

1924

HATEMOĞLU

SPRING - SUMMER 2015

HATEMOĞLU
AT THE "PITTI
UOMO" SHOW

RETURN TO
NATURAL COLORS

THE NEW
BLACK: BLUE

CERIMONIA:
LATEST LINES IN
TUXEDO FASHION

HATEMOĞLU
IN BUSINESS

CAPE TOWN:
OUR SUMMER
COLLECTION
SHOOTING IN
SOUTH AFRICA

A photograph of two men sitting on a black lounge chair with a grey cushion on a green lawn. The man on the left has grey hair and a beard, wearing a blue blazer, a purple patterned shirt, and light grey trousers. The man on the right has brown hair and is wearing a pinkish-purple blazer, a white shirt, and dark blue trousers. In the background, there are lush green bushes and a swimming pool. The text 'HATEM SAYKI' is overlaid in large white letters across the middle of the image.

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We united our history with our collections: Hatemoğlu “From Father to Son”

As a brand that has left behind its 90th anniversary and served to more than 2 million customers, what is and what should be our mission? This is the question that we asked ourselves when planning our Spring/Summer 2015 collection.

We reflected on how to further enhance the quality of our collections that have gained ever-increasing popularity in the recent years and lead us to achieve a network of 72 stores, the corporate steps we could further take, and we looked for the answer as to how we could move forward from the point that we have to date achieved.

In today's global competitive environment there is a single formula to success in the apparel industry: Offering customers higher quality products at a more affordable prices. In academic terms we define this as continuously raising the Quality/Price ratio in favor of the customer. We know that the higher this ratio is, the higher customer satisfaction and the results reflecting on the brand will be.

Here we should emphasize that our Spring/Summer 2015 collection not only achieved this key goal but also stimulated our excitement as a whole with its fabric, pattern, color, style and design. I hope that the selection you find on the following pages will give you the same excitement.

I believe that our extensive collections, especially designed to address all ages and to give you a stylish feeling, will get attention this season. The attention shown to our collection by international retailers at the trade shows we participated abroad have further corroborated our belief.

To offer you the best presentation of our collection, which we take pride in and believe that will make an impression beyond the Turkish borders, this season we did our photo shooting in Cape Town, South Africa. The climate of the southern hemisphere played a decisive role in this choice. Further, the advanced production sector, the wealth of location and casting options came forth as additional benefits offered by this beautiful country.

This season our extensive collection is designed with the concept of “from Father to Son” in inspiration of our company history spanning almost an entire century. Starting mid-March, you will find the opportunity to peruse the richness of our collections that recognize no age limit in our ever-expanding network of 72 stores.

In belief that the interest you have shown in our brand will increasingly continue in the new season, I would like to express my gratitude to all.

Hatemoğlu throughout generations, from past to present...



Hatem's son Hacı Mustafa opens his first store in Kayseri upon returning from the Russian Front in 1924.

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Our first retail store opens in Boğazlıyan, Kayseri in the early years of the Republican era.

Hatemoğlu is the first Anatolian brand to advertise on Ankara Radio.

Our first store in İstanbul opens. Premium system is launched in retail.

1950

1962

1933

Our second store opens on Kazancılar Street in Kayseri.

1953

Hatemoğlu pioneers sales without bargaining in Anatolia.

1963

Hatemoğlu moves to İstanbul Aşirefendi Gürün building and launches a new era in retailing.

Welcome to the world of Hatemoğlu with its 72 stores.

2015

"h-teen" mark created.

2010

"Hatem Saykısı" line is created and first collection is produced in partnership with Italy's oldest ready-made firm.

2005



2011

With innovations, novelties, new goals and 46 stores Hatemoğlu continues to grow on its path.

2009

Hatemoğlu's new retailing vision is shared with the public: "1000 stores in the 100th year."

2003

"html" is introduced to the world.



Hatemoğlu Beyoğlu Store opens at a pivotal location on İstiklal Street, the heart of ready-made clothing in the 70s and 80s.

Company moves to Hatem building.

1965

Hatemoğlu makes its first export to Switzerland.

1979

First commercial airs on Turkish television.

1981

1976

Mass merchandising starts in the historical Nouvelle Comédie building on Yeşilçam street in Beyoğlu.

1980

Shop floor in Güngören, İstanbul goes into operation.

1984

Sarıyer Derbent Hatemoğlu Elementary School opens.

With İstiklal Street closed to vehicle traffic, company HQ is moved to İkitelli. Transition to retailing and rapid expansion in retail begins.

İkitelli factory production building goes into operation.

1997

1987 Winter Collection introduced with a fashion show in Uludağ featuring the top models of the period.

1987

2001

Organization is reoriented from reseller system to chain stores. Women's clothing line is abolished for focus on men's wear.

Turkey's Top Exporter Award is given to Hatemoğlu.







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NEWS



Hatemoğlu in its new store at Profilo Shopping Center.

Cemal Sahir Sok. No: 113
0212 217 07 33



Hatemoğlu style now in Van.

Şerefiye Mah. M. Fevzi Çakmak Cad.
Bayram Oteli Alt No: 2 İpekyolu
0432 216 56 56

“PITTI UOMO” THROUGH
THE EYES OF HATEMOĞLU

“Your imagination expands to challenge the limits of your mind.”



inci Saykı was at the “Pitti Uomo” -the world’s #1 trade show in men’s fashion- in which we participated and attracted high interest. She observed the renowned names of the fashion world that recognize no limits in their stunning street styles and color combinations. Having, in her own words, closely witnessed the “free and unique” dressing style that she had in mind, she returned from Florence with a great experience.



Hello Elaziğ!

Hatemoğlu opened its 72nd store in PARK YİRMİÜÇ.

Cumhuriyet Mah. Malatya Cad.
Park Yirmiüç Shopping Center No: 70 Fl.1
Store: 120 +90 424 502 08 50



Zeytinburnu Olivium Outlet renovated.

Beşelsiz Mah.
0212 416 31 61

"I recognize the potential that every person is born with a sense of aesthetics. Therefore, to me, dressing up means achieving beauty or harmony. I think that the desire to dress up is satisfying and comforting for any individual, be it man or woman. This is why, I believe, everybody, more or less pays attention to how they dress. Yet some people may feel more energetic on some days. They combine vests with colorful socks in a slightly chaotic but genuine manner to express themselves in a different way. And some others may be feeling pale and weary on those days. In that mood they go for old fabrics, an old foulard to show their style. There may be a person who feels young and one day he may be encouraged to pierce their eyebrow. And another may want to come across as more mature and let his beard grow. In a word, in every situation individuals express their mood in the way they dress. They give others an idea about their mood, the fashion and art movements they follow. This is exhilaration. Most importantly, it is genuine and liberating. It is not possible, however, always to be so bold and so freespirted. We avoid using wrapped foulards in a variety of colors, fabrics and lengths in concern of what other people would think. Most of the time we restrict ourselves. Only in foulards? Handkerchiefs, neon colored pink shorts, hats, vivid red socks, a designer handbag or the ring you designed yourself... These are only some of the details that constitute the whole. Unfortunately, none of these is part of the styles that we frequently come across on the streets. Don't you agree?"

