

# KURTNIJA

BRAND BOOK



2022





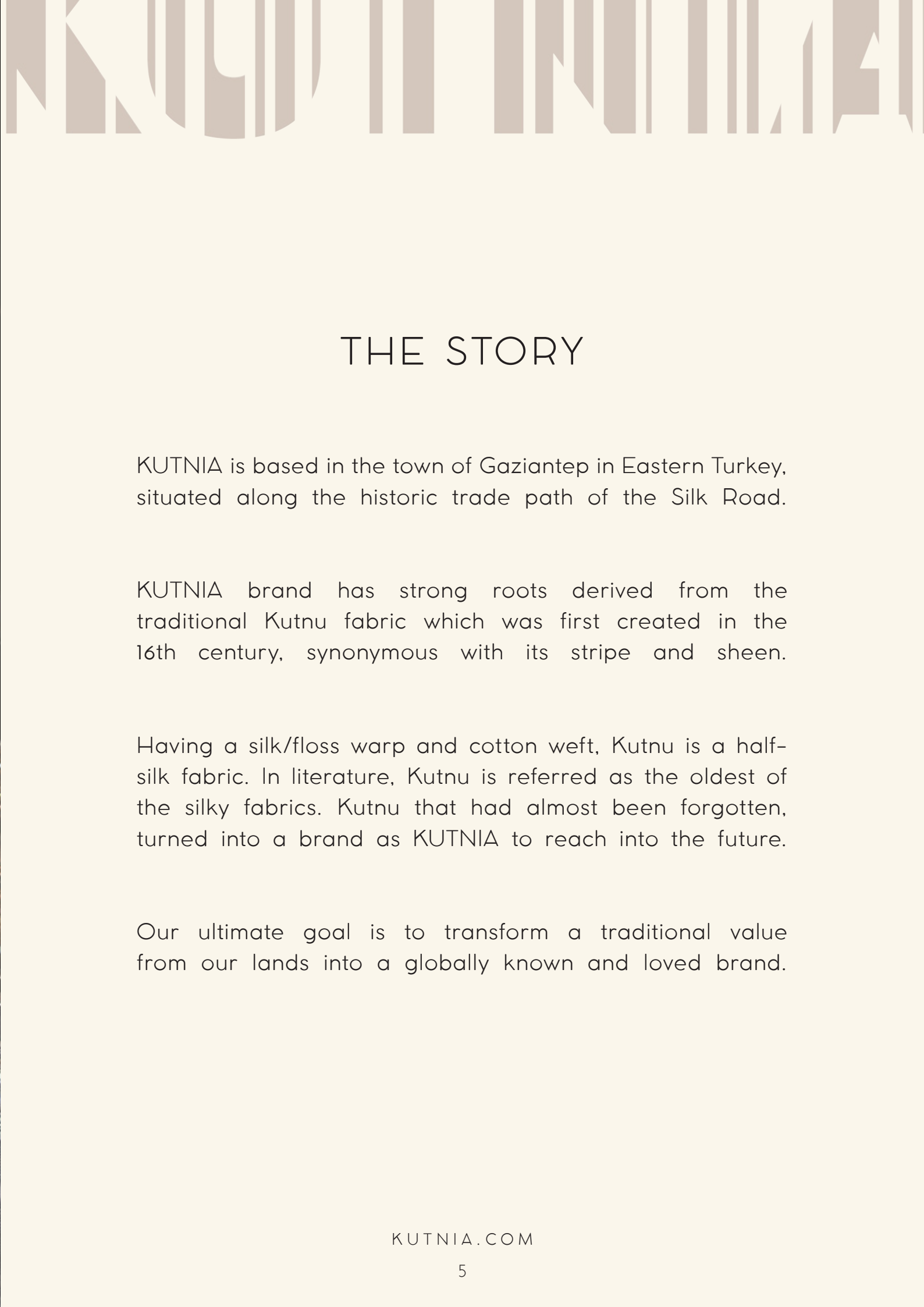
KUTNIA

Contemporary,  
accessible, luxury  
womenswear & lifestyle  
brand inspired by  
heritage craft.



The story of KUTNIA  
combines three strong elements;  
bringing the past into the present,  
connecting east & west, and creating  
a meaningful project with social and  
sustainable responsibility  
aspirations.





## THE STORY

KUTNIA is based in the town of Gaziantep in Eastern Turkey, situated along the historic trade path of the Silk Road.

KUTNIA brand has strong roots derived from the traditional Kutnu fabric which was first created in the 16th century, synonymous with its stripe and sheen.

Having a silk/floss warp and cotton weft, Kutnu is a half-silk fabric. In literature, Kutnu is referred as the oldest of the silky fabrics. Kutnu that had almost been forgotten, turned into a brand as KUTNIA to reach into the future.

Our ultimate goal is to transform a traditional value from our lands into a globally known and loved brand.





Key Words

Crafted		Heritage		Fusion
Past		Future		Timeless
East		West		Modern
Effortless		Desirable		Stripes





# Mood Board





# KUTNIA

## Revive

KUTNIA has revived a tradition that has been carried from Gaziantep since the 16<sup>th</sup> century. Today, very few craftsmen are able to produce this rare fabric, and the art form that was at risk of extinct. Kutnia with great deal of R&D aimed to modernize this cultural heritage fabric. The width of the fabric has been increased to make it more versatile with KUTNIA working on ready-to-wear, home and resort collections.











## FOUNDER

Miss Julide Konukoğlu, the brand's visionary founder, is part of a leading Turkish industrial family, who are fully aware of the modern technological innovations of the creation of textiles and clothing. The realization that the craft of making Kutnu fabric, and an appreciation for it, may be on the verge of extinction, was what prompted Julide to bring it back to life. Her knowledge and admiration for the heritage of Gaziantep, and the unique craft that the generations before practiced, has opened the door to today's prosperity.

