

ABOUT



“
I have achieved my goals
about being timeless,
achievable and making it feasible,
like a
playground”

*HUGE ELEMENT; It is a local LifeStyle brand established in Istanbul, Turkey.
His inspiration is that everyone can find something from himself in them; ageless, timeless and
draws from a genderless worldview.*

*The focal point in the collections is domestic production. That's why he designed and
developed his own workshop.*

*Carries out production. Starting out with a sustainable, maxi-minimalist
design approach while designing and producing viable products, as well as "huge" imaginations.
Aims to share with its customers.*

The brand was founded by Betül Öncü in 2021.

*Many years of retail and design experience before Huge Element, a Fashion Design graduate
who later turned this job into a creative agency.*

*Betül, decided to combine all these experiences and her own style in Huge Element.
His agency life, which he actively leads, continues to inspire him and his brand.*

*"I like minimal designs in general, but on the other hand I like to play with colors.
When drawing or designing, colors are always in the details,
somehow it happens around me. As someone who had huge dreams even as a little girl,
I had to create this space for myself.*

*Huge Element;
I have achieved my goals about being timeless, achievable and making it feasible,
like a playground."*