

## Tania Eskinazi Gürüsçü

Takawear





## "I saw an opportunity to combine high-end fashion with traditional Turkish designs."

COUNTRY	Turkey
INDUSTRY	Consumer
EMPLOYEES	28
YEAR SELECTED	2009
WEBSITE	www.takawear.net

## **COMPANY SNAPSHOT**

At age 27, Tania recognized that there was a place for Anatolian-inspired clothing in the high-end fashion market, and brought this vision to her family's textile manufacturing business. Takawear has grown from a small, family business into an upscale women's clothing brand renowned for its blend of ancient Turkish motifs and contemporary design. Today, Takawear is the only Turkish designer brand in the US, boasting a unique style as well as a vertically integrated design, manufacturing, and distribution process.

## **ENDEAVOR AND TAKAWEAR**

Through Endeavor, Tania has received introductions to potential distributors and partners, as well as legal advice. She has also been mentored by several of the leading textile gurus of Turkey.

Tania demonstrates commitment by occasionally speaking at universities.