*Julide Konukoğlu*





## THE BRAND

KUTNIA employs a local workforce of around 100 staff ranging from older craftsmen, for whom making Kutnu fabric is the only work they know, to younger generations who see the appeal of “a profession with traditional, cultural and artistic value.”

Thus, passing down precious techniques and skills on how to work on looms that would be normally out of use, and at a speed that is often seen as out of date.



KUTNIA







*“a profession with  
traditional, cultural and  
artistic value.”*

In the fast-paced world of today, heritage, craft, patience and attention to detail are rare commodities that have been overtaken by computing and automated procedures. It is important to take a step back from the modern conveniences that surround us and invest in unique products that guard important facets of our history.



KUTNIA

It is the maintenance of such projects that safeguard them, making them available to future generations..

*..in this case the story of Kutna fabric revival.*





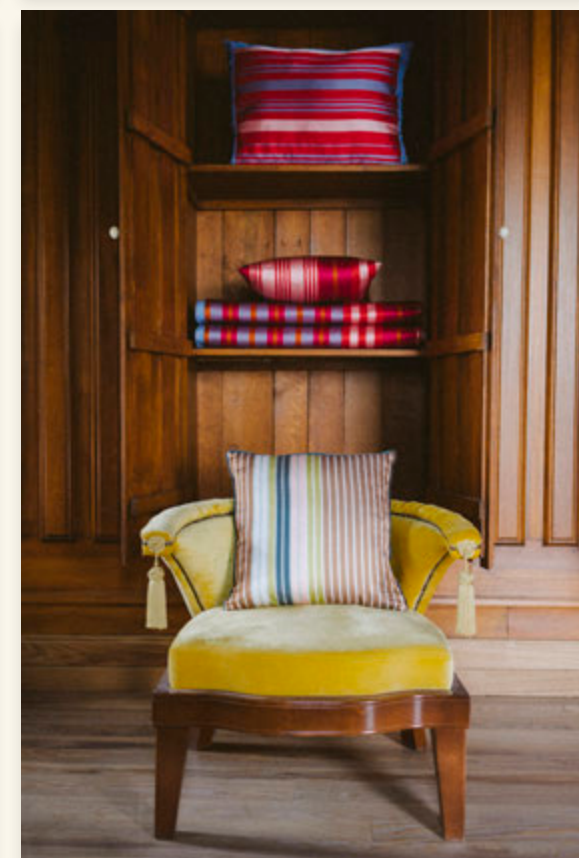
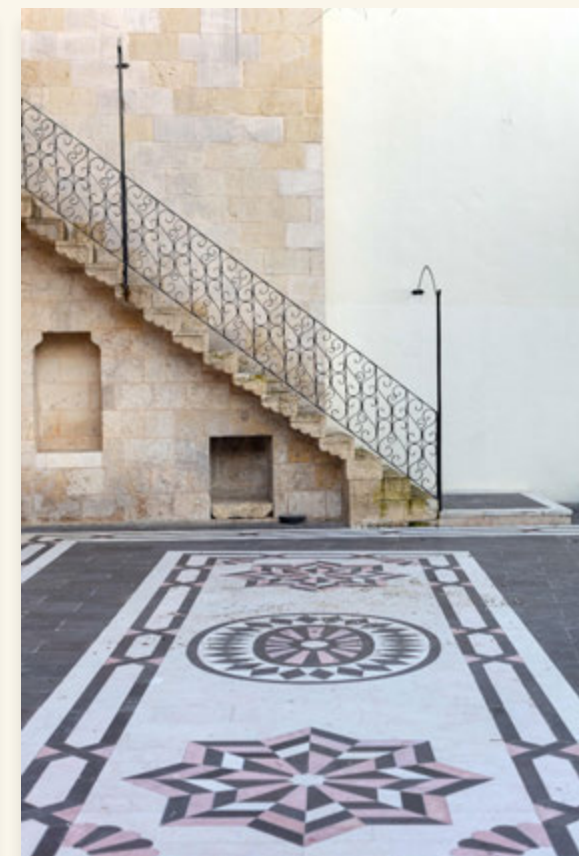
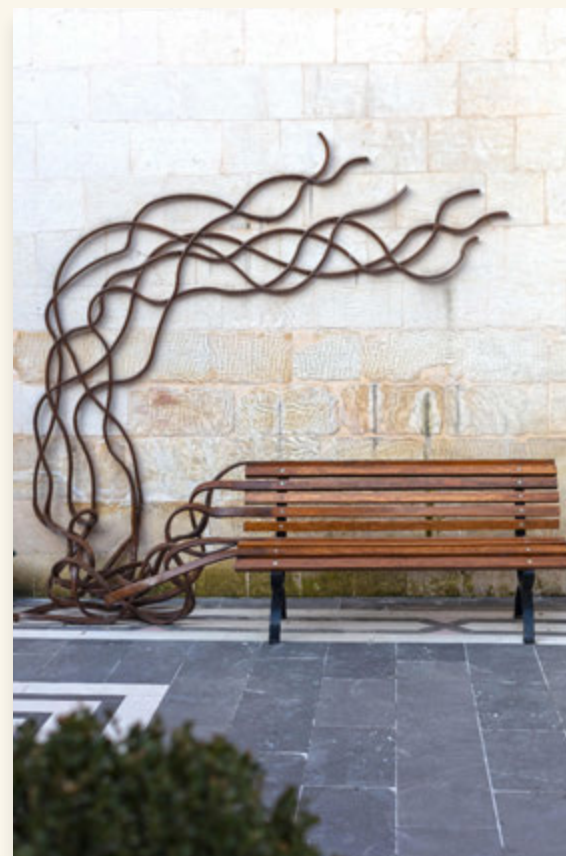
## HEADQUARTERS

KUTNIA design head office is located in Gaziantep, a stone's throw away from its fabric manufacturing facilities.