"I recognize the potential that every person is born with a sense of aesthetics. And therefore, to me, dressing up means achieving beauty or harmony."

Yet, the answer to this question utterly changes once you see the "Pitti Uomo." Florence seems to turn into a whole new world during the trade show. A variety of characters from the fashion world across the globe pour into the city that already enjoys the quality of an open-air gallery. Twice a year the streets of Florence are adorned with the new and the latest sense of aesthetics. This winter I was among those characters in my identity as an observer and a photographer. I guess these three great days were the most liberating, most carefree days of my life that I felt lighter than ever and I felt that I found myself. From January 13 to 16, I was a visitor at the Pitti Uomo. I must say that I'm amazed by the strong impression it made on me. I nevertheless believe that the liberated and individual styles of all those who participated in and visited the trade show had an impact on this impression. Designers, buyers, models, photographers, fashion authors and bloggers of all ages and all frames of mind were reflecting their mood in transparency in their styles that they've candidly and casually created. I met many people that I will never forget. A fashion major from Milan, a New York photographer travelling the world, a blogger following men's fashion at every step, and a designer with a heavy Italian accent who curled his moustache like Salvador Dali's... What I observed here truly challenges the limits of the mind. It broadens your capacity, expands your imagination, adds a whole new outlook and raises your factor for finding pleasure in aesthetics. And beyond all this, setting a display at the trade show together with the Hatemoğlu team members that value open mindedness and new perspectives, introducing and promoting the novelties in the Turkish men's fashion at the largest men's clothing trade show of the world was an enlightening experience and a singular privilege."







NEW BLAZERS AND SUITS

Spring/Summer 2015 men's fashion comes with some changes in blazers and suits. While classic and perfect-looking suits with firm silhouette maintain their place, smart casual or sporty smart blazers stand out for men who do not compromise over comfort.

Natural Hues

In the new season, the first item on the suits trends list is natural hues.

All shades of cream, beige and-frankly—all tones that come close to the skin color fall within the “natural color trend” range.

While this trend defined by international designers envisions all selected pieces to be of these natural colors, considering the dynamism and chaos of urban life we preferred to choose a natural color for the in the jacket, which is the most basic piece.

Moreover, a blazer chosen in shades of bone color, and even white, can be perfectly completed with chinos in earthy tones.

You can create two different styles with the same approach.



The bone color blazer looks quite stylish with chinos matching the brown buttons. The pastel shade of the jacket is preferred for matching with the pastel shade of the blue shirt. This brings out the emphasis on the natural colors of the upper part. The cotton trousers as the single piece that emulate the “safari” style is a return to the casual yet stylish urban fashion. The scarf, which also this year is hit accessory in men’s fashion, suggests the colors of all pieces with its soft shades of bone, brown and blue.



Editor’s Note:
Star of the wardrobe:
The white blazer.
When
complementing
natural colors you
can use a scarf in
the same hues.



While the “all over white” trend dominates international catwalks we could hear you say “this is too ambitious for me.” So, we preferred to use the white in the most essential piece, the blazer. The white blazer with its fine and elegant fabric and fit-cut looks excellent with the sleek brown-toned trousers. The Oxford shirt in warm blue adds a warm touch to the imposing white. The handkerchief in the same shade with the shirt attracts attention. It demonstrates that a powerful style can be created with natural colors.

Editor's Note:

A micro print blue shirt will jazz up the plain textured pieces.

You can complete a color striped, crew neck t-shirt with your blazer to stay with the trends.

Casual Forms

The new suit-style with casual and unstructured-looking cuts seem to become popular alongside firm, sharp and perfect-looking suits.

Fit-cut blazers that allow the body to be flexible and to breathe are designed with knitted or woven fabric and complemented with smart and casual chinos.

To stay close to the formal look in your business life you can go for blazers in blue shades.

Linen, knitted and woven blazers completed with classic collar, crew collar shirts or polo shirts create a great look.

A flower kingdom: Cape Town

The most populated city in the country after Johannesburg, Cape Town is the crown of South Africa.



The city rises in the midst of Cape Peninsula's unique beauty, the gift of nature:

Cape flower kingdom!

This kingdom, with 69 endemic plants and more than 9,000 types of vascular plants is the colorful demonstration that Cape Town is a biodiversity haven.

Referred to as the Mother City among locals Cape Town is nestled in the bowl amid the Lion's Head Mountain to the west, and Devil's Peak along with a vast

blue-grey amphitheater formed by the spectacular table Mountain to the east. The mountain chain that can be seen up to 200 km across the sea has been the mood booster for many a weary seamen.

In the past 350 years, Cape Town has ceased to be a colonial outpost and turned into the liveliest, most vibrantly cosmopolitan city in Africa.

This exuberant metropolitan city is the country's second largest center of commerce, finance and industry, its

legislative center, and the capital of Western Cape province. Underground treasures such as gold, emerald and diamonds are the top commodities exported from the port of Cape Town. Even though the high-rises and speedways have considerably changed the face of the city, graceful historic buildings, cobbled streets, sculptures that have survived to date reveal the diverse cultures that have shaped the city and her history.

*You can wear anything
you like as long as
you go to the right place.*

ANONYMOUS

You can go for beige chinos with a pastel blue blazer, or with a dark plaid jacket you can prefer chinos in dark brown tones. While the style with a shirt and a scarf represents the young look, the style with a polo shirt and a handkerchief represents the mature look.



Young and young feeling men will love this sporty style. With the energy of the color blue and the modern influence of the pieces, men will find a comfortable style suitable for the summer. You can use the blue pieces "tone-on-tone" or jazz up with white trousers and stripes effect.



Cool Blue

As men's fashion enlivens with colors in an assertive style in the recent years, all designers seem to be driven to unchallengingly highlight the color blue in both winter and summer collections. And blue, in all shades, is ready to take its place in shop windows. It would even be appropriate to define blue as the "new black." So be ready to welcome blue in men's suits fashion in all its shades from dark to light.

BLUE-WHITE

Blue plaid jacket and vest with chinos makes a classy and stylish choice for the summer. The tie preferred in the popular color maroon and the handkerchief with red pattern are the choices of a refined taste. The maroon touch on the blue-white match make an excellent touch.

The azure blazer is a design wonder with a comfortable and stylish cut and a warm tone heralding the warmth of summer.

