

*Nazik
Home*

PREMIUM HOME TEXTILES

BRANDBOOK 2026

ELEGANCE IN EVERY DETAIL



TIMELESS QUALITY. REFINED LIVING.

*Nazik
Home*



ABOUT US

FROM TÜRKİYE TO THE WORLD, MADE WITH TRUST.

Our story began nearly half a century ago with **Nazik Brode**, a trusted Turkish textile manufacturer and supplier serving leading domestic and international brands. With extensive expertise in raw materials, product development, collection presentation and private-label manufacturing, Nazik Brode has built long-standing partnerships with major corporate brands around the world.

Building on this strong heritage, we established **Nazik Home** to bring premium Turkish home textiles to customers worldwide and become a globally recognized brand.

At Nazik Home, we combine innovative ideas, distinctive designs and modern production technologies with traditional craftsmanship. From yarn to your home, every step of production is carefully managed in our own integrated facilities in Türkiye.

We supply our own brand collections as well as wholesale and private-label production for leading home textile retailers and international chain brands. Through our online platform, nazikhome.com, we reach customers around the world with constantly updated collections.

We continuously invest in production capacity and quality standards. Our products are certified to the highest international standards to ensure safety, reliability and customer satisfaction.



“

Premium quality,
timeless design and
trusted production.

Trusted Worldwide.



WHOLESALE CUSTOMERS IN TÜRKİYE

148 wholesale customers
across 68 cities.



WHOLESALE & PRIVATE LABEL WORLDWIDE

Serving customers in many
countries with wholesale
and private label solutions.



PRIVATE LABEL FOR GLOBAL HOME TEXTILE BRANDS

A trusted production partner
for leading home textile
retailers worldwide.



100% MADE IN TÜRKİYE PREMIUM QUALITY

Superior quality home textiles
produced with passion
and perfection.



A TO Z PRODUCTION IN OUR OWN FACTORY

From design to production,
we manage every step
with care and precision.

A TO Z PRODUCTION IN OUR OWN FACTORY



RAW MATERIAL
SELECTION



WEAVING



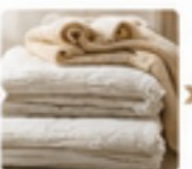
DYEING



EMBROIDERY



SEWING



PACKAGING



SHIPPING

PREMIUM QUALITY. TIMELESS DESIGN. TRUSTED WORLDWIDE.



PREMIUM
QUALITY



SUSTAINABLE
PRODUCTION



RELIABLE
PARTNER



GLOBAL
PRESENCE



OUR CERTIFICATIONS



QUALITY IS OUR TRADITION. TRUST IS OUR PROMISE.

Home is our inspiration.

Nazik Home

SINCE 1965

OUR REFERENCES

Trusted by leading brands

We are proud to work with leading global brands.
Their trust motivates us to deliver quality,
consistency, and excellence in every detail.

faik sönmez	adL	NEXT
 GIZIA		
NetWork	O X X O	ZARA
BEYMEN		
		MANGO
		ZARA HOME



QUALITY YOU CAN TRUST

High standards in every
step of production.



STRONG PARTNERSHIPS

Built on trust,
delivered with care.



CONSISTENT EXCELLENCE

Reliable quality,
every single time.



GLOBAL COLLABORATION

Working together
for lasting success.



SUSTAINABLE FUTURE

Responsible production
for a better tomorrow.

Quality you feel. Brands you trust.



First class quality production
in our 7000 m2 factory



OUR VISION

Creating quality for better everyday living.

We produce with care in our 7000 m² facility to deliver high quality home textiles that make life more comfortable and beautiful.

OUR BRAND GOALS



QUALITY & VALUE

Continue producing with first class quality and offering the best at an affordable price.



GROW TOGETHER

Win and grow together with our dealers and branches.



REACH MORE

Expand our store network and reach a larger audience.



WHOLESALE EXCELLENCE

Make wholesale easy and accessible with modern infrastructure.



HOME FOR EVERY NEED

Be a brand that meets all the essential needs of a home.



SERVICE & TRUST

Build a holistic trade model that includes service, trust and long-term partnerships.



COLLABORATE & GROW

Create an ecosystem through collaborations with other brands.



LOYALTY & GROWTH

Increase sales performance through brand loyalty and strong relationships.

OUR TARGET AUDIENCE



WOMEN 20+

Decision makers in home textiles and household purchases.



SINGLE MEN & YOUTH

An important and growing segment in modern living.