The design and logistic centre is situated in a beautifully renovated listed building. This provides the ability to further understand the process, develop new fabrics, and create new products and prototypes.

*Gaziantep, Turkey*





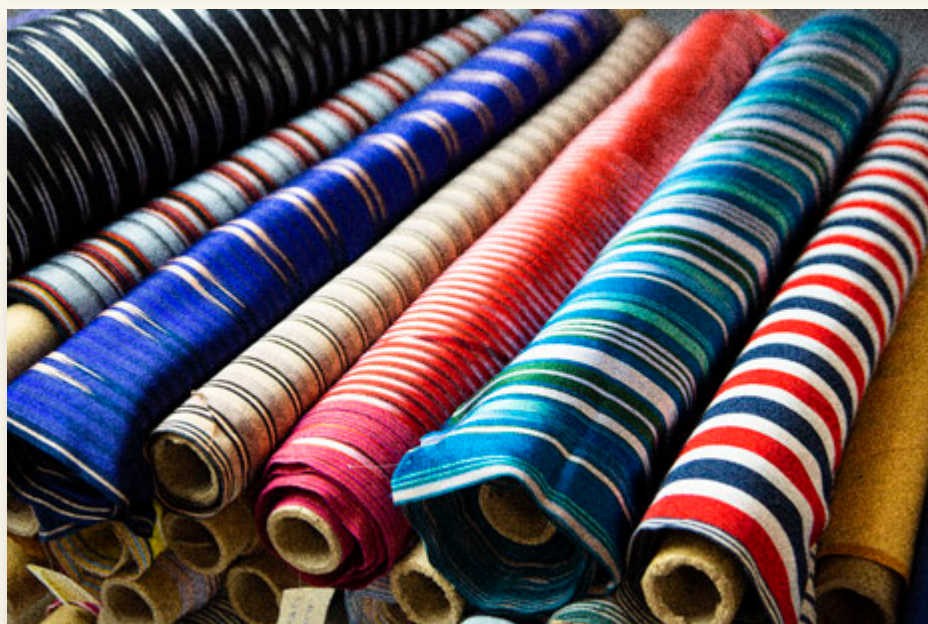




## FACTORY

We produce our heritage fusion crafted KUTNIA fabrics in our factory, and our aim is to be able to share its quality and beauty with designers and craft lovers globally, whether it's with our in house offerings, or specifically developed fabrics as per our client's visions.









## THE KUTNU FABRIC

Kutnu, as for its encyclopedic definition, is a semi-silk fabric which has colored, floss silk warps and cotton wefts. Kutnu known as the oldest bright fabric is also highly breathable because it doesn't contain any synthetic material.

Kutnu fabric which is quite laborious and requires skills from the disassembly process to weaving . Each stage has a craftsmen specifically for it which takes months to become one.

*"..through the hands of many craftsmen.."*





KUTNIA

## STORES

KUTNIA has two stand-alone retail stores in Gaziantep and one store in the prestigious shopping area of Istanbul, Nişantaşı, where the brand also has its showroom and head office that aim to communicate KUTNIA's philosophy globally.







*Hizvahan Store,  
Gaziantep, Turkey*

Karagöz Mahallesi, Lale Paşa Cd. No:27,  
27400 Şahinbey/Gaziantep  
+90 342 338 10 28





*Sanko Park Store,  
Gaziantep, Turkey*

Sarıgöllük Mahallesi, İ. Rafet İşitmen Cad.No:27,  
27660 Şehitkamil/Gaziantep  
+90 342 338 10 28





*Nisantasi Store,  
Istanbul, Turkey*

Harbiye Mahallesi Prof. Dr. Feyzi Feyzioğlu

Sokak Altın Apartmanı No:1

Nisantasi/Istanbul

+90 212 343 00 86

KUTNIA.COM



# INTERNATIONAL SHOWROOMS

*Studio Zeta Showroom  
Milano, Italy*

Via Friuli 26 – 20135 Milano, ITALY

+39 02 55190119





# INTERNATIONAL SHOWROOMS

*AQ Market Showroom  
London, UK*

Albion Building 1 Back Hill, London, UK

EC1R 5HT





# RETAIL POINTS OF SALE

## - TURKEY -

MANDARIN ORIENTAL	<i>Istanbul</i>	GIZIA GATE	<i>Nisantasi, Istanbul</i>
MANDARIN ORIENTAL	<i>Bodrum</i>	GIZIA GATE	<i>Emar, Istanbul</i>
LUJO HOTEL	<i>Bodrum</i>	GIZIA GATE	<i>Aqua Florya, Istanbul</i>
A35 DESIGN STORE	<i>Alanya, Antalya</i>	GIZIA GATE	<i>Yalikavak, Bodrum</i>
HIGH CONCEPT STORE	<i>Izmir</i>	GIZIA GATE	<i>Antalya</i>
ISTANBUL AIRPORT BAZAAR	<i>Istanbul</i>		