The pastel blue shirt very close to white and the steel-blue cotton trousers highlight the impeccable harmony of similar shades. The blue plaid handkerchief, the braided blue-brown leather belt, and the small pin come forth as the accessories that intensify the agreement among the cut, the fabric and the color quality.



The New Navy

A candidate to shake the dominance of black, navy comes in its all-new shades with added shine. Vintage black and almost-black navy leave their place to the dark "new blue" in a soft tone. The suit maintains its strong image with this new navy. This is an appropriate choice for men who want a little more color in business life but do not want to abandon the classic line. The micro-pattern tie and certainly the blue handkerchief add a stylish touch.

TOYS FOR BIG BOYS

Explore the hundred shades of blue!



BEBOP DRONE

A new design from Parrot, one of the top brands of the drone world: Bebop... It is 8 times more powerful than the previous Parrot designs and easily understands a number of commands. With a 14 MP camera and dual band wireless antenna connects at both 2.4 GHz and 5 GHz. If you want to shoot photos or videos at places you cannot access we recommend the Bebop Drone. Now is the time to abolish borders!

A Pastel Touch On Blue

Every man has a blue shade that he likes and identifies with. And perhaps because we are raised with the notion of "blue is for boys," the most popular bright color was, once again, blue, in the first-ever season of color trousers fashion. Blue, the top trend on the list of items in close color tones, cooperates in style with its strongest contender, the natural colors.



You can complete the blue and white plaid blazer with a light blue shirt and a blue figured tie in the same shade. And with cotton trousers preferred in a shade close to the one of the shirt and the tie, you can demonstrate how tranquil colors can be used together. Bone and blue colored polo shirts can be completed with a jacket or with only trousers.



NAVY & GREY

A style with navy knitted blazer, azure shirt and grey chinos makes a good choice for days in a casual smart suit.

Caution: Do not Step on The Penguins!

The African penguin is a small and cuddly animal. At about a height of 60-70 cm and weight of 3 kilos, they live on the southwestern coast of Africa in colonies on the 24 islands between Algoa Bay and Namibia, near Port Elizabeth in South Africa.

Although not so much as in the northern hemisphere. Because of the diminishing life in the southern seas their population fell from 1.5 million to 55 thousand in the past hundred years. In the 1980s two new colonies were established at two locations near Cape Town, namely in Boulders Beach and in Stony Point in Betty's Bay, for protection from extinction.



Especially Boulders Beach, with its beautiful beach, swimmable sea and penguins has become a center of attraction for tourists... Here you can bask in the sun on warm sand or rocks next to the endangered African penguins. Don't be surprised if they pull away your beach towel and lie on it themselves.





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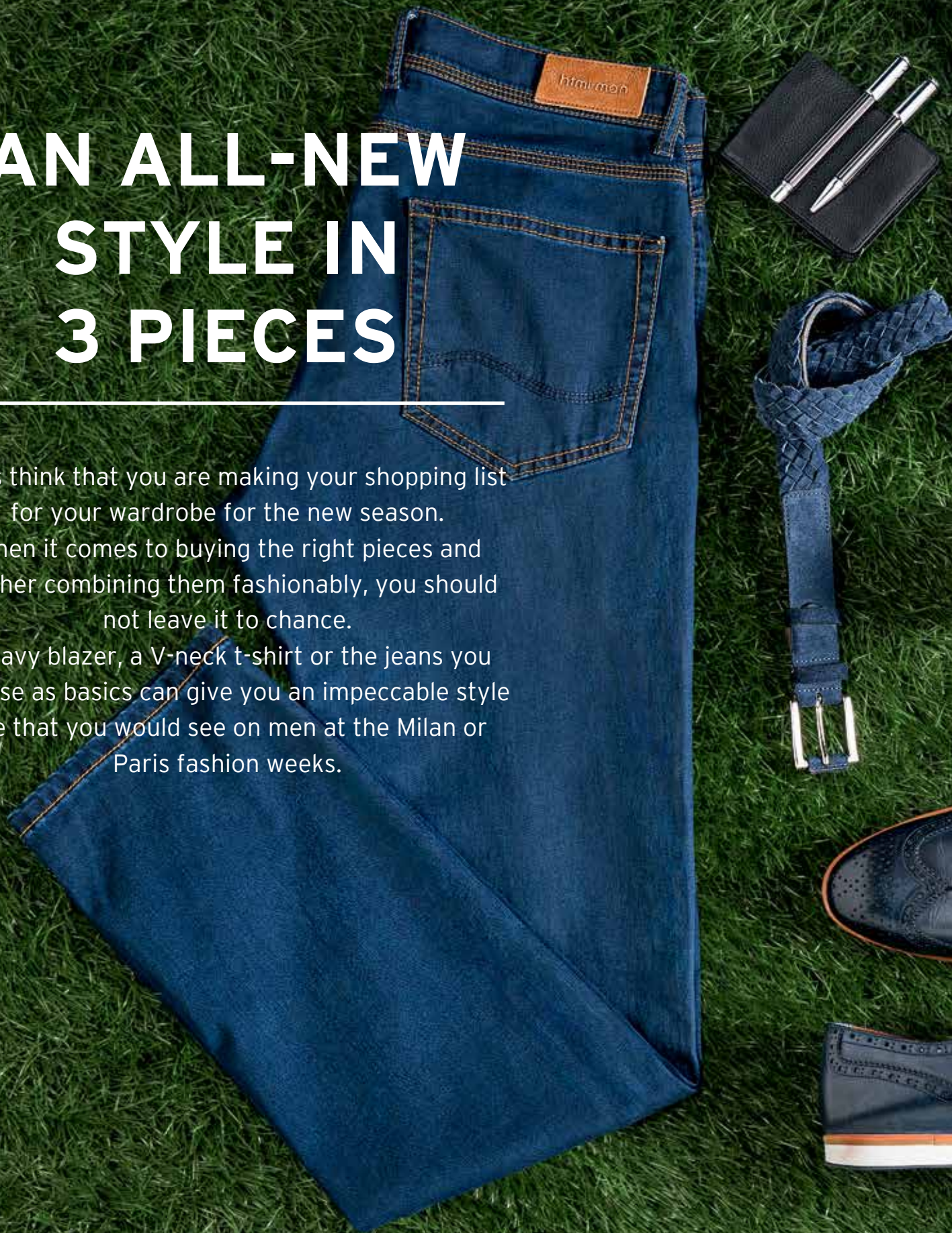
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AN ALL-NEW STYLE IN 3 PIECES

Let's think that you are making your shopping list for your wardrobe for the new season.

When it comes to buying the right pieces and further combining them fashionably, you should not leave it to chance.

A navy blazer, a V-neck t-shirt or the jeans you choose as basics can give you an impeccable style like that you would see on men at the Milan or Paris fashion weeks.





