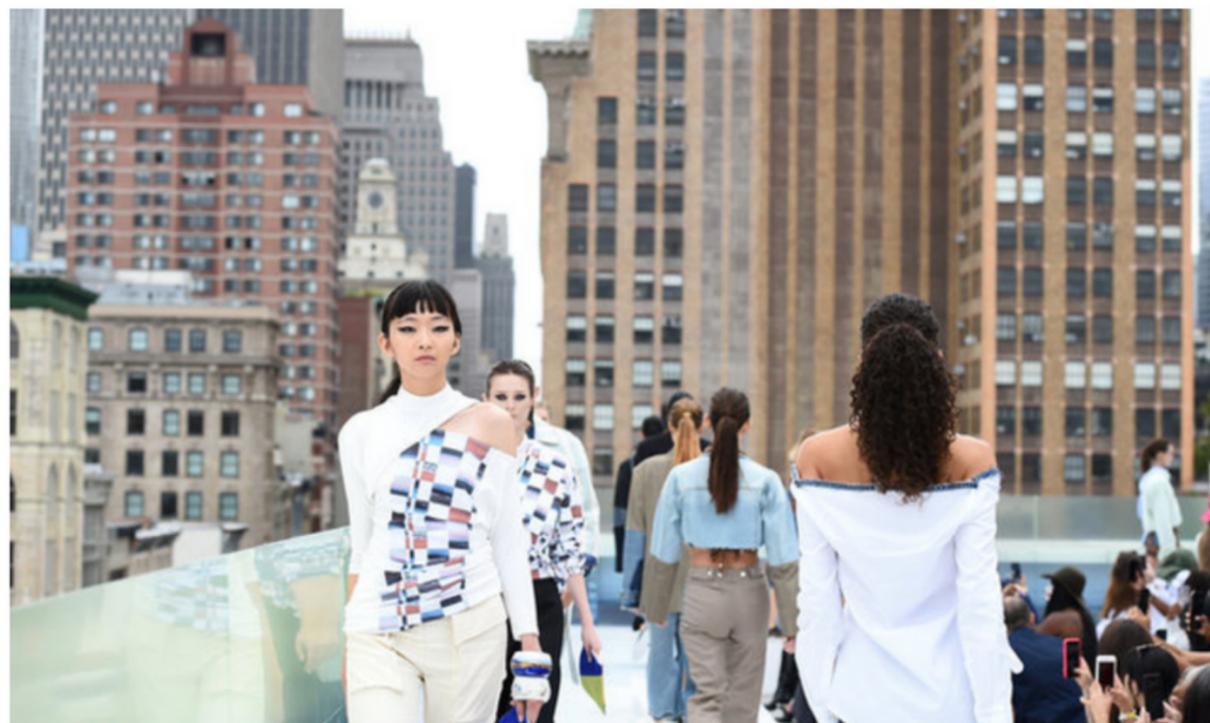
PRESENT YOUR COLLECTION TO THE FASHION INDUSTRY



ZZA SELECTED AS HIGH END BRAND

"The largest display of independent fashion designers in New York"

Get the full Flying Solo exposure; Magazine editorials, celebrity placements and covers for your brand



Angelina Korotkova 🇷🇺
Zemzem Atelier in Flying Solo New York Store
An: Zemra Acarli

Eingang - ZEMZEM ATELIER 12. Oktober 2021 um 21:31

AK

Hello Zemzem Atelier TEAM,
Flying Solo is currently selecting brands to be featured in FS New York City Store starting December 2021 / January 2022 / March 2022 / May 2022
More information and an application via a link below:

<https://www.flyingsolostore.com/new-york-store-angelina>

- Flying Solo is the largest Independent Designer platform in the US ;
- Uniting brands worldwide and representing to the US market ;
- NYFW / MSW / PFW ;
- 📍 Soho, Manhattan, USA
- 3 / 6 months contract available

ANGELINA LEE | SCOUTING TEAM | FLYING SOLO NYC, INC | 420 W BROADWAY | NEW YORK, NY 10012 | T: (646) 982-1133 | C: 917.530.9683.

ZZA SELECTED AS HIGH END BRAND

Paris Fashion Week

March, 2022



Ritz
PARIS

The Ritz Paris, Place Vendôme.

- Home of Coco Chanel -

The prestigious Ritz Paris is ranked among the most luxurious hotels in the world.

With its reputation for luxury, clients including royalty, politicians, writers, film stars and singers. Several of its suites are named in honour of famous guests of the hotel, including Coco Chanel and Ernest Hemingway.

This makes it the perfect Parisian Palace for Fashion Week Studio to host its International designers during Fashion Week in Paris!

You are invited to present your collection at Fashion Week Studio at the Ritz Hotel, Place Vendôme in Paris.

Each shared runway show will feature 3 to 6 designers carefully selected for their extraordinary talents and creativity.



