



## BOYNER CADDE

### Customer Experiences & Visual Merchandising



**In our Boyner Cadde store, which we set out with the motto of "Live Your Life Big, Live Your Life Boldly", we have signed a milestone with our innovative, sincere and nature-friendly approach at every point.**

**Our aim is experience-oriented merchandising; brought together technology, art, sustainability and sports. We blended the technology that appeals beyond the five senses with creativity and turned the consumer experience into a living experience.**

**We tried to open an area of action for our customers, intertwined with the street, with life, natural and compatible with the flow of life, as well as full of surprises.**

**In our store, where we try to offer a warm environment, a comfortable shopping and life experience in line with the spirit of the time, we have taken the global trends, the changing expectations and shopping habits of consumers at our focus.**



**Mural Istanbul street artists Esk Reyn and Max On Duty filled the exterior and interior walls of Boyner Cadde with murals.**

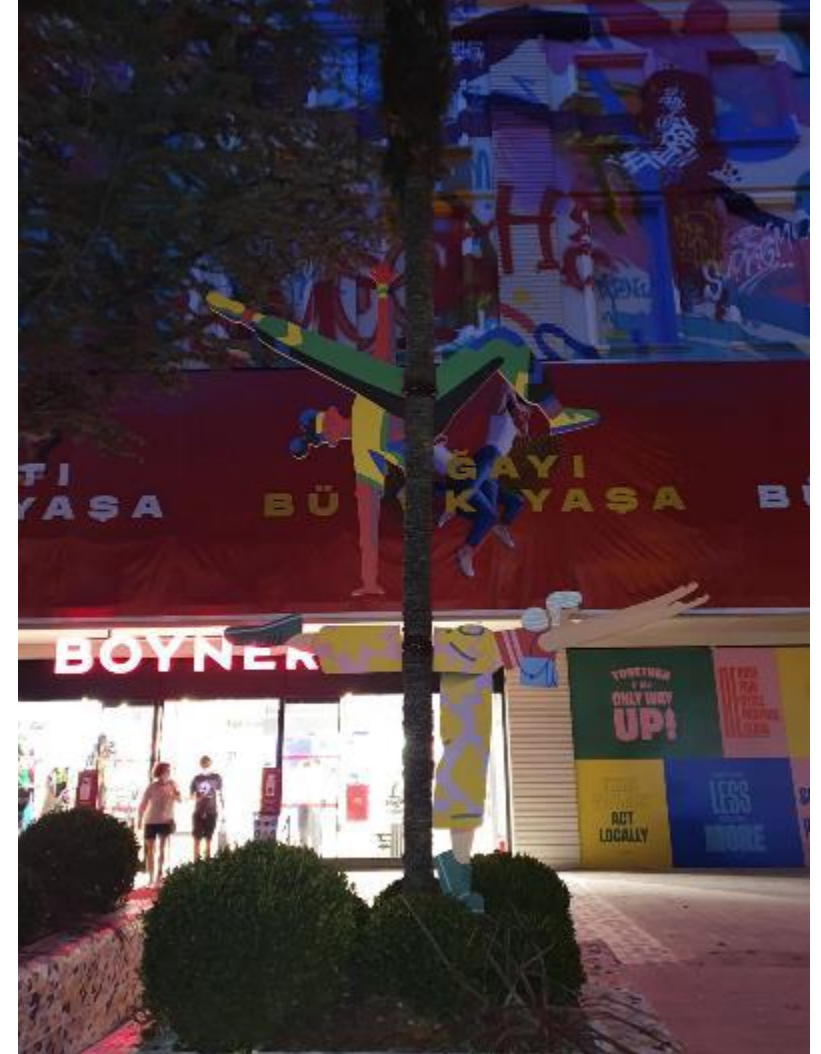
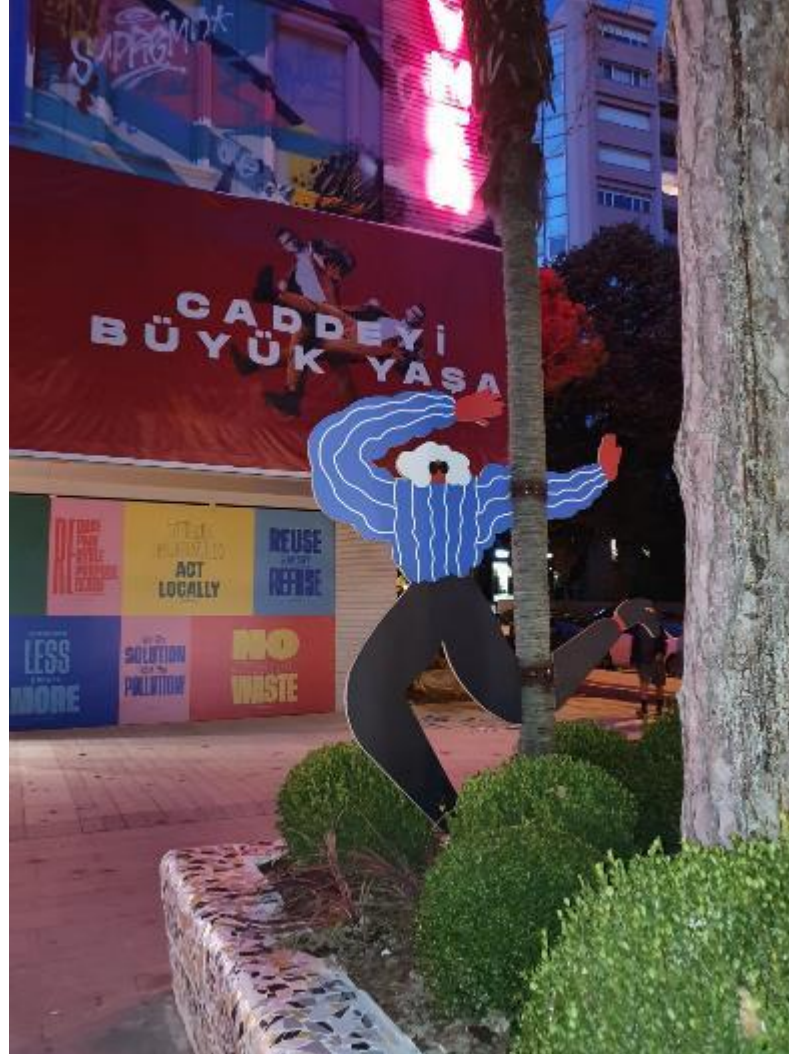
**They carried the young, colorful and free identity of the street to Boyner Cadde.**