A blazer with a "cool" design is an excellent choice. And in harmony with the white shirt and the navy figured tie. We recommend choosing your jeans and shoes keeping with the influence, even orthodoxy of the navy. You can create a different stance with your own style on your casual Friday when you complete the blazer that we are accustomed to see together with chinos, with jeans under your classic shirt and tie.

Don't neglect your "Basic" T-shirt

Among the basic pieces on summer shopping lists, t-shirts now take their place among essentials:

One of the striking novelties of the seasonal fashion is linen or cotton jackets completed with basic t-shirts.



A New Identity with your Blazer

Sometimes, combining ordinary-looking pieces can create exemplary styles. So, define your navy blazer as your basic piece. You can complement your blazer with an indigo shirt and dark stonewashed jeans. You can add a sophisticated touch to the diverse shades of blue with reddish-maroon suede shoes and a handkerchief in the same shades.



Featuring Elegance with Jeans

The navy blazer features a casual smart style with a navy blue or white basic polo shirt and turns into a modern style when worn with a darkish blue cotton shirt. You can go for jeans in either of the styles. The ethnic-patterned blue scarf enlivens the style with the various shades of blue.

The victory of plain t-shirts versus the shirt, tie or foulard style options are celebrated. In the stylish elegance created with a blue blazer and cobalt blue cotton trousers, the plain white t-shirt stands as a significant piece in casual smart clothing. And beige suede shoes emphasize the return to the nature.





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RETURN TO

NATURAL HUES



Safari

Inspired by wiled terrains, broad hills, Safari now gains more importance with the return to natural colors.

When speaking of natural, beige, bone and certainly earth tones come to mind, and we see these in all product ranges like jackets, trousers, shirts and light overcoats.

Earth brown tops the list of the safari shades. While an earth brown vest used with shorts in the same shades, the soft pink shirt and the foulard envision those who want to keep in style in safari. If you are a t-shirt enthusiast, the black printed t-shirt is meant for you.



You can add color your bone-toned outfit with a shirt in pastel tone. You can have a great summer with linen's texture that keeps you cool even in the hottest climate and without the need to iron.



The Big Five. Elephant, lion, rhino, leopard and buffalo.

South Africa's Bushveld and Savannah regions are still the home to many mammals that are associated with Africa. More than 10 thousand elephants and 20 thousand buffalos live in the Kruger National Park only. Back in 1920, merely 120 elephants had remained in the whole country. The white rhino is another species saved from extinction. Their numbers are increasing in both the Kruger National Park and the Hluhluwe-Umfolozi Park. And now it's time to save the black rhino... These two parks are conservation areas for the Big Five.



Pairing a blazer with shorts is ideal for creating safari elegance in the city. The tranquil shades of brown, navy and green capture a magnificent harmony. The explorer-themed print on the t-shirt adds dynamism to the style. The scarf in pastel tones harmoniously combines the different colors in one profile.





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ENERGETIC

The "Energy" theme, an expression of the spirit of the young style, is inspired by the chaotic and as well colorful atmosphere of the city. Alongside bright colors, shirts in pastel colors stand out in the collection. While bright shades of red, green, pink and yellow compete with each other, soft tones of green, grey and blue reflect the softness of the linen fabric.

The yellow and green tones chosen from "Energy" shirts create notable dynamism with the orange colored trousers. The warm shade of orange of the trousers matches well with both of the striped t-shirts.



Blue blazer for those who need the elegance of the jacket in every kind of environment. White patent shoes with navy striped soles have a fun and out-of-the-ordinary design!

The perfect example for an assertive combination of bright colors!

The coalescence of orange and vivid blue is stunning.

The blue vest can be calmed with a white shirt or used with the colorful shirts from the Energy theme.

The green foulard matches very well with the striking colors.



The pink linen shirt that evokes the energy of the summer makes a comfortable daily outfit with jeans. Its foldable sleeves and the cuff detail that shows with the sleeves folded up are quite creative.

A Surfing Heaven

Surrounded on three sides by water, South Africa has hundreds of beaches, each different from the other...



Umhlanga

This is one of the most popular beaches in KwaZulu-Natal.

The warm Indian Ocean attracts millions of vacationists to Umhlanga's spectacular golden sand.

Ballito

The Dolphin Coast in KwaZulu-Natal may be rockier and have a choppier sea than the Hibiscus Coast but has less open areas.

The coast compensates this with the magnificent surfing conditions it offers. It's not a surprise that the Bay Price Pro surfing contest is held here!

Sodwana Bay

Northern KwaZulu-Natal is a very special place.

A copper colored strip extends on one side and a strip of sand dunes clad with subtropical forests on the other...

Sodwana is the most precious gem of the area adorned with beautiful beaches. A hotspot for 4x4 drivers, anglers and those who want an escape from the pace of the city.

Cape Vidal

Another beach in KwaZulu-Natal, Cape Vidal, is home to a genuinely spectacular view. This untamed beach by the estuarine lake Saint Lucia is the meeting point of adventurers...

Pastel blue blazer combined with an orange striped t-shirt and light blue washed jeans make a style that appeal to every man.



The Distinction of Stripes

Stripes are the most popular among graphic designs.

And the most sought after striped designs are those inspired from sailors.

Striped crew neck t-shirts designed in the striking shades of navy and orange are completed with vests and blazers.



You can complete your navy striped t-shirt with a vest of the same color and emphasize the red stripe at the bottom of the t-shirt with a red striped handkerchief.

The t-shirt with orange and azure stripes is tastefully complemented with white trousers to reflect the comfortable and sporty elegance of the summer.



A must see!

Cape of Good Hope (Cabo da Boa Esperança)

A rocky peninsula projecting into the ocean, the Cape of Good Hope rises approximately 245 meters above the sea level.

When Portuguese explorer Bartolomeu Dias first discovered this area, he named it Cape of Storms (Cabo das Tormentas). However, the King of Portugal changed its name to Cape of Good Hope (Cabo da Boa Esperança), thinking that this sea route would lead to the wealth of the East Indies. The Cape of Good Hope boasts a rich natural life.

Unlike the rest of South Africa, the area is a treeless terrain strewn with flowery plants and a fauna rich in variety.

Cape Point

Cape Point is situated on the southeast end of the Cape Peninsula, between the Table Mountain National park and the Cape of Good Hope, which comprises a part of the park. The park section of the Cape of Good Hope is untamed and still unspoilt.

A foremost heaven for sea birds.

Between Cape Agulhas and Cape Point, the warm Agulhas Current of the Indian Ocean collides with the cold Benguela Current of the Atlantic Ocean.

This meeting point in overall influences the microclimate of Cape Town and the area.





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TOYS
FOR
BIG
BOYS



SMART CAMERA NX200

A high-performance camera with stylish design, functionality, original DSLR sized 20.3-megapixel sensor that you can fit in your pocket to capture images close to reality. Its professional-grade sensor ensures that each individual pixel receives more light. This helps the resulting images to be amazingly true to life, with rich, brilliant colors.

