

HOME

TEX

Home
Textile
Fair

POST SHOW *Report*

20-23 May 2025 Istanbul Expo Center



THIS FAIR IS ORGANIZED UNDER THE SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TÜRKİYE) IN ACCORDANCE WITH LAW NO. 5174.

HOMETEX

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HOMETEX HAS NOW TURNED INTO A GIANT PLATFORM AT A GLOBAL LEVEL.



The HOMETEX Home Textiles Fair, organized by our company KFA Fuarçılık, once again achieved great success this year, becoming the international showcase of our home textiles industry. Our fair, which hosted over 175,000 domestic and international visitors, clearly demonstrated the point our sector has reached, while once again presenting the production and design strength of our country to the entire world. This journey, which started years ago in a small hotel hall, has now transformed into a giant platform that makes an impact on a global scale—where trends are defined, fashion is shaped, and sustainability takes form. While our home textiles industry maintains its position as one of Türkiye's highest value-added sectors with an export value exceeding 8 dollars per kilogram, HOMETEX continues to strengthen its pioneering role in bringing this strategic sector together with the world.

The innovative products of our participating companies, their design-oriented approaches, and their environmentally friendly production vision further elevate the international reputation our fair has achieved with each passing year. I wholeheartedly thank all our visitors who showed great interest in our fair, all our stakeholder institutions—especially TETSIAD and our exporters' associations—that contributed to the success of this major organization, and all our participating companies that added value to HOMETEX. I sincerely believe that HOMETEX, which is the gateway of our home textiles industry to the world, will host much greater success stories in the coming years.

İBRAHİM BURKAY

*Chairman of the Board of Directors
Bursa Chamber of Commerce and Industry (BTSO)*

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WE WISH FOR THE VALUE CREATED BY HOMETEX FOR OUR SECTOR TO CONTINUE TO GROW IN THE YEARS TO COME.



As the Turkish Home Textile Industrialists and Business People Association (TETSIAD), we are highly pleased to witness the level that the HOMETEX Exhibition has reached today, built upon many years of accumulated experience. By showcasing the production strength, design capabilities, and innovative vision of our sector on an international scale, this organization continues to reinforce Türkiye's global position in the home textiles industry year after year.

Organized by KFA Fuarçılık, a subsidiary of the Bursa Chamber of Commerce and Industry, HOMETEX has evolved beyond being merely a trade fair and has become a strategic meeting point that brings together all sector stakeholders around common goals. The diversity and high quality standards of the products presented by our participating companies, combined with the strong interest shown by visitors, have clearly demonstrated the competitive strength of the Turkish home textiles industry in international markets.

We firmly believe that the business connections established during the fair, the newly formed partnerships, and the strong professional engagements will make significant contributions to our export volume and to our share in global trade in the period ahead. We extend our sincere thanks to all stakeholders, exhibitors, and visitors who have contributed to this success, and we wish for the value created by HOMETEX for our sector to continue to grow in the years to come.

MURAT ŞAHİNLER

*President
Turkish Home Textile Industrialists and
Business People Association (TETSIAD)*

HOMETEX, the prestigious meeting point of the **home textiles world**, brought global and local actors in **the home textiles field together under one roof in Istanbul.**



11 Halls



200.000m²



4 Days

HOMETEX 2025, which hosts the world's leading companies in the home textiles industry and ranks among the largest gatherings of the sector, was held between 20-23 May 2025 at the Istanbul Expo Center with the booth participation of hundreds of domestic and international companies. The fair, which drew great interest throughout four days, welcomed more than 175,000 visitors, bringing together national and international home textiles professionals in Istanbul.

As the heart of the sector beat in Istanbul once again this year, HOMETEX 2025 offered a strong trade platform to participating companies. Productive business meetings held with thousands of buyers

and professional visitors from more than 80 countries made significant contributions to the export volume of the home textiles sector and to the Turkish economy.

Held under the leadership of the Turkish Home Textile Industrialists and Business People Association (TETSİAD) and organized by KFA Fuarçılık, a subsidiary of the Bursa Chamber of Commerce and Industry (BTSO), HOMETEX 2025 showcased the innovative side of the sector with a wide product range—from curtains and curtain accessories to upholstery fabrics, from towels and bathroom products to carpets and floor coverings, and from bedroom, kitchen and dining room textiles to wall coverings.