ABC1 & C2

We focus on customers with strong quality expectations.



Quality production. Strong partnerships. Lasting trust.
Better living for everyone.

Nazik Home

SINCE 1965

MARKETING WITH PURPOSE

At Nazik Home, our goal is to build a strong and trusted brand, connect with the right audience, and drive sustainable growth. We continuously develop effective marketing strategies and communication channels to support our dealers, branches, and customers.

OUR MARKETING FOCUS



BRAND MANAGEMENT

Building and protecting a strong brand identity that reflects quality, trust, and elegance.



PUBLIC RELATIONS, ADVERTISING, AND COMMUNICATION

Effective communication strategies to enhance our reputation and reach the right audience.



MEDIA BUYING AND PLANNING

Strategic media planning and placement to maximize visibility and return on investment.



RETAIL CAMPAIGNS

Creative in-store and promotional campaigns designed to drive traffic and increase sales.



CORPORATE CAMPAIGNS

Strengthening corporate image and stakeholder engagement through integrated campaigns.



DIGITAL COMMUNICATION

Managing digital platforms and social media to engage, inform, and inspire.



CRM

Building strong relationships and loyalty through customer data and personalized communication.



MARKETING RESEARCH

Data-driven insights to understand our customers and guide smart business decisions.



CUSTOMER EXPERIENCE

Delivering exceptional experiences at every touchpoint to create lasting satisfaction and trust.



PRODUCT PHOTOGRAPHY AND VIDEOGRAPHY

High-quality visuals that showcase our products beautifully and professionally.



CREATIVE GRAPHIC DESIGN SERVICES

Eye-catching designs that communicate our brand message with clarity and style.



IN-HOUSE PRINTING PROCESSES

High-quality, cost-efficient printing solutions for all our marketing materials.

*Together,
we grow.*



STRATEGIC
MARKETING



STRONGER
BRANDS



LASTING
GROWTH

OUR PRODUCTION CAPACITY

Embroidery & Home Textiles

With advanced technology and experienced craftsmanship, we produce high quality embroidery and home textile products with care and precision.



BED GROUP

95

THOUSAND UNITS*

Annual Production Capacity



EMBROIDERY

12

MILLION METERS*

Annual Production Capacity



TOWEL

845

THOUSAND UNITS*

Annual Production Capacity



HIGH QUALITY

First class materials
and quality control



ADVANCED TECHNOLOGY

Modern machinery
and automation



EXPERIENCED TEAM

Skilled and dedicated
professionals



RELIABLE PRODUCTION

On-time delivery
and consistency



SUSTAINABLE APPROACH

Responsible production
for a better future



CHERRY SERIES

The sweet elegance of cherries

Duvet Cover Set • 2-Piece Bath Mat Set
• Towel • Bathrobe

Bringing elegance, harmony,
and ease of choice together
in one collection.

*Timeless,
elegant, and feminine.*



BED GROUP

COMFORT IN EVERY DETAIL,
ELEGANCE IN EVERY MOMENT

Our Bed Group collection brings together softness,
quality and timeless design to create
the perfect atmosphere in your bedroom,
bathroom and living spaces.



BATHROOM COLLECTION

BATHROOM COLLECTION

DAILY LUXURY, TIMELESS COMFORT

Our bathroom collection brings together premium quality, elegant designs and exceptional softness to elevate your everyday routine.



PREMIUM COTTON

High quality natural cotton for superior absorbency



SOFT & ABSORBENT

Ultra soft texture with excellent absorbency



DURABLE & LONG LASTING

Crafted to maintain quality and softness after every wash



ELEGANT DESIGNS

Timeless colors and patterns to suit every bathroom



COMPLETE YOUR BATHROOM



TOWELS

Different sizes for every need



BATHROBES

Soft, comfortable and stylish bathrobes



BATH MATS

Non-slip and absorbent for a safe step



ACCESSORIES

Elegant details that complete your space



TABLE LINEN COLLECTION

TEXTILE ELEGANCE FOR EVERY TABLE

Our embroidered table textiles bring timeless beauty and refined detail to every table. Thoughtfully crafted from premium fabrics, these pieces blend elegance and functionality, creating harmonious settings for everyday meals and special moments alike.

COMPLETE YOUR TABLE



TABLECLOTHS

Elegant protection and refined presentation.



PLACEMATS

Textile place settings for stylish dining.



TABLE RUNNERS

Decorative textile accents for every table.