Choosing the Right Suit

The first rule to the right suit is that it should fit well. The shoulder seam should sit right on your shoulder. You should be able to move freely in your jacket.



There should be some room of about 2-3 cm between the jacket and your chest. The length of the jacket, on the average, should come down to your knuckles or the first joint of your thumbs when the arms are hanging by the side of the body and shirtsleeves should be slightly visible.

Your trousers should sit on your waist not your hips. You should not allow your trousers cuffs drop on your shoes. The ideal length for trousers is when the cuffs hit near the heel of the shoe with a seamless drop.



TABLE MOUNTAIN

The Table Mountain that rises 1087 meters behind the city offers an endless delight for enjoying the bird's-eye view of the city going up on the aerial cableway and on a tour around its flat summit.

The Kirstenbosch Botanical Gardens are found on the eastern foot of the mountain. The gardens that span 1300 acres it is possible to see all kind of plants that are found across the continent thanks to its differences in altitude.

Another significant feature offered by the mountain is the 350 hiking trails.

Trench Coat

The trench coat is one of the essential classics of a man's wardrobe.

Adding a smart, stylish and a kind of mysterious characteristic to the individual, the trench coat looks excellent over a timelessly elegant suit.

One of the major outfits ingrained in our memories from Humphrey Bogart's "Casablanca" the trench coat is also preferred for its water-proof and wind-proof quality.

Why a Blue Suit?

Blue has always been a color with high potential. Therefore, it has always been the preferred color of the people in the creative professions, that is to say, artists and designers. In the language of colors, it is designated as a therapeutic, tranquilizing and deep color. Blue is known to enable a good balance and harmony in communication when used in suits. We recommend preferring a stylish blue suit to feel the fabulous energy of the season.





A perfect blazer for ensuring comfort with its fabric and cut.

Navy on white plaid style genuinely features the elegance of the summer. A white shirt with unbuttoned collar, navy chinos and a handkerchief in the same shade as his trousers create the style of the true smart casual male.

“Smart-Casual”

Let’s take a detailed look at the term that we so frequently use and which defines one of the most popular fashion styles: “smart casual” The term is the reflection of the “Dress-down Friday” or the “Casual Day” culture that originated in the US business world. Nurturing a “dress comfortably but elegantly” concept, this style supports the notion to be in style and comfortable without having to wear a suit.



Choosing the Basic Pieces

First, choose a single blazer. This should be a fit and stylish piece designed with knitted, cotton, woven or linen fabric.

Prefer chinos, in other words cotton trousers. While jeans should not be the first preference, darker jeans would not conflict with this style.

You can add accessories such as a pin, a handkerchief matching the shirt and the blazer. Feel free to go for a tie depending on your business environment; however, a shirt with an unbuttoned collar would be more suitable to smart casual.

Attention to the shoes is a must. Go for moccasins or laced “derby” shoes.

Cerimonia

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The first choice of men for special receptions and weddings, tuxedos maintain their elegant and noble line in the Spring/Summer season. Until recently black would be the first color to come to mind when speaking of tuxedos.

But today, tuxedos in white and broken colors are also preferred for countryside weddings and summer receptions.

Alongside black, we see tuxedos designed in navy--the popular color in men's fashion--with a range of collar and fabric options.





Fabric is of major importance in choosing a tuxedo.

Tuxedos designed in fabrics that are suitable for the Spring/ Summer season should be preferred.

You should consider your bodily proportions when choosing your tuxedo design.

For instance, shawl lapels are suitable to all body types. If you are going to the event together with your spouse, it will be appropriate to choose a color that matches your spouse's dress.

You should feel comfortable in your tuxedo.

We suggest avoiding too tight fitting or wide cuts.



*"Style is knowing who you are,
what you want to say, and not
giving a damn."*

GORE VIDAL





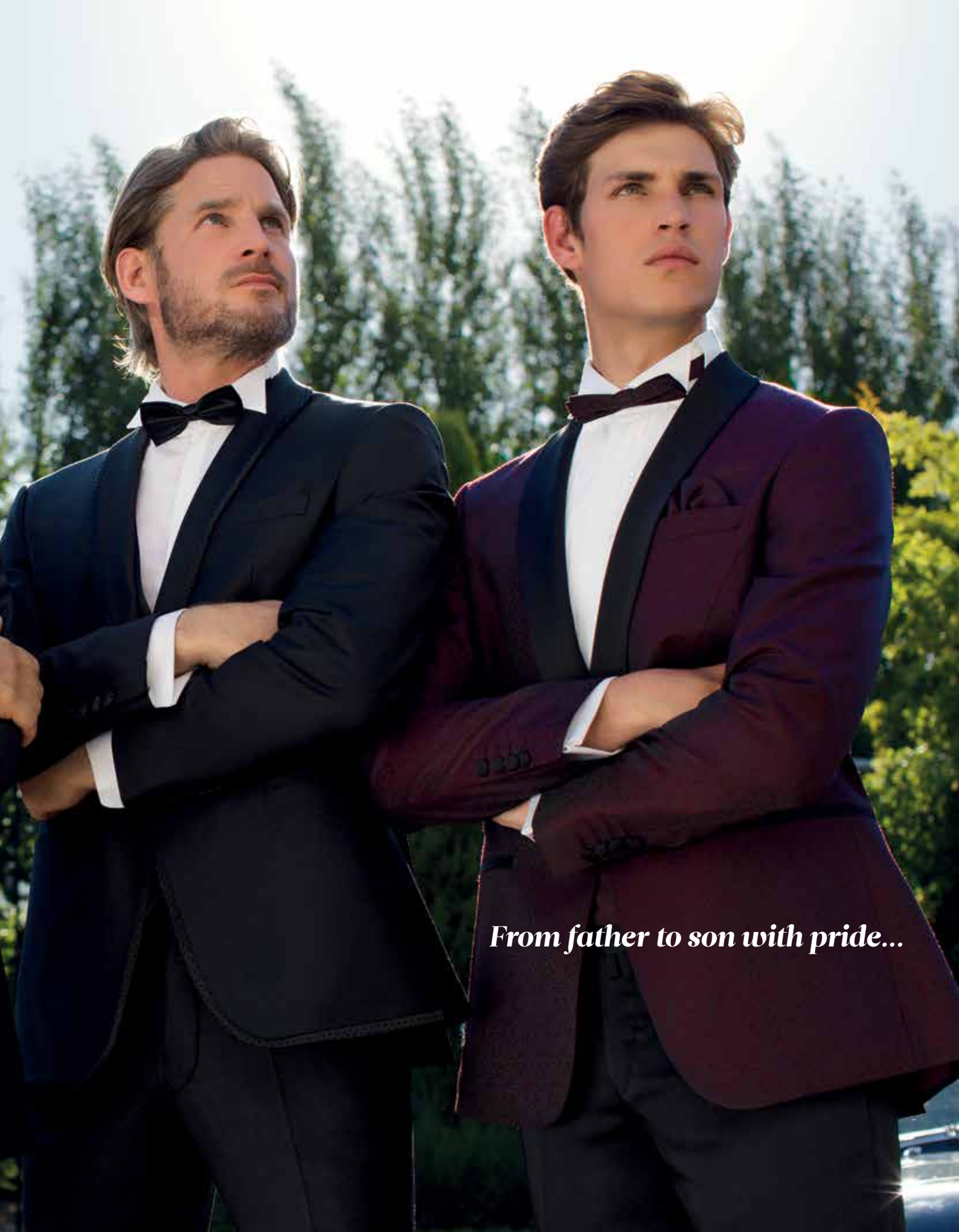


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From father to son with pride...