The fair, which was visited by thousands of qualified buyers from Türkiye and abroad, provided opportunities for strong business connections. In addition to the organized purchasing delegations, the interest shown by international buyers who individually participated in the fair from various countries was closely followed by national and international media.

**700+**

*Local and
Foreign
Participating
Companies*

**175.000+**
Visits**135**
Countries

VISITOR PROFILE

- Importers
- Exporters
- Manufacturers
- Wholesalers
- Retailers
- Chain Stores
- Interior Designers and Decorators
- Hotels and Accommodation
- Hospitals and Healthcare Units
- Military and Security Forces
- Public Services
- Designers
- Press and Media



PARTICIPANT PROFILE



CURTAINS AND CURTAIN ACCESSORIES

*Voile, Embroidery, Lace,
Non-Textile Curtains,
Sun Protection Systems*



UPHOLSTERY FABRICS

*Decorative Fabrics,
Transfer-Printed
Products, Upholstery
Leather, Artificial Leather*



BEDROOM TEXTILES

*Beds and Bed
Accessories, Bed Sheets,
Bedspreads, Duvet
Covers, Mattress Pad*



CARPETS AND FLOOR COVERINGS

*Floor Coverings and Other
Surface Coverings, Carpets,
Runners, Kilims, Furniture
Decoration*



TOWELS AND BATHROOM PRODUCTS

*Towels, Bathrobes,
Shower Curtains,
Bath Rugs and Mats,
Bathroom Accessories*



WALL COVERINGS

*Wallpaper, Textile Wall
Coverings, Vinyl Wall
Coverings, Ceiling and
Wall Panels*



KITCHEN AND DINING ROOM TEXTILES

*Tablecloths, Kitchen
Garments, Tabletop
Accessories*



RAW MATERIALS AND TEXTILE INPUTS

*Yarn, Fiber, Chemicals,
Auxiliary Industry
Products, Filling
Materials, Dye, Pigment*

TREND AREA



Centering a lifestyle philosophy that transcends borders, the **HOMETEX 26/27 Trend Area** invited participants and visitors to an inspiring journey by bringing together aesthetics, technology, and sustainability in home textiles. This special space, which shapes the living areas of the future, presented a broad vision—from nature-compatible designs to smart textile solutions, from the concept of refined luxury to the functional aesthetics brought by urban transformation.



Shaped this year under the main theme “Beyond Boundaries,” the **HOMETEX 26/27 Trend Area** was presented to visitors with three sub-themes that address the transformation of home textiles on three different levels: Future Reverie, Earthbound Evolution, and Urban Metamorphosis. The fact that consumers now perceive their homes not only as aesthetic spaces but also as functional, environmentally friendly, and technologically advanced environments guided the formation of these themes.

Shaped in line with the demands of the new generation

of consumers, this theme reflects that home textiles are now focused not only on visual appeal, but also on environmental responsibility, the use of innovative materials, and technological solutions. Functional, organic, and sophisticated products—centered around healthy living spaces, a sustainable future, and the desire for a simple lifestyle—redefined the concept of home textiles.

Introducing visitors to this innovative perspective for four days, the HOMETEX 26/27 Trend Area offered the textile industry not only new trends but also a responsible and creative production approach.

B2B MEETINGS

Foreign buyers met with Turkish companies!



The fair, where the Turkish home textiles sector joined forces, was held in a **total of 11 halls across an area of 200,000 square meters.**

In the fair, where the theme of sustainability was at the forefront, purchasing delegations brought potential buyers from many countries—particularly **Italy, Spain, Azerbaijan, Jordan, Russia, and Estonia**—together with local companies at the negotiation table.



SEMINARS

“HOMETEX dialogs” hosted world-renowned designers and industry leaders.



HOMETEX *dialogs*

Prominent figures who shape the trends of the home textiles industry also took part in HOMETEX. While famous names delivered exclusive trend presentations on the “**HOMETEX dialogs**” stage, national and international leading experts came together with the industry in seminars organized under various themes and shared their experiences.