## - GLOBAL -

PASI	<i>Milano, Italy</i>	LA SARTORIA	<i>Novara, Italy</i>
NICO FONTANA	<i>Milano, Italy</i>	MAURIZIO14B	<i>Brescia, Italy</i>
RETROUVER	<i>Firenze, Italy</i>	ANTOGNELLI	<i>Monza, Italy</i>
CATHALEIA	<i>Capri, Italy</i>	VERDURA RESORT	<i>Sciacca, Italy</i>
ROBERTA VERINO BOUTIQUE	<i>Napoli, Italy</i>	SAUCE	<i>Dubai, UAE</i>
IAFORTE	<i>Napoli, Italy</i>	THAT CONCEPT STORE	<i>Dubai, UAE</i>
GIANMARIA MONTACCHINI	<i>Parma, Italy</i>	NASS BOUTIQUE	<i>Kuwait</i>
LUNGOLIVIGNO	<i>Livigno, Italy</i>	AIMO ROOM	<i>Switzerland</i>
DADA CONCEPT STORE	<i>Forte dei Marmi, Italy</i>	IMPERIA BOUTIQUE	<i>Belarus</i>
PALMA SHOES	<i>Mantova, Italy</i>	FREEDOM	<i>Azerbaijan</i>





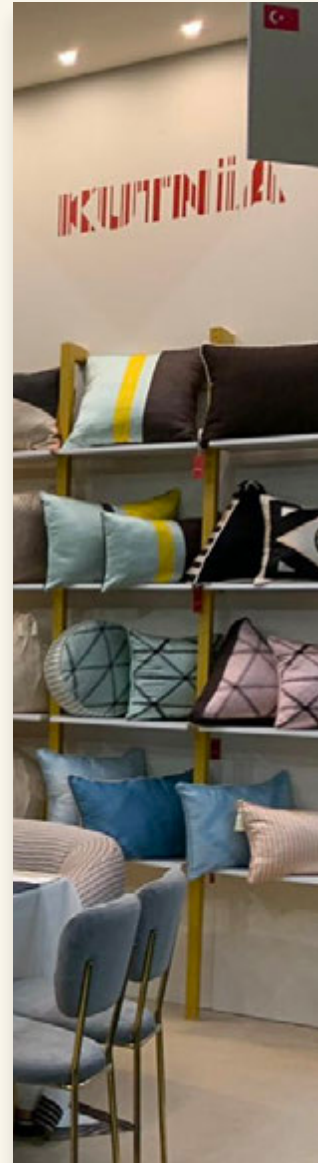
# INTERNATIONAL TRADE FAIRS/EXHIBITIONS



NY Now,  
New York, NY, USA



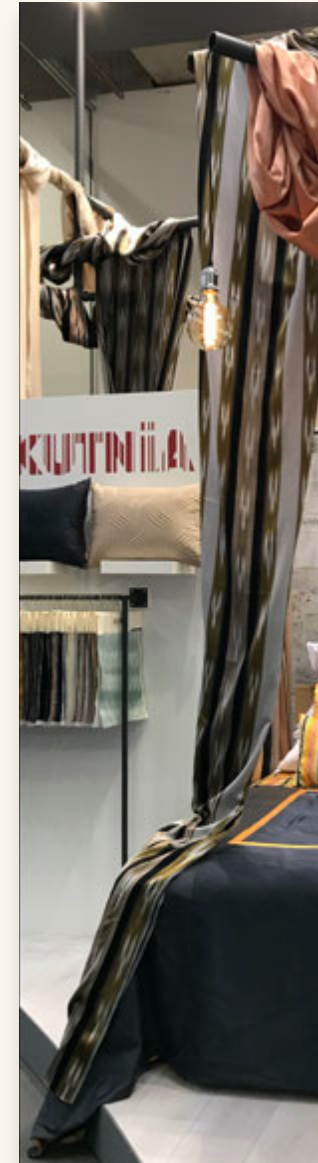
ITA Showtime Market,  
High Point, NC, USA