The elegance of the Jeans

The safari toned stylish jacket, looks comfortable and cool with the denim shirt and the jeans.

The denim shirt, a much-favored piece for a daily smart outfit under blazers, is once more popular.

The scarf with large polka dots successfully stands as an accent accessory, creating a transition between the blue denim shirt with small polka dots and the dark jeans.



Smart casual in the city

The retro influence of the 1950s continue in trend in the Spring/Summer 2015 fashion. Polo shirts, knee length shorts and comfortably designed suits are revived in today's popular culture.

**TOYS
FOR
BIG
BOYS**



POLAROID SOCIALMATIC

Get ready for the revolution of images! Polaroid Socialmatic combines the nostalgic image of the old polaroid cameras with built-in Wi-Fi and Android interface. Moreover, you can print photos of 5-7 cm instantly and without using ink... With a 14 MP camera, 4.5-inch touch screen, 4 GB capacity and many more essential features, the Polaroid Socialmatic is a friend that you will always want to keep by your side.

Polo T-Shirts

Athletic and modern polo shirts are likely become one of the hit pieces for all men as a regular and sportive outfit. Let's have a look at the some tips to consider when buying a polo shirt.



Choose the Right Color

After the right fit, it is important to choose the right color. The white basic polo shirt should be of first preference. A maroon-red polo shirt will be a fashionable right choice. A plain design will allow you to wear your shirt when going to venues of different types.

Choose the Right Fit

The sleeve should not extend past the mid-biceps. The length of the t-shirt should come to the center of your trousers' zipper, so as to cover your abdomen when tucked in. The collar should not constrain the neck when buttoned. Pay attention to how the neck opening sits on the body.

The Preppy Style

Prefer a knitted navy blazer with white trousers. Reemphasize the plain sophistication of white with a classic white shirt, and add a navy-red micro-figured tie and soft pink handkerchief to bring forth the deluxe, well-educated "preppy" male.

Editor's Note:

A polo shirt with "micro-pattern" will render a new interpretation of the classic line. You can complete your style with knee length shorts and soft leather shoes to capture the sportive look of the city.

Comfortable and Sleek Cuts

You can play with different styles using blazers designed with soft, non-rigid fabrics. Knitted and woven blazers, this season's favorites, allow you to combine different pieces.



Pieces that reflect the “Riviera” fashion specific to the summer attract attention with dynamic shades of blue and vermilion.

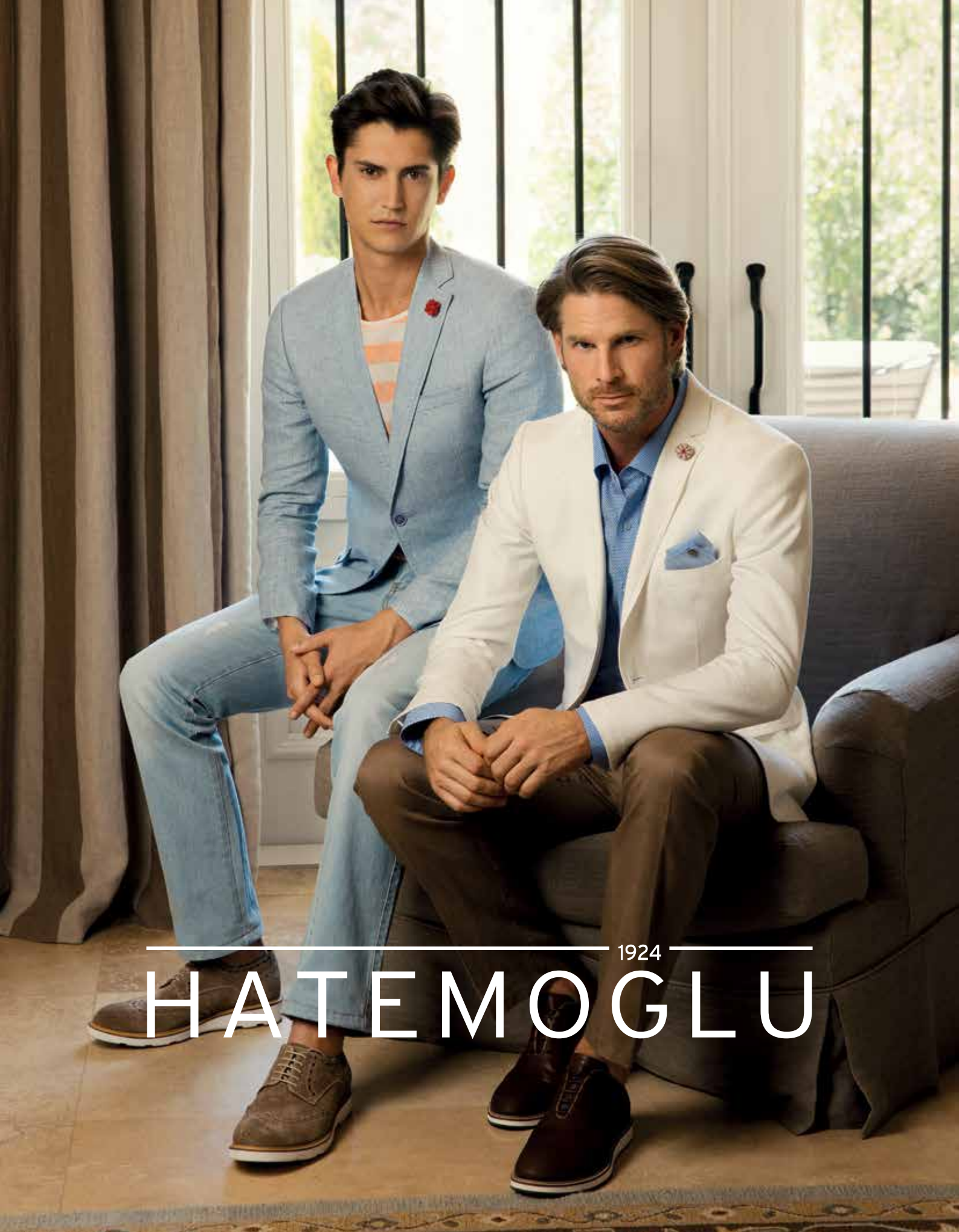
Jeans with a comfortable cut can be completed with either a shirt or a printed white t-shirt. And dark navy derby shoes bring a luxurious touch to the Mediterranean man with their unique shine.



