

# Mehtap Obuz

ilio



“ I saw an opportunity to create an elite international design brand in Turkey. ”

<b>COUNTRY</b>	Turkey
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	20
<b>YEAR SELECTED</b>	2011
<b>PARTNER</b>	Hasan Demir Obuz
<b>WEBSITE</b>	<a href="http://www.ilio.eu">www.ilio.eu</a>

## COMPANY SNAPSHOT

Demirden is forging a new identity – its second in its 17 year history. Founded in Istanbul by Mehtap, the company first transitioned from a tiny iron working studio into one of Turkey’s leading design and brand management firms. Now, with the help of her brother Hasan, Mehtap is also launching a home décor product line called “ilio” in the hopes of achieving success beyond Turkey’s borders and generating more consistent revenue streams. Mehtap and Hasan have a proven track record when it comes to design. Demirden is already an elite design consulting brand, commanding premium pricing from clients like Turkcell for projects ranging from corporate communication to event design. And, though the first ilio products hit the market just two years ago, the high-design glass, tableware and home accessories are already generating international attention. Products are sold online through Gilt Groupe, and delivered through agents and distributors to top stores like Lane Crawford in Hong Kong and MOMA in New York.