**Boyner Cadde is the first building in Turkey with murals on its interior walls.**





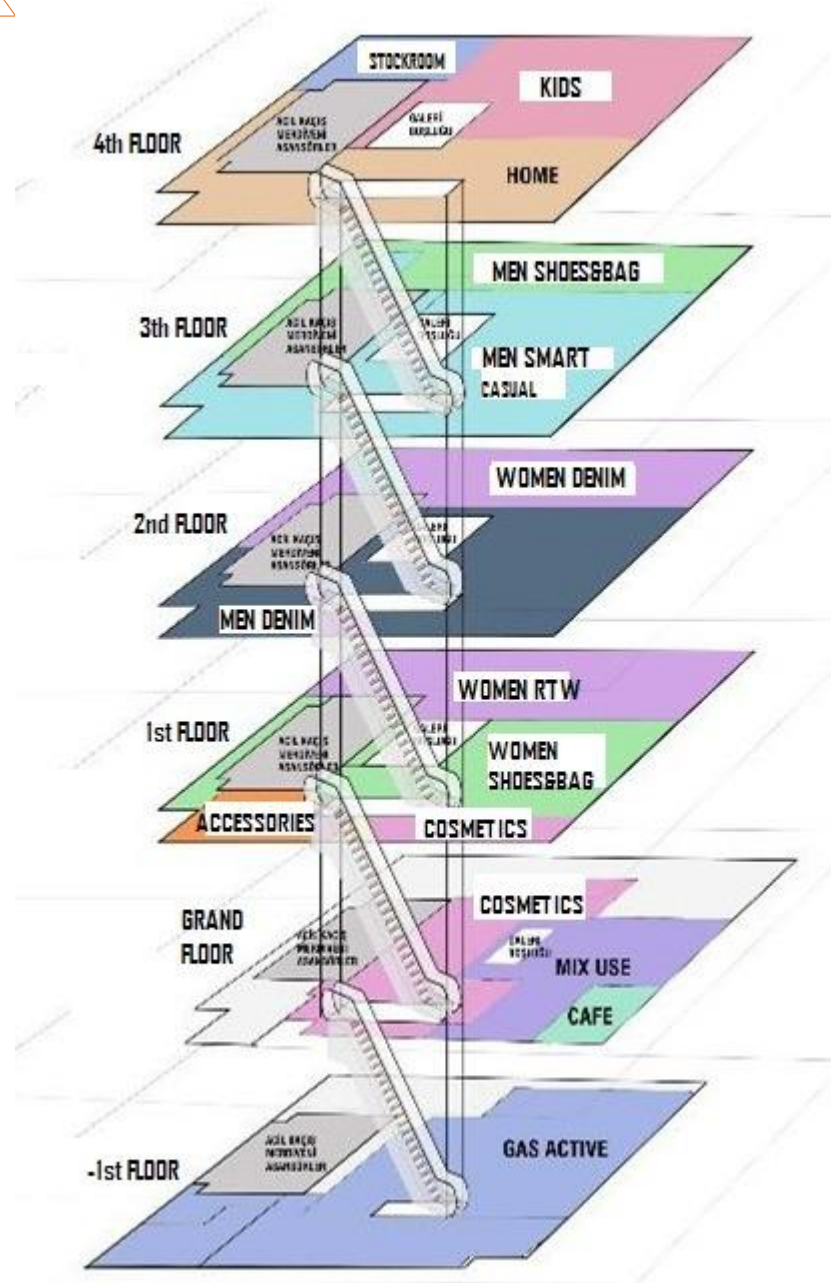
## TREE DRESSING





# JASMINE TUNNEL





BOYNER CADDE			
		NET M2	
		4.207	%
4th FLOOR	HOME	305	7%
4th FLOOR	KIDS	432	10%
3th FLOOR	MEN SHOES&BAG	290	7%
3th FLOOR	MEN RTW	480	11%
2nd FLOOR	MEN DENIM	466	11%
2nd FLOOR	WOMEN DENIM	304	7%
1st FLOOR	WOMEN DENIM	320	8%
1st FLOOR	WOMEN SHOES&BAG	300	7%
1st FLOOR	ACCESSORIES	100	2%
1st FLOOR	COSMETICS 2	50	1%
GRAND FLOOR	COSMETICS 1	285	7%
GRAND FLOOR	MIX USE	205	5%
-1st FLOOR	GAS ACTIVE	670	16%
	TOTAL	4.207	100%





## GALLERY AREA SCREEN 21 m x 7 m

### PHONE INTERACTION & INTERACTIVE EXPERIENCE



Decol artists displayed a digital work called “Living Installations” on the giant screen visible from the 4 floors of our store.

This work is at the heart of the store as a digital nature work with a selection of Turkey's endemic plants, which changes every hour of the day depending to the sun rise / sun set and wind according to the weather data