SEMINAR PROGRAM

**26/27 Ev Tekstili Trendleri****26/27 Home Textile Trends**

Konuşmacı: Milou Ket, Trendsetter / Consultant

Speakers: Milou Ket, Trendsetter / Consultant

**Tecrübenin Ruhu: Ev Tekstilinde 35 Yılın Ardından****The Essence of Experience: Reflections on 35 Years in Home Textiles**

Konuşmacılar: Yasemin Savcı, Gazeteci

Cenk Mommarje, Tasarımcı

Speakers: Yasemin Savcı, Editor

Cenk Mommarje, Designer

**Renklerin Döngüsü: Doğal Boyama ve Döngüsel Ekonomide Yeni Yaklaşımlar****Colors in Cycle: Innovative Perspectives on Natural Dyeing and Circular Economy**

Konuşmacılar: Yasemin Uluçınar, Sosyal Girişimci - Devridaim Kurucusu

Saniye Gezer, Tıbbi ve Aromatik Bitkiler Danışmanı

Speakers: Yasemin Uluçınar, Social Entrepreneur - Founder of Devridaim

Saniye Gezer, Medicinal and Aromatic Plants Consultant

**Eğitim ve Sanayi İş Birliğinin Markalaşma Sürecine Katkıları****The Role of Education-Industry Cooperation in the Branding Process**

Konuşmacılar: Didem Acay Baykal, Didem Baykal Akademi Kurucusu / İTÜ Tekstil Mühendisi / Öğretim Görevlisi

Doç. Nұray Er Bıyıklı, Mimar Sinan Gűzel Sanatlar  niversitesi Gűzel Sanatlar Fak ltesi Tekstil ve Moda Tasarım B l m   ğretim  yesi

Speakers: Didem Acay Baykal, Didem Baykal Academy Founder/Textile Engineer (İTÜ) / Academician

Doç. Nұray Er Bıyıklı, Lecturer of Mimar Sinan FAU, Fine Arts Faculty, Textile and Fashion Design Department

**Trendin Peşinden mi Gidiyoruz, Yoksa S r kleniyor muyuz?****Are We Following the Trend or Being Carried by its Current?**

Konuşmacılar: H lya Yal ın, Koleksiyon Y neticisi

Dr. Eda Turan, Moda Tasarımcısı

Speakers: H lya Yal ın, Collection Manager

Dr. Eda Turan, Fashion Designer

**Yapay Zeka Ev Tekstilini Yeniden Yazıyor Algoritmadan Desene: Yapay Zek  ile Yaratıcı D n   m****AI is Redefining the Future of Home Textiles From Code to Cloth:**

Creative Transformation throughs AI

Konuşmacı:  zgecan  stg l, MYTH AI Kurucu - CEO

Speaker:  zgecan  stg l, MYTH AI Founder - CEO

**Desenle  yile  en Mekanlar: Ev Tekstilinde Biyofilik Tasarımın Yeni Y z ****Healing Spaces Through Patterns: The New Era of Biophilic Design in Home Textiles**

Konuşmacı: Aysun Avcı, Tasarımcı

Speaker: Aysun Avcı, Designer

**Heimtextile 2025 Fuarı'ndan Ev Tekstili Sekt r ne Yansımalar****Reflections of Heimtextil 2025 Fair on the Home Textile Industry**

Konuşmacı: Ebru Lakerta, Tekstil M hendisi - BUTEKOM    Geli tirme Sorumlusu

Speaker: Ebru Lakerta, Tekstil M hendisi - BUTEKOM    Geli tirme Sorumlusu

**Geleneksel Halı Sanatında Dijital  lmekler****Digital Threads in Traditional Carpet Art**

Konuşmacı: Miray Halo lu, Halı Tasarımcısı

Speaker: Miray Halo lu, Carpet Designer

**Atık De il, Topra a Can Veren: Biyo-Seramik Malzemeler****Not Waste, But Life-Giving to the Earth: Bio-Ceramic Materials**

Konuşmacı: Elif Ayb ke Turgut,    Mimar Tasarımcı

Speaker: Elif Ayb ke Turgut, Interior Architect - Designer

**20 MAYIS**
MAY 2025 stanbul Fuar Merkezi,
 stanbul Expo Center,
Ye ilk y, T rkiye**21 MAYIS**
MAY 2025 stanbul Fuar Merkezi,
 stanbul Expo Center,
Ye ilk y, T rkiye**22 MAYIS**
MAY 2025 stanbul Fuar Merkezi,
 stanbul Expo Center,
Ye ilk y, T rkiye



The work **“Anatolian Motifs,”** which reinterprets the traces of ancient civilizations through digital art, took visitors on a fascinating journey through time at HOMETEX 2025. Starting from Göbeklitepe, the piece revived the geometric patterns of Anatolia in the digital universe and built a bridge between history and the present through AI-supported interactive technologies.

