



ZEM
ZEMZEM ATELIER

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."

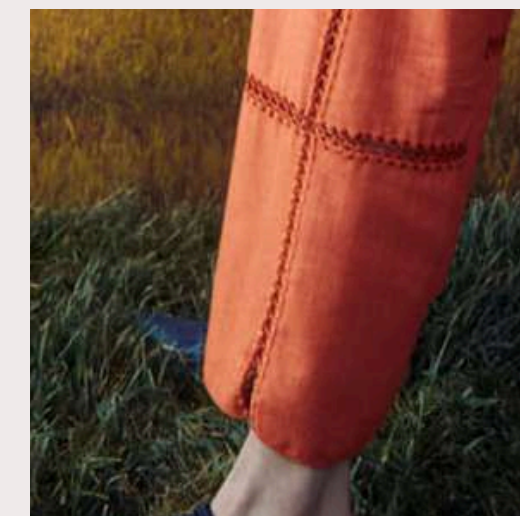
The term Haute Culture is the embodiment of ZEMZEM ATELIER's work and brand ethos: In ZZA's definition of Haute Culture is the symbiosis of modern fashion accessories and clothing with the appreciation of versatile traditional handcraft techniques by taking social sustainability factors into account.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





High Quality

Unique



Soulful



“Turkish needlework never looked sexier.”



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.

COMBINES TRADITION AND MODERNITY.



Our ZZA Brand Identity is visible.



“High-end but effortless.”



ZZA ARTE TV INTERVIEW

ZEMZEM ATELIER as a luxury accessoires brand, operating between Istanbul and Zurich, combines the traditional techniques of Turkish needlework with the modern vision of luxurious accessories and fashion in an extraordinary way.