FASHION WEEK STUDIO OFFERS A FULL-SERVICE PRODUCTION

They provide lavish venues, runway set up, DJ, choreographer, they cast beautiful models, for which they will conduct the fittings prior to the show and provide the fitting venue, they hire an extremely qualified team of hair & make up artists, as well as

ZZA SELECTED AS HIGH END BRAND

Liza Chavez

Aw: Zemzem Atelier x For Bloggers Only

An: Zemra Acarli

28. Januar 2021 um 13:31



Hi Guys,

We are a boutique platform that connects top-tier influencers, with like-minded brands, and unlike other influencer platforms, we believe in **"Quality over Quantity."**

Our Influencers absolutely love Zemzem Atelier and we've been receiving requests to make your pieces available to them. You can see our team [HERE](#).

Our collaborations are entirely organic, meaning that our brands work on a gifting basis, rather than a sponsored one.

If you'd love to see your brand on the world's best influencers, let's have a chat about how we can collaborate.

If you'd like to unsubscribe or aren't the right person to reach out to, please let me know.

Thanks in advance,
Liza

Liza Chavez
Collaborations Manager

W: www.forbloggersonly.com
[Instagram](#) // [Facebook](#)

... [Mehr anzeigen](#)

Dear Zemra Acarli,

I hope this email finds you well.

I contact you about our next DIGITAL SHOWROOM which will take place during Paris Fashion Week for the AW 2022 season. The presentation of the collection will be on our digital platform for 5 months, from 03 January to 31 May 2022, during all the AW 2022 season and the buying period, This platform will facilitate exchanges with Buyers who will not be able to travel to Paris Fashion Week.

Our Team will present the collection in English, French and Japanese languages to the Buyers on the DIGITAL SHOWROOM, So we will manage all the communications and orders.

NOMET SHOWROOM selects International Women's, Men's and Unisex Brands for DIGITAL SHOWROOM. We would like to present your next AW 2022 collection during this fashion event.

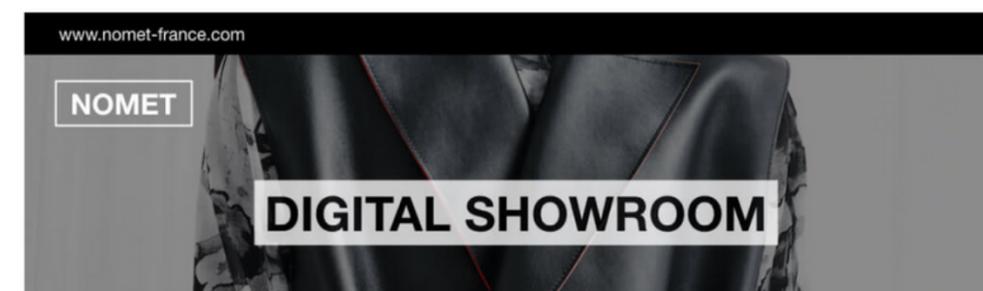
I will be pleased to send you more informations about our DIGITAL SHOWROOM in Paris.

If you have any questions about the showroom, do not hesitate to contact me.

I am looking forward to hearing from you soon.

Best Regards

Nicolas-Oswald MATIVAL



ZZA FORECAST

Our journey is been incredibly exciting and we have been evolving over the years and managed to maintain through all kinds of environmental changes and challenges. Producing Accessoires (Unisex Scarves, Bags, Jewlery) Womens Wear (Ready to wear, Haute Couture, Seasonal Lines, Custom –made, Exclusive Productions), Beachwear, Sandals. All handcrafted with dedication and care.

It is the time to invest more in E–Commerce solutions and create different ways to stay innovative. The good thing is that we deliver all that is needed to belong to Brands that contribute what the markets and ‚Zeitgeist‘ are asking for: We are Slow Fashion but we have the talent to balance our vision with the demand of our time. Sustainability, Fair production, High–quality organic materials, authenticity and the ability to involve our customers to make them feel part of our Lifestyle. They love it and we have longterm customers who appreciate being seen and heard.

We have been selected to become an accredited BCORP which is a worldwide valued and respected recognition. We are very proud that even the possibility to belong to those who are ahead of time by offering more than just consumption products.

ZZA DIVERSIFICATION

ZEMZEM C A S A

Sustainable handcrafted interior products like cushion, duvet, blanket, lamps, wall art

ZEMZEM SENSES (Parfume)

A selection of fragrances that is based on natural ingredients. The sense of smelling stimulates the human brain in terms of certain feelings and moods.

Essences to lift up your motivation, calms down your stress level, triggers joy and calmness. As we do have already one of the worlds leading Hotels as customers we expect a highly profitable business.

Production in Grasse / France the perfume capital of the world.

ZEMZEM ATELIER LLC

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IG: @zemzematelier