Dynamic particle forms shaped by the movement of visitors presented Anatolia’s prehistoric motifs through a contemporary expression, turning the connection between space, time, and memory into a powerful experience. “Anatolian Motifs,” bringing together the patterns of the past with today’s technology, took its place at HOMETEX as a digital reflection of rich cultural heritage.



DESIGN HUB

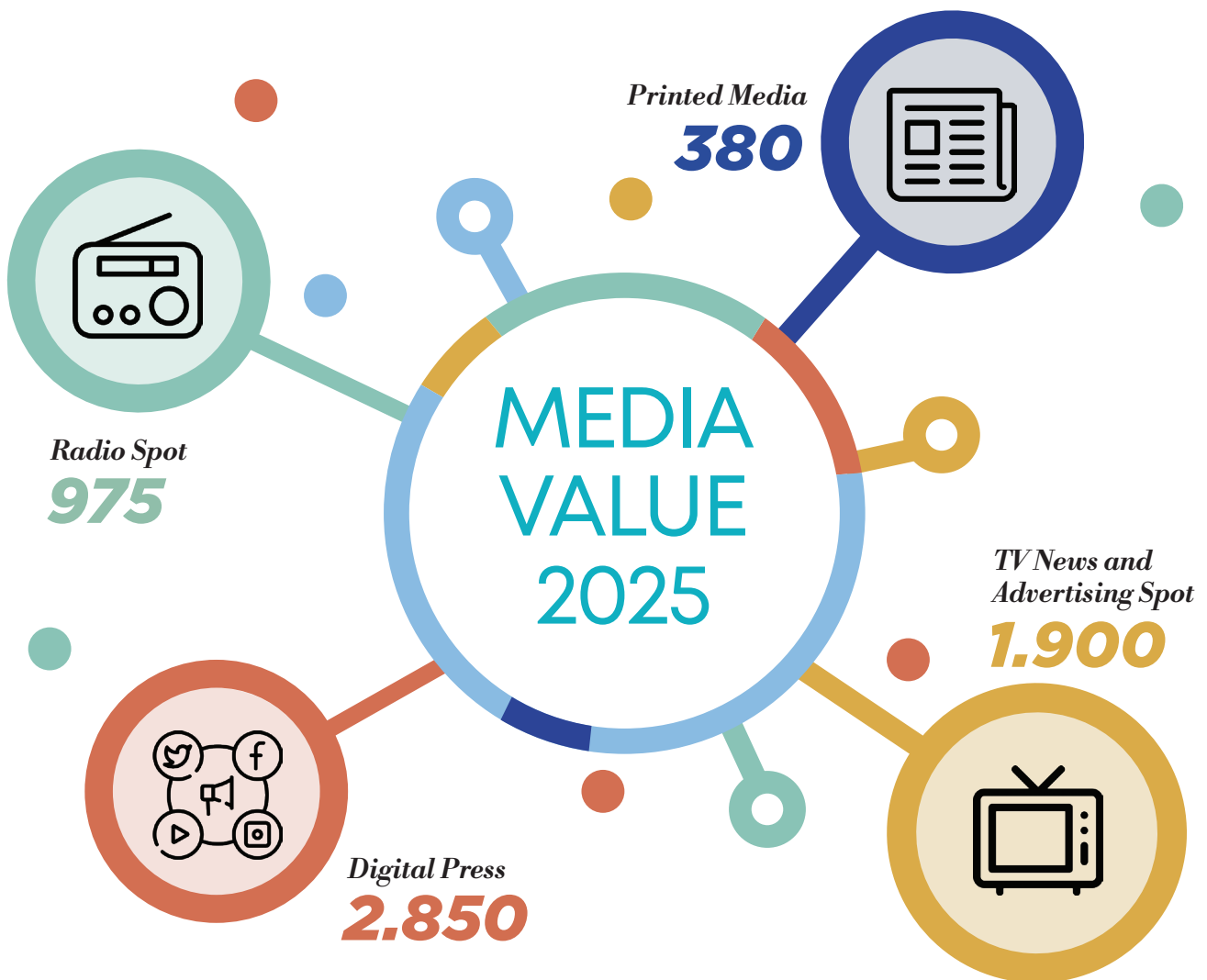


This special area, where design companies showcased their unique visions, brought an aesthetic and creative breath to HOMETEX 2025. Designed as a meeting point where imagination transforms into space, it invited visitors not only to observe, but also to feel and experience.