Maison & Objet,  
Paris, FRANCE



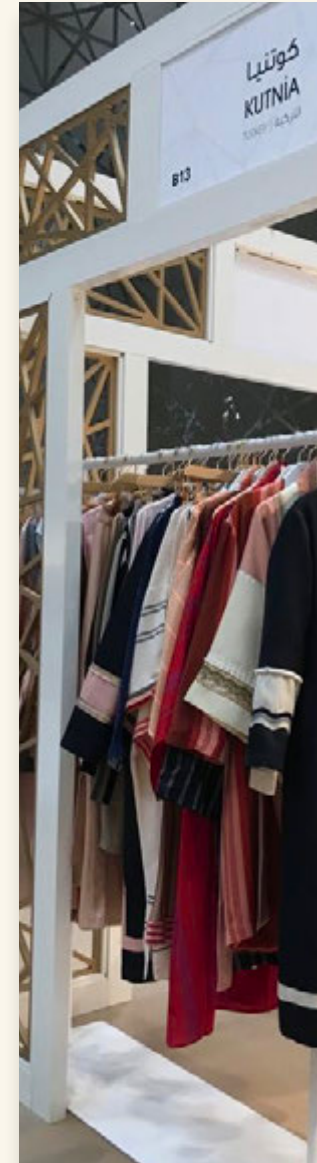
Who's Next,  
Paris, FRANCE



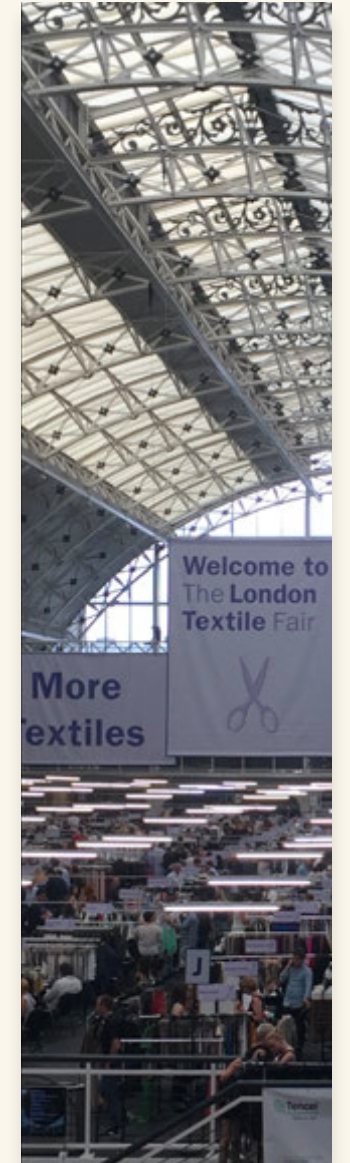
Heimtextil,  
Frankfurt, GERMANY



Fashion World,  
Tokyo, JAPAN

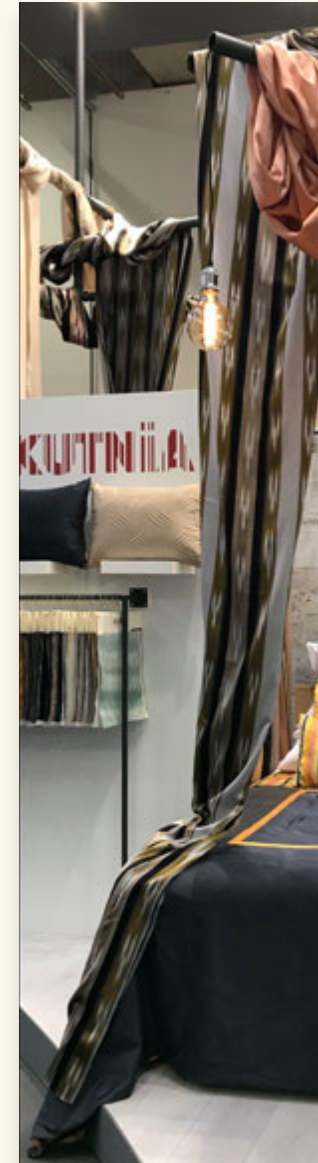


Heya,  
Doha, QATAR



London Textile Fair,  
London, UK

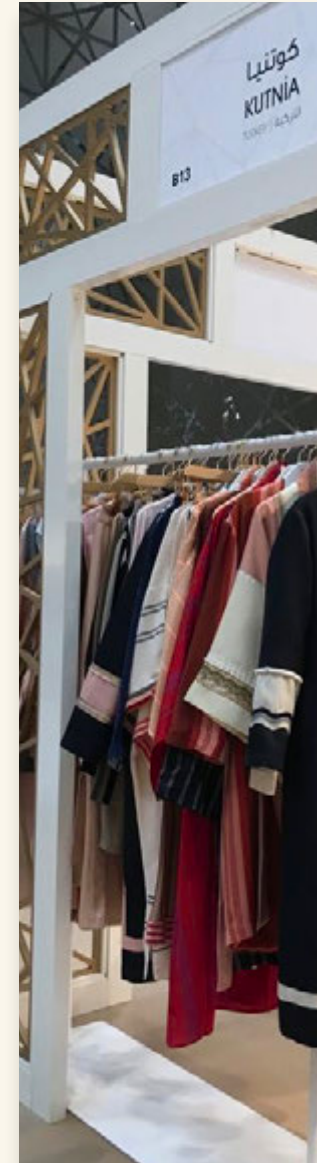
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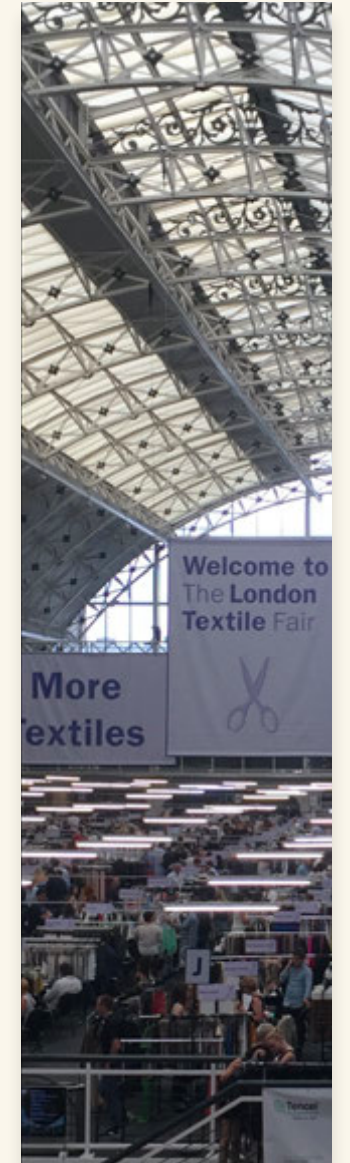
Heimtextil,  
Frankfurt, GERMANY



Fashion World,  
Tokyo, JAPAN



Heya,  
Doha, QATAR



London Textile Fair,  
London, UK





## PRESS

**selvedge** THE FABRIC OF YOUR LIFE



**TRUE STRIPES**  
Kutnia Cloth from Gaziantep, Turkey

Gaziantep, in Turkey's Southeastern Anatolian region, is an ancient, culturally rich and commercially dynamic city. The city's historical and geographical influence is connected to its location at a strategic trading point straddling the East and West. Many of its buildings—typically patterned mosaic, Roman-style, cobbled streets with their echoes of times past.

Gaziantep (formerly shortened to 'Antep') is a foodie's haven. Tongue-tingling dishes are influenced by the many cultures that have left their mark, from the Byzantine period to the Ottoman empire from diverse languages and red peppers stuffed with rice and herbs, served with yogurt to honey-covered baklava. Part of UNESCO's Creative Cities Network in recognition of its outstanding gastronomy, Gaziantep is Turkey's biggest producer of pistachios. Olive groves provide oil for the natural and unevenly-shaped Nip soaps that are found throughout the city.