# MONOLITH

**BASEMENT FLOOR GALLERY & FLOOR SCREEN / INTERACTIVE WORKING SIMULATION WITH SENSORS**



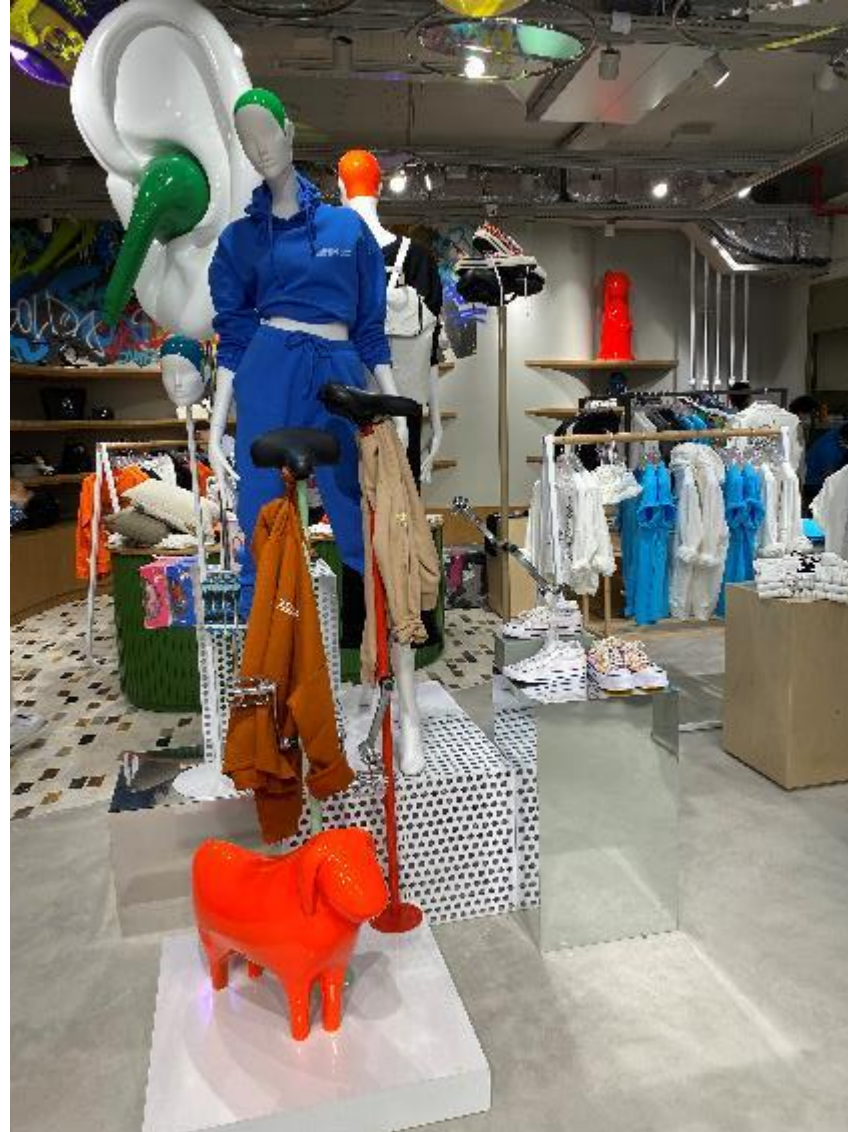


## ENTRENCE





## GROUND FLOOR –MIX USE AREA





## GROUND FLOOR –MIX USE AREA





## GROUND FLOOR –MIX USE AREA





## GROUND FLOOR –MIX USE AREA





## GROUND FLOOR





## GROUND FLOOR - ARTIST DENİZ SAĞDIÇ PORTRAITS

PORTRAIT DESIGNS FROM BOYNER'S " NO RESALE VALUE" PRODUCTS





## GROUND FLOOR- Paper Flowers by Gürat Öztürk



Dreams turned into reality through papers came to life in huge flowers.  