Knee Length Shorts

Shorts come in shorter length in the Spring/ Summer 2015 trends. Inspired by the seaside attires of male protagonists from the 50s American movies, a new cut in shorts are recognized as today's urban outfit. Those who like the young and energetic theme will love these vermilion shorts. The short-sleeved blue cotton shirt with patterns worn with a striped t-shirt is a reflection of the nautical theme.





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Packing for travel...

You may want to make use of some practical tips about packing for travel. To be able to pack properly we suggest not waiting until the last day. In any case, we should give you some tips that will make the task easier.

1-Choose your suitcase size according to the number of days you will be travelling.

2-Avoid packing unnecessary items. To do so, before you start packing plan what you will wear on which day.

3-Packing pieces that you can mix and match will reduce the weight of your luggage.

4-If your suitcase is small, fold your items only once, if possible, so they aren't wrinkled.

5-Don't forget that the pieces you pack last will be the first items you will unpack.





TIPS

- If you start with some preliminary planning such as “Day 1 - blue shirt, beige chinos, Day 2 - jean shirt, maroon trousers...” you can limit the items that you want to pack.
- If you prefer to take with you only one pair of shoes, prefer one that will match with all pieces.

The new Maroon anew

Maroon, with its noble quality and ability to match with many colors, successfully extends from winter fashion to summer. A warm touch on the dark shade of the maroon features the new version of it.



While a sporty polo shirt makes a classic look with the emphasis of the maroon color, it gains a casual style when combined with grey cotton trousers. Cold but distinct influence of the grey creates distant style.

Chinos in a darker shade combined with a white shirt make an indisputable choice. The simplicity of the white tones up the impact of the maroon.

The harmony of contrast

Blue plaid blazer is quite a cool piece. Instead of simply combining with white or blue chinos, trousers in the new maroon-red color are used. The white shirt serves as kind of a separator between these two striking colors. And the white scarf with maroon and blue figures is inspired by the three main colors of the outfit.



TOYS FOR BIG BOYS



GoPro HERO4 BLACK

Meet the highest quality camera ever produced. Emmy Award winning Hero 3's image quality is taken to the next level with a two-fold enhanced video recording speed and new dual processor. The new Hero 4 black is waterproof up to 40 meters and lets you record 1080p high quality detailed videos at a speed of 120 frames and stills at a speed of 30 frames per second. And with built-in Wi-Fi and Bluetooth lets you instantly share your images with your friends on the social media.





Where to start...

As implied in the name, new season means revision in your wardrobe.

The Spring/Summer 2015 fashion offers you the perfect opportunity to review your personal style.

We compiled 3 basic steps to help you begin shopping.

Add a plaid blazer to your wardrobe.

A single blazer of the right choice will provide you a variety of outfit options. To create a look that is classic, stylish and trendy at the same time, the pieces you choose to complement your jacket are very important. A plaid jacket in white and elegant blue tone with white buttons will have more emphasis when used with stone color chinos. The white shirt, an all-time basic, accentuates the clean and impeccable style. The maroon-red tie and the handkerchief in the same shade hints the new trend for the harmony of the two accessories.

Style tip: When you choose a powerful blazer, you can go for pieces in dominant colors and patterns. In contrast, plain pieces chosen in the right shades will suffice to bring the blazer forward.



Rediscover your jeans.

You may find this heading intriguing. You are right in wondering why we took the jeans, the indispensable choice of all men in smart casual and casual wear, to the heading. This season, for the first time after a long period, jeans once again prepare to take the front row on Spring/Summer displays. And with the indigo trend, you can combine your jeans with your jean shirt to create an all-jeans style. Jeans washed with different techniques will offer you different style options. If you want to have a break from the regular sportive style and return to the smart casual, then a navy blazer will be the convenient and right choice. If you prefer wearing a tie, you should go for a knitted design.



Go for natural colors

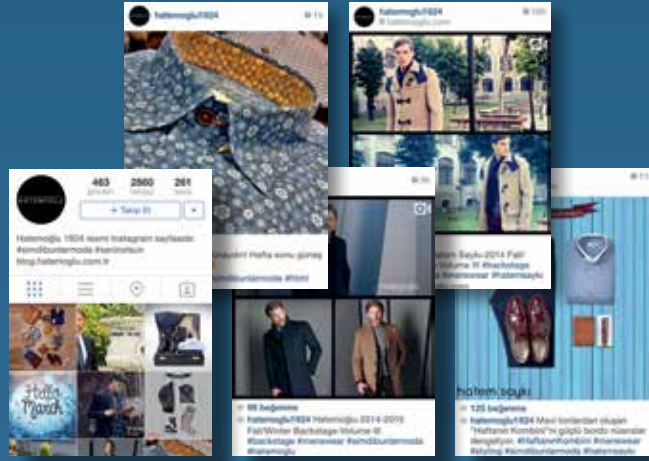
The dominance of bright colors is over.

Now is the time to choose from pastel tone colors that match the beige and the light tan.

Pieces with plain lines inspired by the nature take their place in the elegance of urban life.

The brightly colorful designs that our eyes are used to seeing in the main street fashion for two seasons leave their place to a silent yet strong natural trend.

A Note for Shopping: The linen Safari style coat at waist length is a must in your wardrobe for springtime and chilly summer evenings.



Instagram

Hatemoğlu adds a new breath of excitement to Instagram with its "Hatemoğlu 1924" account and takes its followers on a delightful journey of fun and genuine experiences with colorful feeds from the secret world of clothing to urban life, from the latest trends in fashion to backstage scenes.