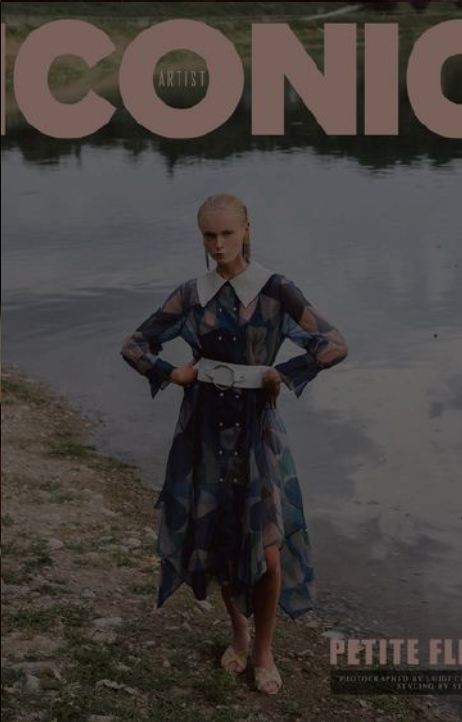
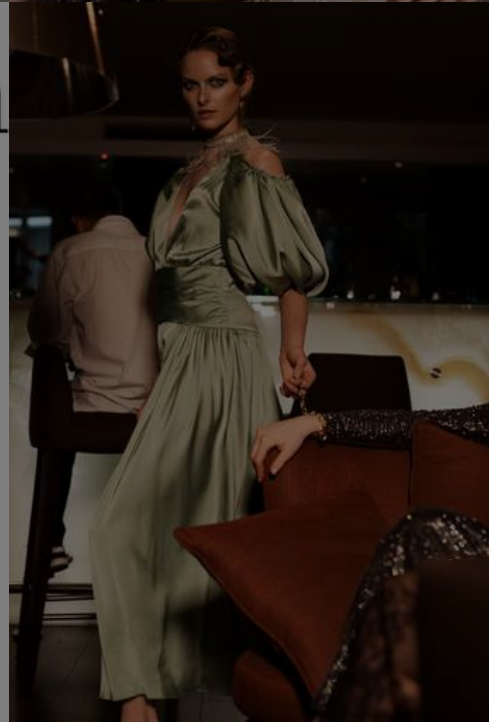
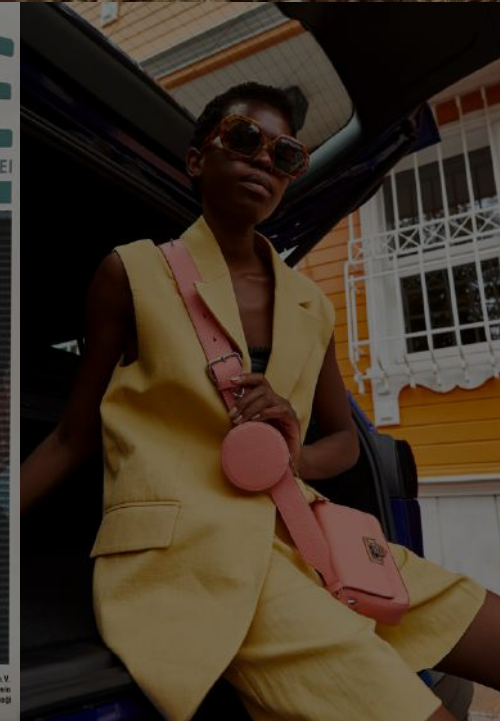
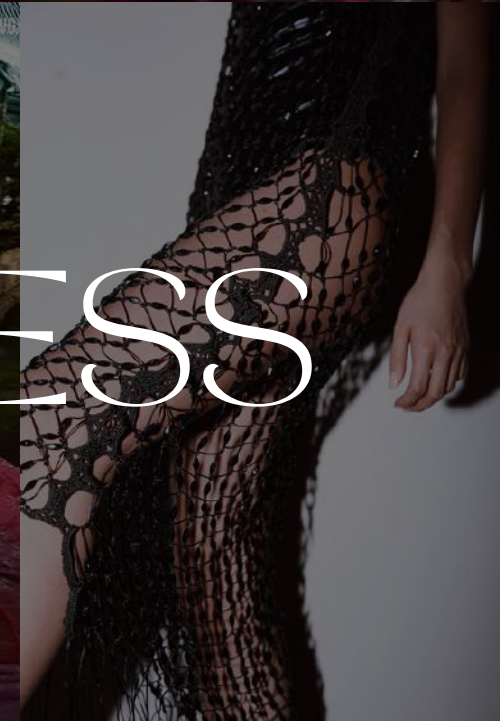
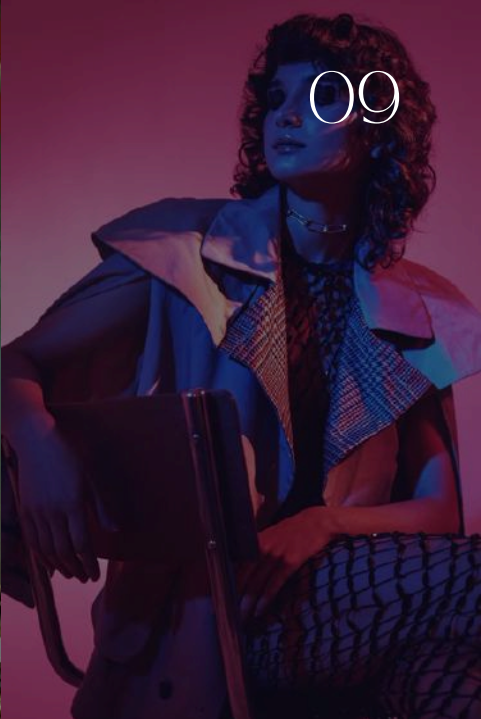
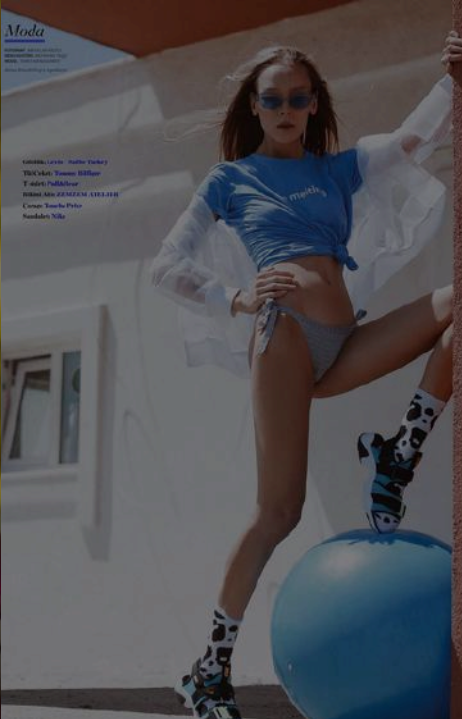
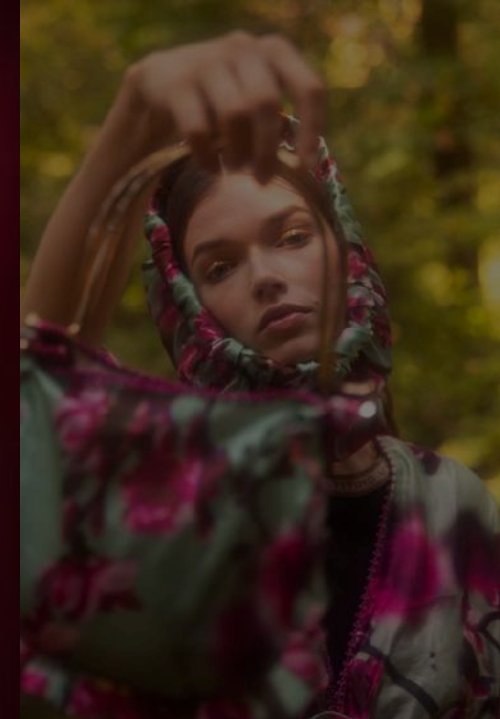
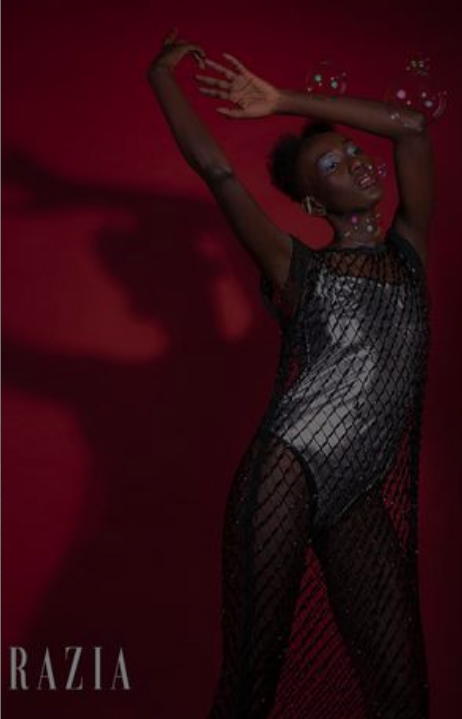
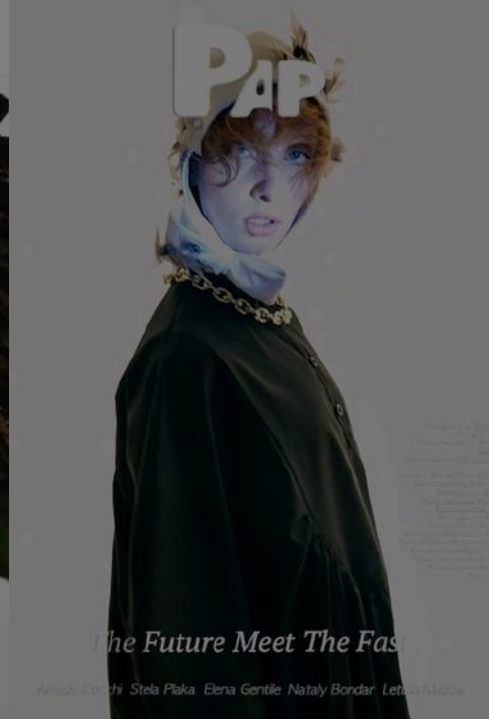
ARTE TV accompanied the designer Zemra Acarli while shooting the lookbook and video of the HOPE collection. The Hope collection was inspired by the lives and stories of syrian and palestinian women and families who fled the war in Syria and stranded in Istanbul. To work with these women and find out about their skills and ideas was inspiring for Zemra and the idea for the new collection came up. Together they worked on the pieces to combine the modern designs of Zemra with the traditional handcraft techniques to create the luxurious and unique feel of the collection.