Origami Artist Gürat Öztürk designed these huge flowers for Boyner Cadde





## GROUND FLOOR



**SAFETY AND CHARGING**

**LOCKED CABINETS FOR OUR GUESTS**





## GROUND FLOOR – Cosmetic Care Room





## GROUND FLOOR – Contactless Customer WC



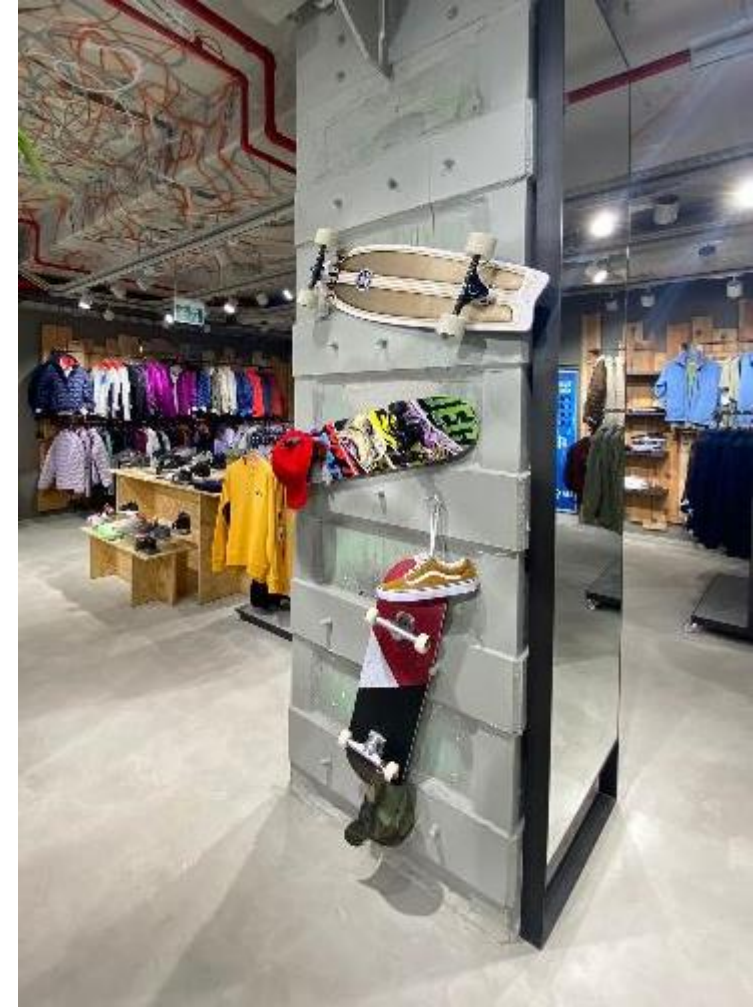


## -1.FLOOR ACTIVE & OUTDOOR





## -1.FLOOR ACTIVE & OUTDOOR





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## -1.FLOOR ACTIVE & OUTDOOR