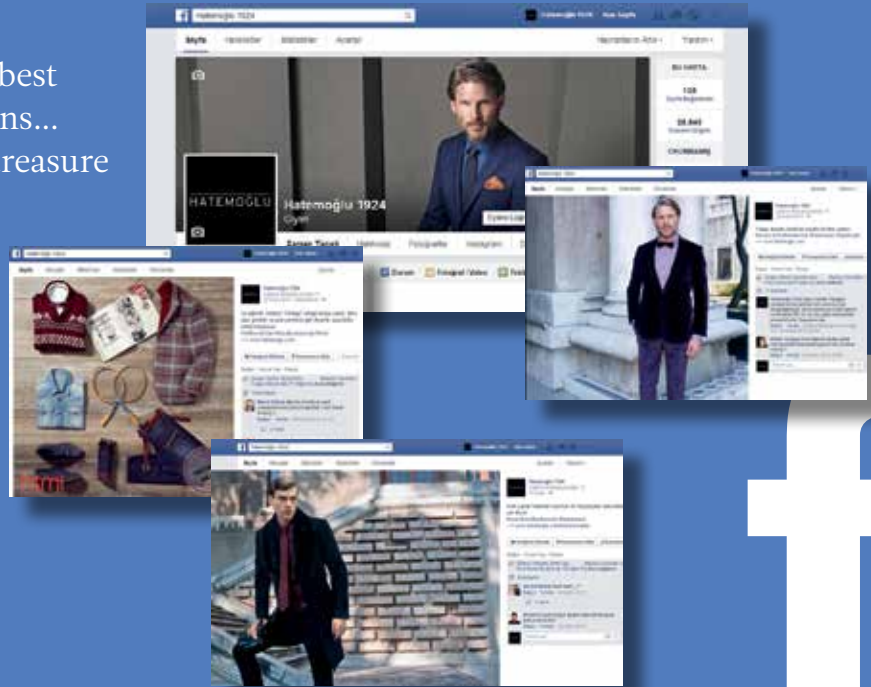
For further information visit; [instagram.com/hatemoglu1924](https://www.instagram.com/hatemoglu1924)

Facebook

Very special feeds, current styles, best deals and of course trending designs... Hatemoğlu fans will find a secret treasure on our Facebook page...

Could there be a better platform than Facebook for discussing fashion? Fashion enthusiasts that come together under Hatemoğlu's "Now this is in" slogan can connect with people of similar taste and find everything about men's fashion. You can also participate in our periodical contests and win special gifts.

For further information visit; [facebook.com/hatemoglu.1924](https://www.facebook.com/hatemoglu.1924)



Hatemoğlu is now blogging!

Today, in a world of fashion oriented by bloggers, it has become inevitable for fashion brands to maintain their own blogs. Steering men's fashion, Hatemoğlu has not overlooked this trend and created its own blog last June to meet with its fans. The [blog.hatemoglu](http://blog.hatemoglu.com) page will showcase the new trends and feature style recommendations, latest news in fashion, as well as news about the latest trends in accessories and clothing. If you don't want to miss out on the latest developments in the fashion world follow our blog at blog.hatemoglu.com.tr



YouTube

Hatemoğlu YouTube channel airs the collection backstage videos and micro videos featuring fun scenes from the shooting... Visit our YouTube channel to get news about the latest collections and watch the entire shooting process of our collections.



Twitter

To capture the trends and be the first to learn about our new campaigns follow us on twitter.com/hatemoğlu1924 page -- only one click away...

On Hatemoğlu's Twitter page you will find a wide range of seasonal products that you can choose from according to your style.

For further information visit;
twitter.com/hatemoğlu1924



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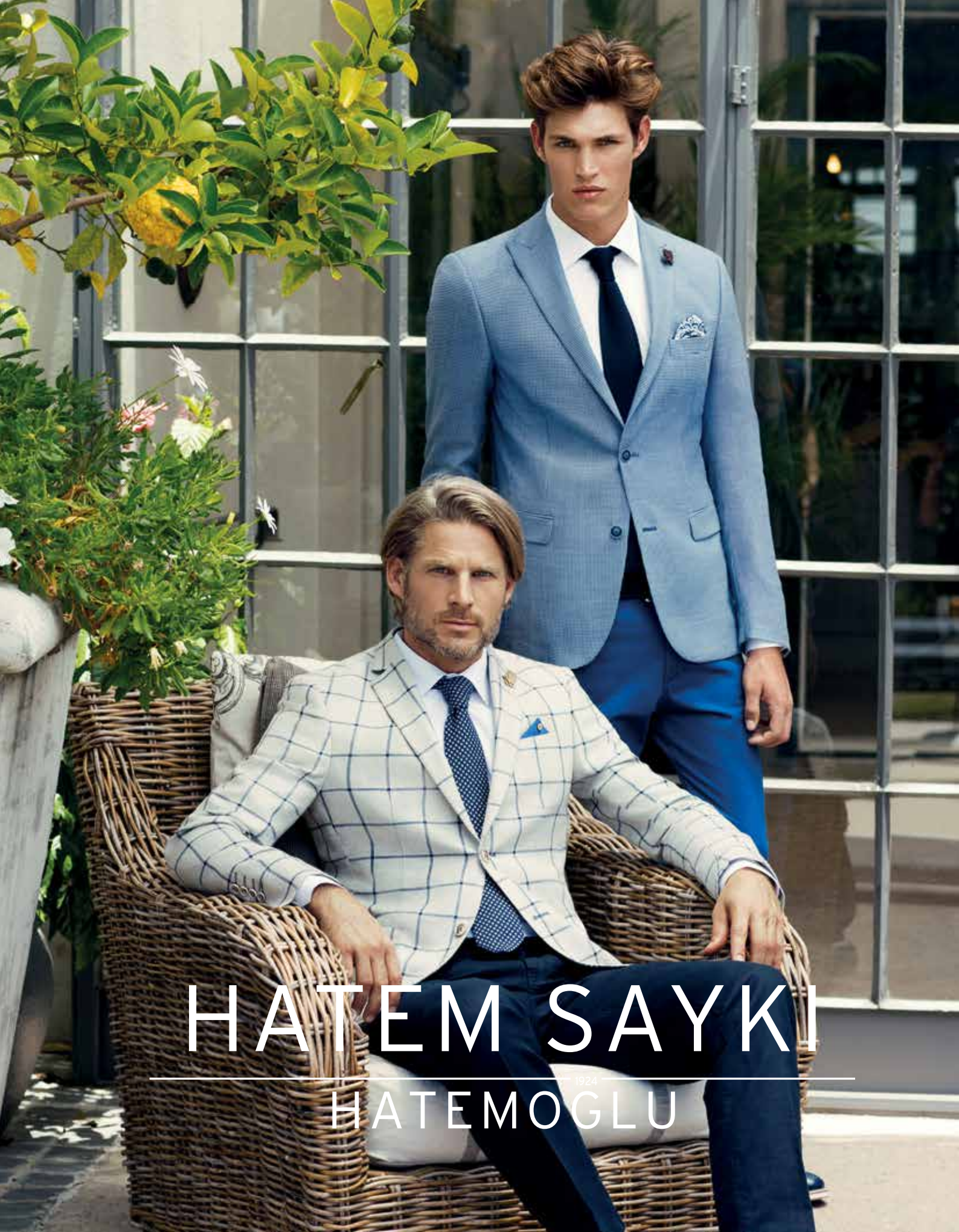
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