Given its position at the crossroads of the Silk Road, weaving is unsurprisingly another local industry—nearly kutni, a richly colourful textile in production since the 16th century. Different elements of Gaziantep's multisensory environment pour into kutni, shaping its textures and colours. Its name derives from 'kut', the Arabic word for cotton. The textile is made of 65% fine silk (weft) and 35% cotton (warp) that form its signature warp-faced stripes.

Traditionally there were around 60 patterns of kutni, depicting stripes sometimes combined with motifs reflecting the region's history—such as meclife, a denomination of the Ottoman line. This motif is a throwback to the days when Ottoman rulers covered luxurious kutni textiles, whose popularity later filtered down to the wider population.

In the early 1900s, around 5,000 hand looms fabricating kutni thrived in houses all over the city, but by the late 20th century, production was waning. Collaboration and mass-production have threatened this textile. The craft was perceived as labour-intensive and requiring exacting quality control and younger generations in Turkey often pursue jobs in high-tech rather than craft-related sectors. Today, thanks to the brand Kutnia—founded in 2017 and 'launched' up by Yıldız Konakoglu—kutni is enjoying a revival. Establishing Kutnia was a gamble, yet Konakoglu aimed high: today this thriving lifestyle brand features textiles for the home and swimwear, notably kimono-style jackets and flowing pajama pants in single hues like crimson or saffron coral and pistachio green, elegantly accented with the brand's striped babouché slippers.

Konakoglu's philosophy is to retain the purity of original kutni weaving. 'Our focus is to stay faithful to the original techniques and patterns synonymous with kutni,' she says. 'Unlike kutni fabrics made from synthetic fibres, some mass-produced, are widely available. Our mission is to keep the originality and quality of kutni fabrics, driven by craftsmanship.' Kutni's labour-intensive manufacturing method yields 40m of fabric a day, using a maximum of eight looms.

Yet Konakoglu simultaneously aims to woo a younger market: traditionally the fabric was 100m wide but, thanks to Kutnia, is now available 110cm wide, too, in step with contemporary needs. 'The

advantage of the new width is that it's suitable for sewing and upholstery fabrics. It allows us to use the fabric more efficiently for making clothes especially,' she says.

The company has reached out to the local community, engendering an interest in kutni among designers of the future. 'We donated a traditional kutni loom to Gaziantep University and helped to establish a workshop there which enables the development of new products using kutni fabric,' says Konakoglu. Soon after, Kutnia held an exhibition of its fabrics at Gaziantep's boutique hotel Hıdırlan, which houses one of Kutnia's showrooms and stores; the others are in Saklı Mall in Gaziantep and Istanbul. Also reflecting Konakoglu's desire to offer a contemporary take on kutni fabrics was her decision to introduce a resort collection, designed by Gamal Turkey, one of Kutnia's designers, which was launched this year. This opens for a patching lifestyle and includes cushions for yachts and ready-to-wear garments.

Kutnia is certainly not afraid to innovate, however,' says Turkey. 'The recent addition of an entirely new kutni resort design, inspired by the marine lifestyle of destinations such as Bodrum and Gökova, is a wonderful example of how we explore a sense of Turkish lifestyle with our fabrics. Based on The International Code of Signals—the universal language of geometric shapes and symbols used by boats in communication at sea—Kutnia's signature stripes have been transformed into a beautiful range of new, unique patterns, woven in the crystal blue and sun-kissed tones of the Aegean coast.'

According to Turkey, Gaziantep's historic

SELVEDGE 21

architecture is also a big influence on Kutnia. 'We have coloured buildings we have beautiful, the city. I'm fascinated by their textures as well as by the local food—the dried tomatoes and sauerkraut, pepper paste, spices... The colours in the city's spices make me want to eat, too. My intention is to reflect all that in my collections.' Another inspiration for Kutnia was the city's Zeugma Mosaic Museum. 'Some of our designs feature amplified interpretations of mosaics using playful colour combinations,' says Turkey. Another collection, called Antep Flora, is inspired by Gaziantep's ancient ruins.

Konakoglu believes the appeal of Kutnia is congruent with a growing appetite for local craft on a global scale, particularly among younger generations. 'In Turkey we're proud to be one of the first companies to preserve local craftsmanship,' she says. Kutnia makes a range of its fabrics prominent. The mostly striped textile—showcasing her harmonious palette—appeals in both hues such as rose madder and mint green and softer tones such as sand, rose and bright blue—reflects the environment they are produced in. The brand even owns a collection of antique kutni fabrics, some plain, some with flat patterns, which the design staff can reference.

The brand employs a workforce of over 100 to create its kutni fabrics: a complex production process. It takes its designers and Research & Development team up to two months to originate a new design. Kutnia's yarns are supplied by a factory whose dyes come with an Oeko-Tex certification, ensuring that they don't harm the environment and humans during the production process. Since all their have are

SELVEDGE 22

found on a standardised Pantone system and are stable and colour-fast, there are no unwanted variations of colour in Kutnia's fabrics.

The first stage of production involves separating the threads wound around spools—a process called disassembly. Each thread is then wound around a four-sided wooden frame known as a diver to prepare the warp. To prevent the threads from twisting as they extend from the spools, the latter are fixed in position with sand on the floor to stabilise them as weavers work. The warp threads are then attached to the looms, sometimes ones are threads on the looms already in which case the new threads are tied to the old ones in a method called knotting. The warp, on spools suspended above the loom, is allowed to drop on to the warp, facilitating the weaving process. Once woven, the fabric is pressed to bring out the sheen of the silk, then washed. Finally, two stages of quality control ensure they meet Kutnia's exacting standards. Fabrication of Kutnia's textiles is a collective effort with highly specialist craftspeople responsible for each stage.