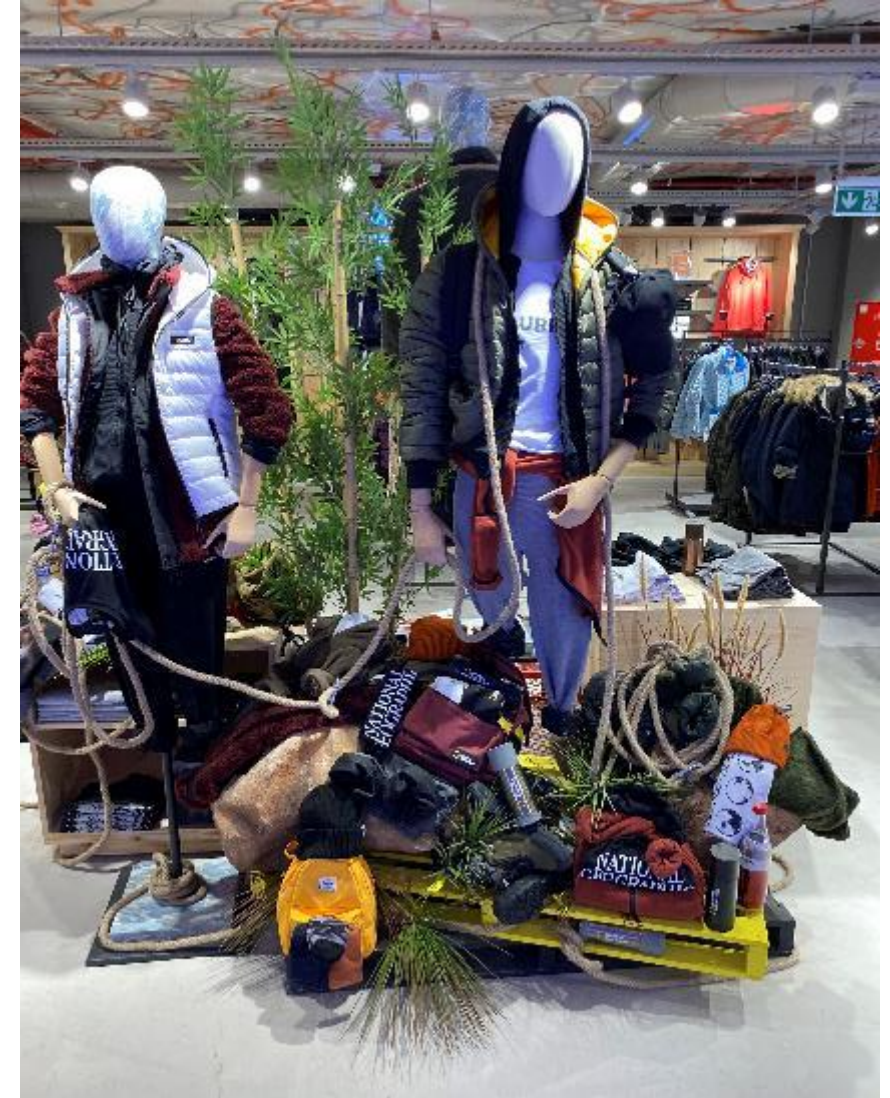
## -1.FLOOR ACTIVE & OUTDOOR

### MODELS OF DIFFERENT BODY TYPES





## -1.FLOOR ACTIVE & OUTDOOR





## -1.FLOOR ACTIVE & OUTDOOR

Cold Room Experience at -18 degrees





## -1.FLOOR ACTIVE & OUTDOOR

### CHARGER BIKES WITH PEDALS





## -1.FLOOR ACTIVE & OUTDOOR – Purified Water





## -1.FLOOR ACTIVE & OUTDOOR

Screen changing according to the walk on the monolith





## -1.FLOOR ACTIVE & OUTDOOR

The wall created with 1500 plastic water bottles used in the construction process of our store