With inspiring interactive installations, this space added an emotional and intellectual dimension to the fair experience, offering the industry not just products, but a strong vision shaped by design.



HOMETEX IN THE MEDIA



HOMETEX ON SOCIAL MEDIA



Number of Views
57.063.228



Total

Reached Person
7.895.651



Site Visit
140.985



HOMETEX IS A SIGN OF TÜRKİYE'S RISE ON THE GLOBAL STAGE



The HOMETEX 2025 Fair clearly demonstrates Türkiye's level of advancement in trade fair organization and the strength of our home textiles industry. This fair has positioned our country at the center of global fairs and, together with our fairs in many other sectors, has become an indicator of Türkiye's rise on the global stage. As Türkiye, we are one of the major players in home textiles worldwide, and the growth trend of our sector continues. Despite global challenges, our economy continues to grow, and with the comprehensive support we provide to our exporters, we will continue to create opportunities for our industries and contribute to the prosperity of our country.

Prof. Dr. ÖMER BOLAT

Minister of Trade of the Republic of Türkiye

THIS FAIR IS THE FLAG CARRIER OF TÜRKİYE IN HOME TEXTILES



HOMETEX, which has become the strongest meeting point of our home textiles industry, is a strategic organization that showcases our country's production power, design capability, and export vision to the world. This fair is one of the most concrete examples of our country's determination to grow through high value-added production and exports. For the sustainability of our economy and the welfare of our society, we must increase our exports. We have a target of 375 billion dollars in

HOMETEX MAKES A SIGNIFICANT CONTRIBUTION TO OUR COUNTRY'S BRAND VALUE



HOMETEX is a powerful showcase that demonstrates Türkiye's leadership and organizational capability in the textile industry to the world. This major event, where the heart of the home textiles sector beats, makes a significant contribution to our country's brand value with both its number of participants and the strong international attention it receives. In the past, as the home textiles sector, we sought a place in Europe's leading fairs, whereas today, companies from all over the world request to participate in the HOMETEX Fair. This extraordinary transformation reveals the level our country has reached in its exhibition vision and the global strength of our home textiles sector. I would like to thank all the companies that invested in HOMETEX—especially TETSİAD—and our BTO President Mr. İbrahim Buray for leading this process. As a country, we have become one of the most important players in the world in the field of home textiles. As the Union of Chambers and Commodity Exchanges of Türkiye, we will continue, as always, to stand by our country's production power and our entrepreneurs and to support them.

M. RIFAT HİSARCIKLIOĞLU

President of the Union of Chambers and Commodity Exchanges of Türkiye (TOBB)

goods exports and 200 billion dollars in services exports by 2028. In this respect, we attach great importance to the contribution of the HOMETEX Fair, which has become the flag carrier of Türkiye in home textiles. HOMETEX is a very strong platform that carries our manufacturers, designers, and exporters to the global showcase. I extend my gratitude to all stakeholders of our industry—especially TETSİAD—and to KFA Fuarçılık, which successfully organized this event.

MUSTAFA GÜLTEPE

Türkiye İhracatçılar Birliği (TİM) Başkanı



700+

*Local & Foreign
Participating
Companies and*

175+
Thousand
Visits

19-22
may
'26
İstanbul
Expo Center

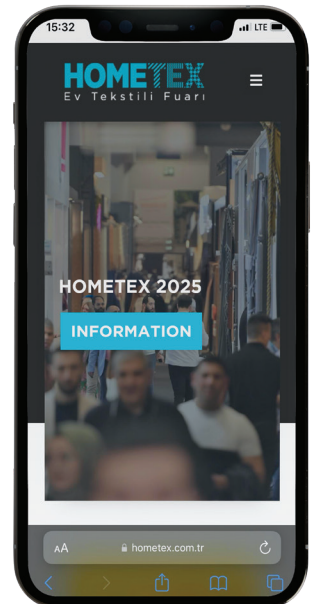
let's meet in
İstanbul



HOMETEX

Home Textiles Exhibition

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Your
Place Now!



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