Kutnia's HQ is in Gaziantep's picturesque neighbourhood of Bay Mahallesi—a clear indication of the brand's affinity with the architectural heritage of the city, one known for its square castles and Old Bazaar crisscrossed with traditional copper-smith workshops. 'Our head office's original features have been maintained in keeping with Gaziantep's traditional architectural style,' says Konakoglu. 'This is also evident in our shop in the heart of Hıdırlan where old stone walls have been restored where elements of Kutnia inspire us daily.' — Danielle Lutyens kutnia.com

SELVEDGE 23





# RAISING THE BAR

For centuries, artisans in the Anatolian city of Gaziantep produced a superior striped fabric known as *kutnu*, valued highly enough to be worn at the Ottoman court. Now, the company Kutnia has created a more versatile update of this ancient textile while retaining its traditional handweaving methods. Aliette Boshier anticipates great things ►

Opposite: multicoloured Kutnia cushions contrast with black-and-white stone banding – commonly seen around entrances to Gaziantep’s historic buildings. Top: traditional *kutnu* and ikat designs for sale in Kasım Kaygın’s shop in Bakırcılar Çarşısı, the coppersmiths’ bazaar

## OCTOBER 2021 THE WORLD OF INTERIORS



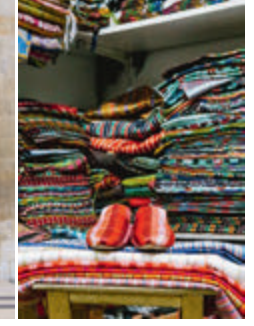
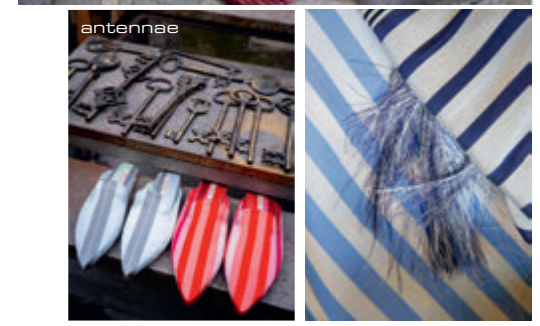
**IF YOU HAD** travelled through the streets of old Gaziantep, a century or so ago, you might have found your feet falling in step with the rhythmic click-clack of weavers at their work. Situated at a strategic point on the ancient trade route between East and West, this Anatolian city is one of the world’s oldest settlements, having hosted a succession of ruling civilisations over six millennia, all of which helped to shape its fascinating culture. For centuries a thriving centre of weaving excellence, by 1900 it thrived with as many as 1,000 hand looms engaged in the creation of a precious and highly coloured textile known as *kutnu*. Production in Gaziantep – through centuries of handmade – had dwindled by the end of the 20th century, overtaken by technology and changing tastes. In 2017, however, Jilide Koning – ‘In decided to transform these traditional techniques into a modern lifestyle brand. Kutnia. Drawing its name from *kut*’s, the Arabic word for cotton, this family weaver fabric is then twisted by a silk warp, creating a cotton with horizontal stripes in a wide range of colours. Originating in nearby Aleppo, it reached Gaziantep directly by air – to the 19th century. Known familiarly as ‘*Yeni Kuma*’, owing to its popularity with the Ottoman rulers and their court, the textile later became a feature in the clothing of ordinary people and was traded widely, partly in order to satisfy a thriving European market for tapestries. Thanks to the practice of incorporating the vibrant appeal of a *kutnu* upon its draft, the Topkapı Palace collections still preserve examples such as an elegant *kutnu* fabric of cream and purple stripes that once belonged to Sultans. Carefully labelled and packed away in 1890, it is as glowing and unaltered today as if it had only just finished production. The first phase involves selecting white silk thread. >

Top left: Kasım Kaygın holds up a Kutnia design based on the traditional ‘Sultan’ pattern. Top right: the upper dress fabrics, by Kutnia, on each of the top of examples of traditional theme. Above: Kasım’s shop is one of the few places for historic narrow weavers in Gaziantep.



around a large four-sided wooden frame known as a *deve* to prepare the length of the warp. The *deve* are then dyed in boiling copper vats, with each successive band being gradually darkened from yellow to black, before being stretched out in the sun and sized with tragacanth resin from the apricot tree to strengthen them and add shine. After each filament has been separated by hand, the silk is coiled into gleaming turban-like spools (*kavut*). Perhaps the most painstaking job of all is drawing in – carefully threading between 2,000 and 5,000 strands through the loom heddle to make the warp. There are around 60 traditional patterns of *kutnu* made up of stripes of varying widths and colours, sometimes interspersed with motifs such as the circular *medallion*, a small denomination of the Ottoman lira. Once woven, fabric is sent for pressing to bring out the best of its design. Kutnia’s contribution to reviving this dying art has been no small feat when one considers the level of craftsmanship involved – and that weaver, who began learning these skills in childhood, is still excited by his work every day – and the challenge of training a younger generation in the intricacies of its production. The company found a trusted adviser in Kasım Kaygın, who has worked with textiles all his life and deals traditional *kutnu* in the old bazaar from a shop piled high with towering stacks of ikat-dyed cloth. To make his living selling *kutnu* is, for Kasım, ‘a joy’. The location of Gaziantep on the Silk Road meant that for hundreds of years, traders like him sent his prized fabric to distant corners of the world, a product that he sees as integral to the culture of Gaziantep as the UNESCO-protected pistachio and baklava for which it is famous. His expertise has helped guide Jilide and her largely female team in developing a contemporary version of *kutnu*, which is brought to life in an ever-expanding array of products, from homeware to fashion collections, that are steadily gaining an international audience of their own. >