## -1.FLOOR ACTIVE & OUTDOOR

Wooden boards used in old constructions





## -1.FLOOR ACTIVE & OUTDOOR

### HOLOGRAM TECHNIQUES





## -1.FLOOR AKTIVE & OUTDOOR – Mural İstanbul Graffiti



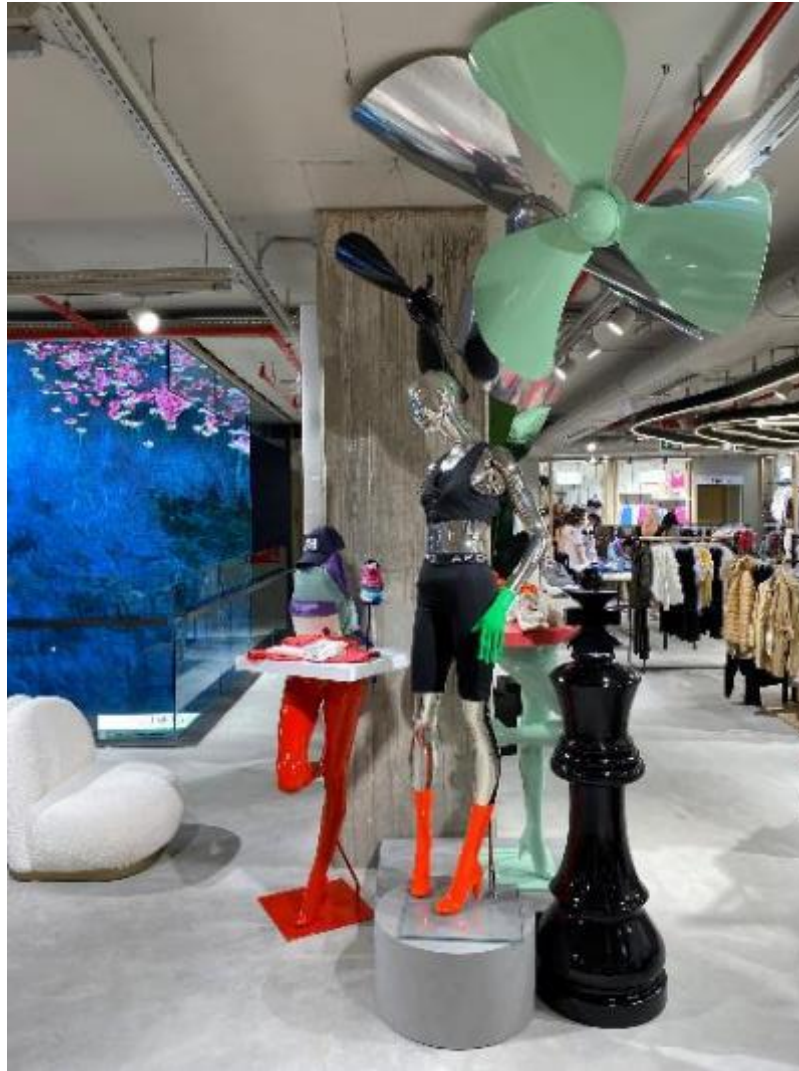


## 1.FLOOR WOMAN RTW - SHOES & BAGS





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## 1.FLOOR WOMAN RTW - SHOES & BAGS





## 2.FLOOR WOMEN & MEN DENIM





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## 2.FLOOR WOMEN & MEN DENIM

### Resting Area by Deniz Sağdıç

In addition to recycling, upcycling is now in front of us in the art world

Artist Deniz Sağdıç transformed defective denims into products such as armchairs, carpets, coffee tables and floor lamps in this upcycling project





## 2.FLOOR WOMEN & MEN DENIM

### Graffiti Column & Walls





## 2.FLOOR WOMEN & MEN DENIM

Wooden tables from extracted materials





## 3.FLOOR MEN





## 3.FLOOR MEN





## 3.FLOOR MEN





## 3.FLOOR MEN





## 3.FLOOR MEN





## 3.FLOOR MEN

### Mehmet Kuran – Coloumn Design

Mehmet Sinan Kuran, a contemporary interpreter of the miniature tradition, designed a column of Boyner Cadde. The study was completed as a result of a collective work with Mehmet Sinan Kuran's students.