The term **HAUTE CULTURE** is the embodiment of ZEMZEM ATELIER's work and brand ethos: In ZZA's definition of Hautesculture it is the symbiosis of modern fashion accessoires and clothing with the appreciation of versatile traditional handcraft techniques by taking social sustainability factors and women's empowerment into its main focus. Beyond mainstream and mass production towards a holistic approach in manufacturing.



ZZA SEEN IN

L'OFFICIEL^{AMTD} GRAZIA ELLE REBEL BOLERO **PAP**^{MAGAZINE}
ICONIC^{ARTIST} marie claire french fries **CLIENT**^{PHOTOGRAPHY | FASHION | ART | TRAVEL} **J'N'C**^{ESTABLISHED 2010}
 chapeau Numéro^{РОССИЯ} nasty BeStyle^{magazine} **VIRTUOGENIX.ONLINE**
 SWITCH^{MAGAZINE} **MOB** **WW**^{WHO IS WHO} STYLE, annabelle fitness^{women's}
ADC Julius Bär **GEO** **SonntagsZeitung** beyond
The New York Times Herald-Tribune **NZZ** **DAILY SABAH** **B B C**
arte **2DF** **ARD**¹ **RTL** **Blick** | **HABER TURK** **عربي TRT**



PRESS

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

TÜRKIYE

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

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, Women Empowerment, Building Communities, 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. Among 65 Countries **The World Fashion Exhibition** has selected and accredited us to represent Türkiye as a valuable fashion brand. 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.



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