Top: some of Kutnia’s cushions are shown in the courtyard, *oğuz* (‘life’), of a Gaziantep house. Above: Kutnia’s ‘Sultan’ fabric is seen at a house restored by Jilide Koning in the Kaymaklı and İsmaili limestone give the city’s vernacular architecture its honey-coloured hue



From their head office in a restored listed building, this dynamic and widely travelled team collaborates closely on the creation of each new line. Inspiration is everywhere, according to designer Günsel Türkay, with the colours and textures of the limestone houses and local spice market underpinning Kutnia’s design DNA. There is even a collection based on the extraordinary Hellenistic mosaics at nearby Zeugma. While Kutnia employs traditional weaving methods, they have worked hard to develop a softer, more versatile fabric that is easier to sew and around twice as wide as typical *kutnu*, while also experimenting with varying thicknesses of plant-based flow silk in order to create bright or matt textures where required. With their own collection of vintage *kutnu* for reference, stripes – either plain or interspersed with a delicate knot weave – are still a mainstay of Kutnia’s dazzling but sophisticated designs, which undergo a rigorous research and development phase before meeting the loom. As for the products themselves, their bolster cushions seem made for lounging on, preferably while draped in a pair of sunshine-yellow culottes and signature red kimono with pink and lavender highlights. Traditional slippers are a playful nod to the culture of old, while the Mediterranean-inspired palette of the brand’s marine line is perfect for when one’s yacht beckons. Like any new business, it has taken patience and industry to get to this point, but the Kutnia team is rightly proud of what it has been able to achieve in developing a vibrant global brand out of something ancient and enduring. Gaziantep is a city that bravely defended itself during the Turkish War of Independence, and that same tenacity and civic pride has helped breathe new life into an art form that was at risk of fading away. As Jilide observes, Kutnia’s aim is to connect past and future – to keep up with the rest of the world, but always remember where it began. Prices from £34 appear per m of fabric. Kutnia. Visit kutnia.com

Top left: Kutnia’s signature slippers are displayed with antique keys for sale in the bazaar. Top right: simple light-blue and navy designs from one of the firm’s previous lines. Above: vibrant footwear and fabrics (foreground) put a modern twist on an ancient craft





# cover

ISSUE 62 | SPRING 2021

Issue 62

53

01 *Kutnia* fabric on the loom



## Kutnia

'The fabric was a favourite with the Turkish aristocracy, who commissioned robes, turbans and slippers'

**K**utnu fabric, known for its lustrous sheen and rich colours, has a long history. It originated in Aleppo, Syria, in the 16th century, but it was the city of Gaziantep in southeast Turkey that became renowned for the textile, exporting it east along the Silk Road. There are more than 60 traditional varieties, but the warps are always made out of silk, often coloured in a special tie-dye process, and the wefts are cotton. The fabric was a favourite with the Turkish aristocracy, who commissioned robes, turbans and slippers. By the 2010s, only a handful of workshops were still making *kutnu* in Gaziantep, and the art form was at risk of becoming extinct. An initiative from the mayor of Gaziantep, the Kutnu Promotion Group,

sought to remedy the situation by training new masters, improving conditions for artisans and staging exhibitions.

In 2017, the president of the group, Julide Konukogulu, set up her own company, Kutnia, to create an international brand working with *kutnu* fabric and modernise its appearance. Kutnia now employs more than 100 people, many of whom are former refugees from Syria. The width of the fabric has been increased to make it more versatile, with Kutnia working on ready-to-wear, home and resort collections. Other plans include new designs by Turkish designers Gunseli Turkyay and Selen Sahin. As of February 2021, the brand is also represented in Milan as part of Studio Zeta Milan. [www.kutnia.com](http://www.kutnia.com)







## COLLECTION

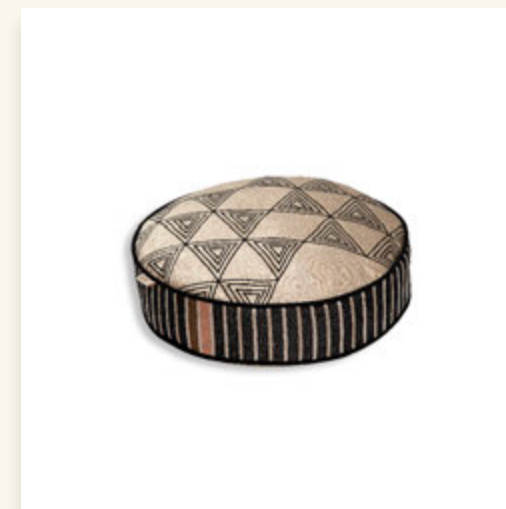
The KUTNIA home textile and lifestyle offering is an extended capsule collection featuring desirable, timeless accessible luxury designs. The offerings are curated beautifully as investment pieces for our contemporary customers who appreciate heritage fusion.

### *Home & Lifestyle*

The home textile line is available at their three stand-alone stores and also through wholesale accounts as well as kutnia.com. The brand participates in international trade shows across France, Germany, New York and London. In addition, the collection is also available permanently through the London and Milano showrooms.

























AT LEISURE

# *Slip Ons*





AT LEISURE

# *Kimono Stories*





## THE MARINE LINE

KUTNIA marine line is a natural and organic development of our already successful homeware and lifestyle décor product range. Utilizing the beautiful, diagonal, and plain weave of the kutnu fabric with its distinct stripe, the idea is to create a unique collection of soft furnishings, throws and textiles to dress the outdoor and indoor living areas of yachts..

This collection includes items such as soft furnishings, small mattresses, cushions, throws and duvets all of which should contain the spirit of our already created, at leisure, ready to wear pieces like robes, kimonos and Kutnia slippers. Bringing the successful elements of these products..

*... into the world of yachts and outdoor luxury living.*



















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