CUTLERY HOLDERS

Embroidered fabric holders for elegant service.



TEXTILE COASTERS

Embroidered fabric details for refined settings.

GIFT COLLECTION

READY TO GIFT

Thoughtful designs and premium quality come together in our gift collection. Perfect for every special moment and every loved one.



NO. 7 PREMIUM GIFT SET

Premium quality, elegant presentation



AURA SPA GIFT SET

A spa experience in a beautiful gift box



TRIO GIFT SET

Three-piece elegance for every home



BOLD GIFT SET

Bold details, timeless elegance



BLACK NOIR CANDLE

Sophisticated ambience, unique scents



HASEKI CRYSTAL PRAYER BEADS

Traditional craftsmanship, elegant design



READY TO GIFT

Carefully prepared elegant packaging



PREMIUM QUALITY

High quality materials and perfect finishing



PERFECT FOR EVERY OCCASION

Ideal for special days and meaningful moments



THOUGHTFUL CHOICES

Stylish, useful and meaningful gifts

WHITE SERIES

HOTEL QUALITY
COMFORT AT HOME

Experience the purity of white. Premium materials, timeless elegance and exceptional comfort come together in the White Series.



PREMIUM
MATERIALS



SOFT &
BREATHABLE



DURABLE &
LONG LASTING



PERFECT FOR
HOME & HOTEL



EVERY DETAIL. PURE PERFECTION



PILLOWS

Soft support for
perfect sleep



DUVETS

Light, warm and
cloud-like comfort



MATTRESS TOPPERS

Extra comfort for a
restful night



BED LINEN

Crisp, smooth and
timeless elegance



WAKE UP TO PURE COMFORT

White Series brings a five star
hotel experience to your home
with its flawless quality
and elegant style.



BATH TOWELS

Absorbent, soft and long lasting



WORLDWIDE
SHIPPING



FAST & SECURE
DELIVERY



SAFE PAYMENT
OPTIONS



24/7 CUSTOMER
SUPPORT

OUR EXPORTS GLOBAL REACH.

From Türkiye to the world.
We are proud to deliver premium
home textiles to customers in
dozens of countries.



WORLDWIDE ONLINE SALES

Our products are available
online to customers all
around the world.



WHOLESALE & PRIVATE LABEL WORLDWIDE

We work with wholesalers in many
countries and produce private label
collections for leading home textile
retailers worldwide.



148 WHOLESALE CUSTOMERS IN TÜRKİYE

Strong and growing business
partnerships across 68 cities.

OUR EXPORT MARKETS



OUR STORES & LOCAL OPERATIONS

We have established companies and local operations in 4 countries.



TÜRKİYE 8 STORES



Erenköy • Nişantaşı • Sultanhamam
Pendik • İzmit • Sapanca
Denizli • Outlet



EGYPT 1 STORE



Mall of Egypt



UNITED ARAB EMIRATES 1 STORE (2027)



Sheikh Zayed Road
(Dubai)



SAUDI ARABIA 2 STORES (2027)



Riyadh Park Mall Al Nakheel Mall
(Riyadh)



PRIVATE LABEL FOR GLOBAL BRANDS

We are a trusted production
partner for leading home textile
brands around the world.



PREMIUM QUALITY

High quality materials,
elegant designs and
meticulous craftsmanship.



100% MADE IN TÜRKİYE

All processes from yarn to
packaging are carried out
in our own factory.



A TO Z PRODUCTION IN OUR OWN FACTORY

From design to production,
we manage every step
with care and precision.

FROM A TO Z, WE PRODUCE IN OUR OWN FACTORY

All production steps are carried
out in our integrated facility in
Türkiye with the highest quality
standards.



YARN
PRODUCTION



WEAVING



DYEING



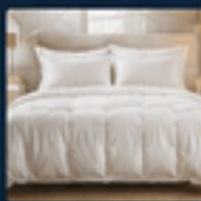
EMBROIDERY



SEWING



PACKAGING



PREMIUM QUALITY. TIMELESS DESIGN.

Trusted Worldwide.



PREMIUM
QUALITY



SUSTAINABLE
PRODUCTION



RELIABLE
PARTNER



GLOBAL
PRESENCE

OUR STORES

ACROSS TÜRKİYE

Bringing elegance and quality to homes
in the most beautiful locations.



