



Perspective
BRAND ESSENCE

PERSPECTIVE

CONTEXT

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- BRAND ESSENCE
- PERSPECTIVE WOMAN
- VISION

MARKETING & COMMUNICATION

- FIGURES
- POINTS OF SALE
- SHOP CONCEPT
- CONTACT

PersPective

PERSPECTIVE

HERITAGE

Established in Istanbul in 1973, Kelebek Tekstil was the brainchild of two visionary brothers with a shared passion for crafting unique clothing pieces. Initially, the company specialized in custom clothing production and distribution.

As their designs gained a loyal following, the founders sought to channel their expertise and enthusiasm into a fashion brand thus, Perspective was born.

Perspective epitomizes the fusion of sophisticated design and artisanal craftsmanship, offering an elevated yet accessible luxury experience. With an expansive sales network, the brand continues to grow, captivating a discerning clientele.

Perspective



PERSPECTIVE

BRAND ESSENCE

PERSPECTIVE embodies the essence of timeless refinement in style, offering a curated blend of contemporary and classic pieces.

Our collections blend sleek, sophisticated pieces with timeless silhouettes, offering an effortlessly cool wardrobe that never goes out of fashion.

With a keen attention to detail and a love for the finer things, Our brand offers a finely curated collection that infuses every outfit with a fresh and iconic appeal.

ideal for those who seek to express their individuality with a touch of subtle elegance.

Perspective

CHIC

Represents a fashionable and contemporary appeal.

ARTISANAL

Highlights craftsmanship and attention to detail in the creation process.

TIMELESS

Indicates a deep and meaningful connection to timeless silhouettes.

HERITAGE

Emphasizes the brand's longstanding history and expertise.

EFFORTLESS

Conveys ease and natural elegance in the brand's designs.

UNDERSTATED

Suggests a subtleness and quiet confidence in the brand's elegance.

PERSPECTIVE

PERSPECTIVE WOMAN

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With a keen attention to detail and a love for the finer things, PERSPECTIVE offers a finely curated collection that infuses every outfit with a fresh and iconic appeal.

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VISION

in 2022, we created 55% of our collection using recycled, organic, and eco-friendly yarns and fabrics.

By 2030, our goal is to become a more sustainable brand by reshaping our supply chain and implementing sustainable development practices.

We are aware that the path to 100% sustainability is not easy, but we believe that we can achieve this goal together with the new technologies we learn every day.

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MARKETING & COMMUNICATION

We enhance our marketing operations through various strategies including:

- ✓ Celebrity Engagement
- ✓ Outdoor Advertising
- ✓ Social Media Communications
- ✓ Press
- ✓ Campaign
- ✓ Photoshoots Artist
- ✓ Collaborations

PersPective





48
YEARS
IN SECTOR



31
STORES



295
SALES POINT
IN THE GLOBE



237
EMPLOYEES
GLOBALLY



7800M²
SALES AREA
IN THE GLOBE

POINTS OF SALE

POINTS OF SALE

GLOBAL SALES POINTS

- ✓ ALGERIA
- ✓ AUSTRIA
- ✓ AZERBAIJAN
- ✓ BOSNIA & HERCEGOVINA
- ✓ BULGARIA
- ✓ EQUATORIAL GUINEA
- ✓ ESTONIA
- ✓ GEORGIA
- ✓ GERMANY
- ✓ FRANCE
- ✓ IRAQ
- ✓ IRELAND
- ✓ ITALY
- ✓ KAZAKHSTAN
- ✓ KUWAIT
- ✓ KYRGYZSTAN
- ✓ LATVIA
- ✓ LEBANON
- ✓ LITHUANIA
- ✓ MOLDOVIA
- ✓ MOROCCO
- ✓ NORTHERN CYPRUS
- ✓ QATAR
- ✓ PANAMA
- ✓ RUSSIA
- ✓ SAUDI ARABIA
- ✓ SOUTH AFRICA
- ✓ UAE
- ✓ UKRAINE
- ✓ USA
- ✓ UZBEKISTAN
- ✓ ZIMBABWE

MONO BRAND SHOPS- INTERNATIONAL

- ✓ GEORGIA, TBLISI (1)
- ✓ IRAQ, ERBIL (1)
- ✓ AZERBAIJAN, BAKU (2)
- ✓ SAUDI ARABIA, DAMMAM (1)
- ✓ SOUTH AFRICA, JOHANNESBURG (3)
- ✓ IRAN, TEHRAN (1)
- ✓ LIBYA, BENGHAZI (1)
- ✓ KOSOVO, PRISHTINA (1)
- ✓ UZBEKISTAN, TASHKENT (1)
- ✓ EGYPT, CAIRO (1)
- ✓ UAE, DUBAI (1)
- ✓ PALESTINE (1)

MONO BRAND SHOPS - TURKEY

- ✓ ISTANBUL
 - Zorlu Center
 - Nişantaşı
 - Mall of Istanbul
 - Metropol AVM
 - Galata Port
 - Starcity
- ✓ MERSİN
 - Mersin Forum Mall
- ✓ ANTALYA
 - Mall of Antalya
- KONYA
 - Kent Plaza Mall
- ✓ EDİRNE
 - Margi Outlet
- ✓ DENİZLİ
 - Pamukkale
- ✓ BURSA
 - Kent Meydanı AVM
- ✓ İZMİR
 - İzmir İstinye Park
- ✓ KOCAELİ
 - Symbol AVM

STORE CONCEPT

PERSPECTIVE



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CONTACT INFORMATION

PERSPECTIVE

**INTERNATIONAL BUSINESS &
WHOLESALE DEPARTMENT**

b2b@perspective.com.tr
export@perspective.com.tr

+90 212 232 99 29

