

# HOME

**TEX** Home  
Textile  
Fair

# POST SHOW *Report*

20-23 May 2025 Istanbul Expo Center



**TETSIAD**  
1991  
TURKISH HOME TEXTILE ASSOCIATION

**KFA**  
FAIRS

**ufi**

**ifm**  
Istanbul Expo Center

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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 Fuarcılık, 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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**OUR SECTOR IS OPENING UP TO THE WORLD WITH HOMETEX**



As TETSIAD, I would like to proudly state that throughout its 32-year journey, the HOMETEX Fair has become one of the most important fairs in the world. By combining the historical heritage of the Turkish home textiles industry with modern production capability, we have reached a prestigious position in world markets, and the 'Made in Türkiye' label has become a symbol of quality and trust. In this great achievement, the role of HOMETEX is indisputable. We are delighted to organize HOMETEX under the leadership of the Turkish Home Textile Industrialists and Business People Association (TETSIAD) and with the organization of KFA Fuarcılık, demonstrating strong unity and cooperation with all our stakeholders.

Our fair, which was completed with satisfaction beyond expectations from both participants and visitors, strengthens our belief that it will further increase our home textiles industry's exports and its share in global trade. I once again extend my thanks to everyone who contributed to this major organization.

### **HASAN HÜSEYİN BAYRAM**

*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. NURAY ER BİYİKLİ, Mimar Sinan Güzel Sanatlar Üniversitesi Güzel Sanatlar Fakültesi Tekstil ve Moda Tasarım Bölümü Öğretim Üyesi

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

Doç. NURAY ER BİYİKLİ, Lecturer of Mimar Sinan FAU, Fine Arts Faculty, Textile and Fashion Design Department

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

Konuşmacılar: Hülya Yalçın, Koleksiyon Yöneticisi

Dr. Eda Turan, Moda Tasarımcısı

Speakers: Hülya Yalçın, Collection Manager

Dr. Eda Turan, Fashion Designer

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

Creative Transformation throughs AI

Konuşmacı: Özgecan Üstgöl, MYTH AI Kurucu - CEO

Speaker: Özgecan Üstgöl, MYTH AI Founder - CEO

**Desenle İyileşen Mekanlar: Ev Tekstilinde Biyofilik Tasarımın Yeni Yüzü****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 Sektörüne Yansımalar****Reflections of Heimtextil 2025 Fair on the Home Textile Industry**

Konuşmacı: Ebru Lakerta, Tekstil Mühendisi - BUTEKOM İş Geliştirme Sorumlusu

Speaker: Ebru Lakerta, Tekstil Mühendisi - BUTEKOM İş Geliştirme Sorumlusu

**Geleneksel Halı Sanatında Dijital İlmekler****Digital Threads in Traditional Carpet Art**

Konuşmacı: Miray Haloğlu, Halı Tasarımcısı

Speaker: Miray Haloğlu, Carpet Designer

**Atık Değil, Toprağa Can Veren: Biyo-Seramik Malzemeler****Not Waste, But Life-Giving to the Earth: Bio-Ceramic Materials**

Konuşmacı: Elif Aybuke Turgut, İç Mimar Tasarımcı

Speaker: Elif Aybuke Turgut, Interior Architect - Designer

**20 MAYIS**  
MAY 2025İstanbul Fuar Merkezi,  
İstanbul Expo Center,  
Yeşilköy, Türkiye**21 MAYIS**  
MAY 2025İstanbul Fuar Merkezi,  
İstanbul Expo Center,  
Yeşilköy, Türkiye**22 MAYIS**  
MAY 2025İstanbul Fuar Merkezi,  
İstanbul Expo Center,  
Yeşilköy, Türkiye



