

JAKAMEN

With you, in every mood.



01

ABOUT US



FW '24/25

Since the day we stepped into the ready-to-wear industry with the production of men's wear, as **JAKAMEN**, we have been redefining elegance with our innovative designs that keep pace with the rapidly changing rhythm of our contemporary world.

We combine natural and high-quality fabrics with our local craftsmanship, and through our concept stores and sales points across **Europe, Asia, and Africa**, we represent not just clothing but a lifestyle with unwavering dedication.





02

OUR VISION

We aim to deliver quality and elegance at the highest standards. Our vision is to create a timeless sense of style, allowing each individual to express their personal style in the best way possible.

By maintaining the highest level of customer satisfaction, we strive to shape the future of fashion in line with **our principles of sustainability and excellence.**

03

OUR MISSION



At **JAKAMEN**, our mission is to meet the style needs of the modern man at the highest standards and to offer quality, stylish, and innovative clothing solutions. With years of experience, we produce designs that allow our customers to express themselves **confidently and maintain their elegance in any setting**, while remaining respectful to society and committed to legal, economic, and ethical principles.





04

45+ YEARS OF EXCELLENCE

Our journey began in 1979, in the heart of Istanbul's textile hub, Eminönü, **under the name Ayan clothing**, specializing in men's trousers production. With our brand which grew rapidly in a short time, we expanded our sales network both domestically and internationally, establishing ourselves as a brand known for high-quality standards and securing a strong position in the industry.

On this journey, we remain committed to excellence by never compromising on customer satisfaction or product quality, continuously expanding our product range and developing our operations.

As of 2024, we proudly operate **120 franchise stores across domestic and international markets, along with more than 200 corner sales points**. With our wide collections that cater to every need, we offer flawless elegance to our customers.



05

OUR PRINCIPLES & VALUES

Since our foundation, we have embraced continuous growth and development as our principles. We proudly uphold **"trust" and "quality"** as our core values, and we take great pride in turning these values into reality at every step, delivering them to our customers.



Our Brand's Priority
Highest Quality Standards
Innovation and Growth
Transparency and Integrity
Sustainability
Professionalism
Excellence

WHERE WE ARE



ALBANIA • ALGERIA • AZERBAIJAN • CYPRUS • EGYPT • IRAN • IRAQ • JORDAN • KAZAKHISTAN • KYRGYZSTAN • LIBYA • MACEDONIA

MOLDOVA • MONGOLIA • QATAR • ROMANIA • RUSSIA • TAJIKISTAN • TURKEY • UAE • UMAN • UZBEKISTAN

06

CUSTOMER RELATIONS POLICY



We prioritize customer satisfaction by actively listening to feedback and consistently enhancing our products and services. Our skilled and knowledgeable team delivers personalized solutions while fostering trust through transparent and clear communication.

We streamline the return and exchange processes to be straightforward and customer-friendly, and provide

prompt support through multiple communication channels. Our loyalty programs add value to our customer relationships, and we address complaints with a focus on effective solutions. Through regular training, we continuously improve the expertise and capabilities of our staff.

OUR DESIGN PROCESS

STEP 1

TREND MONITORING



Our design team visits **major fashion hubs** to attend leading fashion fairs, where we track the latest seasonal trends and gather inspiration.

We carefully select innovative and functional fabrics, prioritizing both durability and **comfort**.



MATERIAL SELECTION

STEP 2

STEP 3

CREATIVE DESIGN



We blend modern lines with classic details, ensuring that every element—**from initial sketches to stitching techniques**—is meticulously planned.

Initial prototypes are developed and rigorously tested to ensure optimal **functionality** and comfort.



PROTOTYPE TESTING

STEP 4

STEP 5

SAMPLE PRODUCTION AND QUALITY CONTROL



Once we ensure that each design meets **both our aesthetic and quality standards**, our collections are meticulously produced and presented to our customers.

QUALITY CONTROL

01

FABRIC AND MATERIAL INSPECTION

Every fabric and accessory undergoes rigorous inspection, with factors like colorfastness, shrinkage, **texture quality, elasticity, and durability** carefully tested.

02

CUTTING AND SEWING INSPECTION

The accuracy and symmetry of the patterns are verified with specialized equipment, ensuring that the shape and dimensions of each piece are meticulously measured. We also ensure that the seams are **resistant to unraveling and deformation**.

03

PRODUCTION STAGE CHECKS

We carefully assess fabric tension, the proper placement of the inner lining, and **the functionality of pocket details** to ensure that every aspect of the product meets the design requirements.

04

PRODUCT TESTING

Tests for shrinkage, abrasion, and friction are conducted, along with assessments of **colorfastness** following exposure to perspiration and washing.

05

FINAL INSPECTION AND PACKAGING

The product's label, zipper, buttons, and overall aesthetic appearance are rechecked to **ensure they are in excellent condition** before reaching our customers.

CONTACT

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JAKAMEN

Thank You.