

## **Turkey's Number One Tyre Producer Brisa's tyre wastes transform into fashion with designer Tugba Ergin**

**Turkey's leading tyre manufacturing company and producer of Lassa Tyres, Brisa, known not only for its commitment to innovation, but also for its strong attention to the environmental sustainability, transforms its tyre wastes into fashion with designer Tugba Ergin.**

**The runway show which took place on 17 March 2015 at the Mercedes Benz Istanbul Fashion Week, staged Ergin's collection featuring bags, accessories and dresses, all made of Brisa's tyre wastes and presented her fall winter 2015-2016 collection.**

The designs of fashion designer Tugba Ergin attracts attention not only because they are unique but also they often include pieces created by recycling industrial wastes. Her runway show that took place on 17 March 2015 at Mercedes Benz Fashion Week Istanbul, her brand new collection featured accessories such as belts, bags and shoes, all made of waste tyres of Brisa, Turkey's leading tyre manufacturing company.

Since her brand's beginning, Tugba Ergin has always adhered to the philosophy of "Sustainable Fashion" and using industrial wastes in her designs is within that scope. *"I am very happy to co-operate with Brisa for the Mercedes Benz Fashion Week event because it's a brand that recognizes the importance of sustainability. And I enjoyed transforming Brisa's manufacturing wastes into design objects and giving them a new purpose. I am confident that the collection will be highly admired by fashion lovers who value the principles of sustainability,"* said Ergin.

Hakan Bayman, Brisa General Manager said: *"In Brisa, not only we endeavor to make sustainability an integral part of our business but we also try to promote the idea to both our stockholders and employees so they can apply it in their private lives. Recycling tyres into fashion objects is an extraordinary new realm in increasing the awareness of sustainability. Hence, we are proudly taking the opportunity to collaborate with Tugba Ergin, whose works have made a great impression on us. We believe that our company's concept of sustainability perfectly aligns with the designer's eco-sustainable designs. Tugba Ergin and the Brisa engineers are now working together in order to make use of wastes generated*

*during our manufacturing processes. It is an amazing experience for us to see visually interesting innovative designs that have resulted in our collaboration."*

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#### **About Tugba Ergin;**

Tugba Ergin went to Chicago, USA in 1995 in order to complete her high school and future university education. Having completed her high school education at the Roycemore School she then went on to take fashion design classes at the "Art Institute of Chicago". In 2000 she returned to Istanbul where she completed the diploma program of "La Salle Academy" fashion design and marketing. In 2002 she started working for the denim industry and prepared collections for Europe's leading retail giants namely Bestseller Group, H&M and Inditex Group respectively and followed this up in 2006 by working as a designer at Colins/ Bigstar. In 2007 she established her own design office and workshop and gave consultancy and collection services to prominent brands in Turkey such as Network, US Polo, Lacoste, Koton to name but a few as well as many companies in Europe. In 2010 she created her own brand Garden Of Denim Design; "G.O.D.D.". She attended trade fairs such as CPH, PREMIUM, WHO'S NEXT, WHITE and drew wide attention. G.O.D.D. is currently sold in special boutiques across 7 countries. Her first studio show was held in March 2013 at MBIFW featuring her brand "TUBA ERGIN". She appeared at the MBIFW with her runway shows in October 2013, October 2014 and March 2014 respectively. Following closely on the heels of this, she started a co-operation with the Desa brand. Her "Tuba Ergin for Desa" capsule collection went on show at the stores of the brand. Her collections have appeared in L'UOMO VOGUE and VOGUE Italia magazines together with 7 Turkish designers selected by Vogue Italia and the Leather Promotion Foundation.

#### **About Brisa / Lassa**

Brisa, the joint corporation of world's biggest tyre manufacturer Bridgestone and Sabancı Holding, is the leader of the Turkish tyre industry. The roots of Brisa were established with Lassa founded in 1974 with the initiatives of Sabancı Holding and its partners. In line with the developments in the world related to tyre industry, Brisa has taken its current name as a result of the partnership established between Sabancı Group and Bridgestone Corporation in 1988.

Receiving its first National Quality Award in 1993, Brisa has become the first Turkish company to receive the European Quality Award in 1996 for its outstanding performance in business excellence. Today, Brisa is the seventh biggest tyre manufacturer of Europe. Brisa Kocaeli manufacturing plant is one of the biggest tyre factories in the world in single location win an indoor area of approximately 361.000 m<sup>2</sup>. This plant is also one of the most important manufacturing plants of Bridgestone in the world. Brisa plans commissioning a new manufacturing plant in Aksaray Organized Industrial Zone in 2018 with 4.2 million tyre manufacturing capacity.

Placing an emphasis on the social development of the country as much as the Turkish economy, Brisa considers its sustainability activities environmentally, economically, and socially. "Turnalarhepuçsun" (Crane Wintering) project contributing to biodiversity, "Brisa Mensupları Öğrenimi Destekleme Derneği" (Brisa Members Educational Support Association) contributing to education, "Lassa Yola Sağlam Çık" (Lassa Take Off Strongly) contributing to safe driving in traffic, and "Brisa Museum" as a cultural value are among the projects that stand out in this regard.

Pursuing its efforts with the vision "'to innovate your journey'", Brisa continues with its transformation from an industrial company into an innovation company with full pace.

Celebrating the 40th year of "Turkey's tyre brand" Lassa in 2014, Brisa is determined to add value to Turkey with its Bridgestone, Lassa and Dayton tyre brands, Bandag coating brand, OtoPratik and Lastiğim points of sales, lastik.com.tr website for on-site tyre replacement and service, Mobilfix mobile service providing on-site service for commercial vehicle fleets and LastikOтели (Tyre Hotel) tyre storage service.

[www.brisa.com.tr](http://www.brisa.com.tr)

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