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

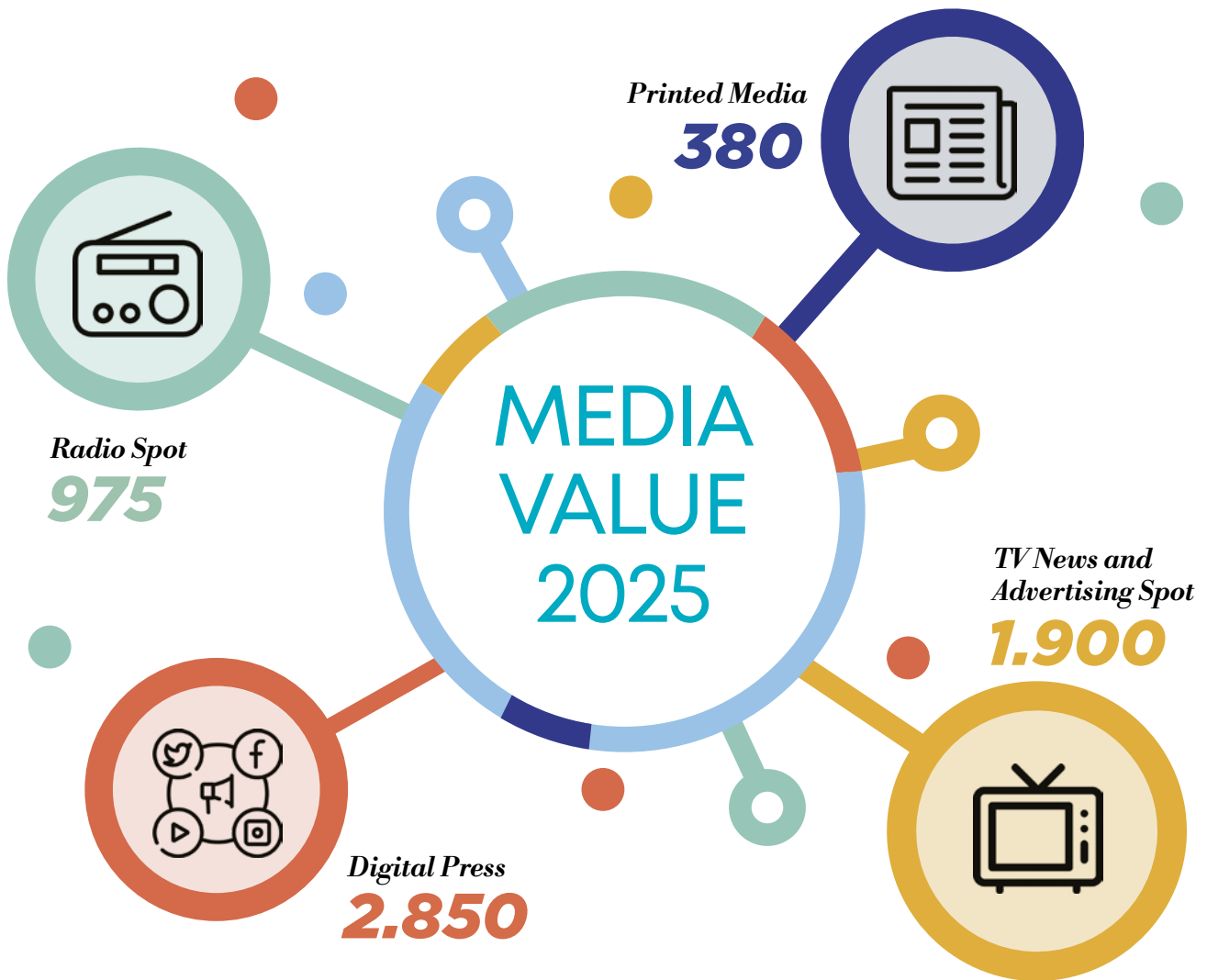


This special area, where design companies showcased their unique visions, brought an aesthetic and creative breath to HOMETEX 2025. Designed as a meeting point where imagination transforms into space, it invited visitors not only to observe, but also to feel and experience.

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

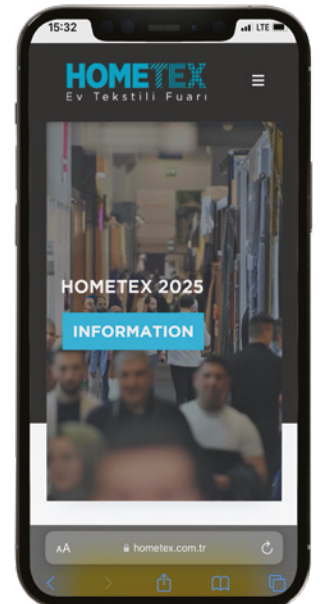
let's meet in  
İstanbul



**HOMETEX**

Home Textiles Exhibition

**Book  
Your  
Place Now!**



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