## 3.FLOOR MEN – GAME CONSOLE



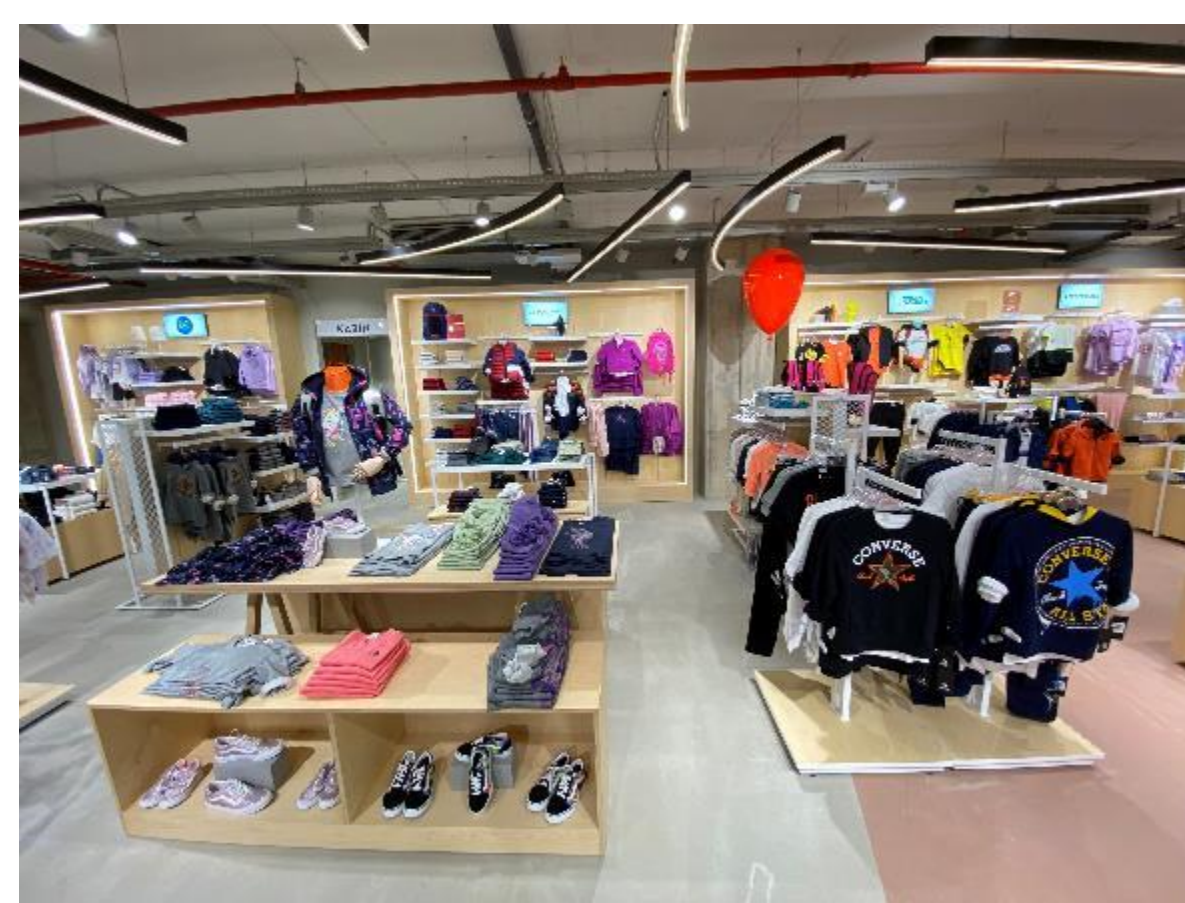


## 4.FLOOR HOME & KIDS





## 4.FLOOR HOME & KIDS





## 4.FLOOR HOME & KIDS

### Paper Flowers Designed By Gürat Öztürk





## 4.FLOOR HOME & KIDS





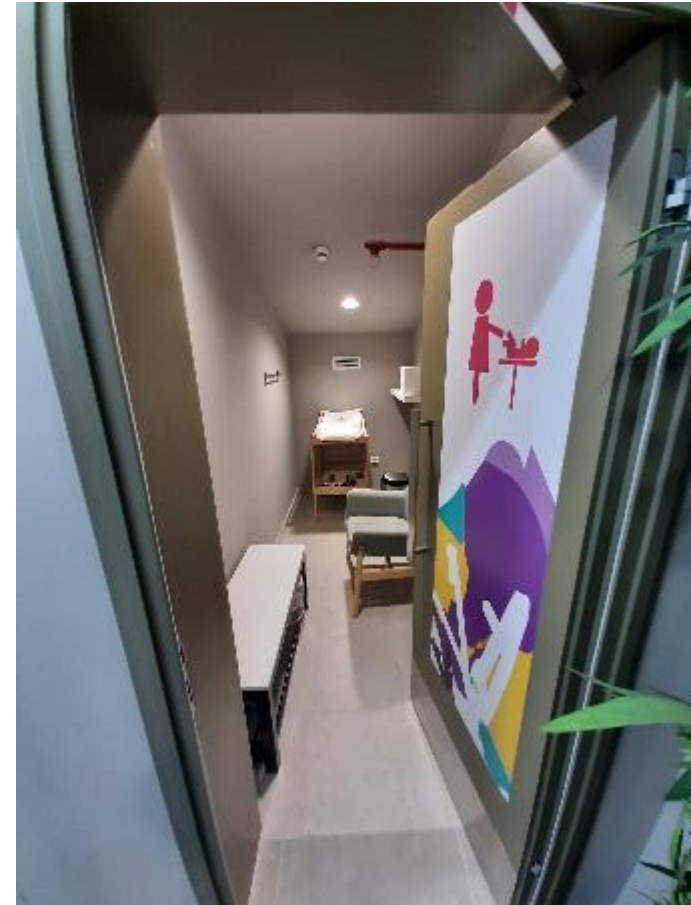
## 4.FLOOR HOME & KIDS

### CHILDREN'S PLAYGROUND





## BABY CARE ROOM





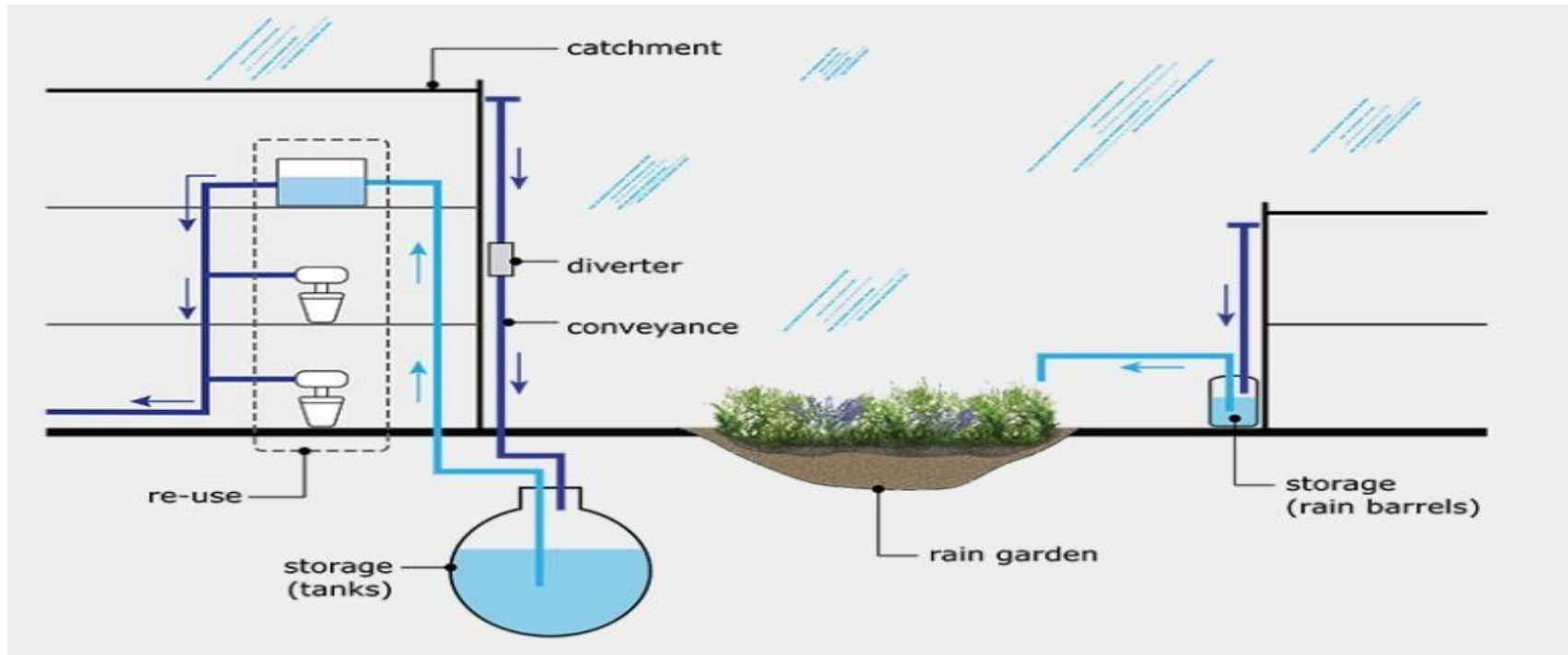
**Resting areas in various parts of our store**  
**Made of Boyner's " No Resale Value " products**





## GREY WATER USE ( Soon )

**WATER GENERATED BY RAINWATER AND VENTILATION DEVICES; COLLECTED IN TANKS  
WILL BE USED AFTER FILTER PROCESS**





## DIGITAL POP - Will be implemented soon







BOYNER BOYNER  
**BOYNER**  
BOYNER.COM.TR  
BOYNER

**THANK YOU**