ERENKÖY
İSTANBUL



EMİNÖNÜ
İSTANBUL



NİŞANTAŞI
İSTANBUL



PENDİK
İSTANBUL



SAPANCA
SAKARYA



DENİZLİ
DENİZLİ



İZMİT
KOCAELİ



ADAPAZARI
SAKARYA

ELEGANT SPACES, TIMELESS TEXTILES
CRAFTED FOR THE MOMENTS THAT MATTER



MALL OF EGYPT

OUR STORE IN EGYPT

Bringing quality, elegance and comfort to your home. Discover our exclusive collection in the heart of Mall of Egypt.



MALL OF EGYPT
GIZA, EGYPT



STORE AREA
252 m²



**PREMIUM HOME
TEXTILE COLLECTION**

Bedding | Towels | Bathrobes
Table Linens | Home Accessories



2027

NEW STORES. NEW EXPERIENCES.

Closer to you.

In 2027, we are opening

2 stores in Riyadh, Saudi Arabia

and **1** store in Dubai, on Sheikh Zayed Road.

We continue to grow with

new locations and remarkable experiences.



RIYADH
SAUDI ARABIA



DUBAI
UNITED ARAB EMIRATES



SAUDI ARABIA – RIYADH 2 STORES

1 RIYADH PARK MALL



One of Riyadh's
most prestigious
shopping destinations.



High visitor traffic
and a premium
brand mix.



Strategic location with
strong accessibility
for customers.

2 AL NAKHEEL MALL



A prime retail
destination in
northern Riyadh.



Wide catchment area
and strong customer
engagement.



Easy access and
a central
location advantage.



DUBAI – SHEIKH ZAYED ROAD 1 STORE



SHEIKH ZAYED ROAD

In the heart of Dubai, on Sheikh Zayed Road,
we will bring our brand closer to a dynamic,
international audience with high visibility
and unparalleled accessibility.



High-income
market and global
customer potential.



Maximum benefit from
tourism and local
customer traffic.



Strong brand perception
and long-term
growth impact.



NEW STORES. NEW EXPERIENCES.

Growing Together.

NATIONAL REACH, LASTING TRUST

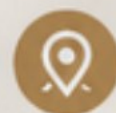
FROM EVERY CORNER OF TÜRKİYE

We are proud to serve our customers across
the entire country with quality, reliability
and an exclusive product range.



WHOLESALE
CUSTOMERS

148
CUSTOMERS



COVERING

68
PROVINCES



ONE BRAND, NATIONWIDE TRUST.
148 WHOLESALE CUSTOMERS IN 68 PROVINCES.



PREMIUM
QUALITY

High quality products
crafted with care.



STRONG
PARTNERSHIPS

Building long-term
relationships across Türkiye.



WIDE PRODUCT
RANGE

Bedding, towels, bathrobes,
table linens and more.



RELIABLE
SERVICE

Fast, safe and timely
deliveries nationwide.



CUSTOMER
SATISFACTION

Your trust is our
greatest motivation.



THANK YOU TO ALL OUR VALUED BUSINESS PARTNERS
FOR BEING A PART OF OUR JOURNEY.

OUR EXPORT MARKETS

We proudly export our products to international markets through wholesale and private label partnerships.



WHOLESALE

Supplying quality products in bulk to retailers, distributors, and businesses worldwide.



PRIVATE LABEL

Custom-branded solutions tailored to your brand, with the quality your customers expect.



BUILDING TRUST. DELIVERING QUALITY.

Growing Together Worldwide.

OUR WEBSITES

DISCOVER NAZIK HOME WHEREVER YOU ARE

The same quality, elegance and trust now online in Türkiye, UAE, Egypt and Saudi Arabia.



PREMIUM
QUALITY



WIDE PRODUCT
RANGE



TRUSTED
SINCE 1965



SERVING HOMES
WORLDWIDE

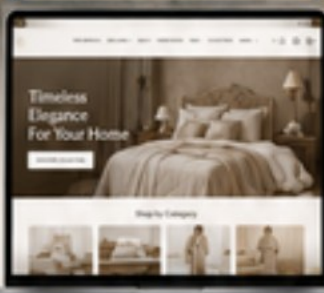


SHOP FROM YOUR COUNTRY



TÜRKİYE

nazikhome.com



- ✓ Turkish Experience
- ✓ Fast & Reliable Shopping
- ✓ Special Collections



UNITED ARAB
EMIRATES

ae.nazikhome.com



- ✓ Local UAE Experience
- ✓ Fast Delivery
- ✓ Exclusive Offers



EGYPT

eg.nazikhome.com

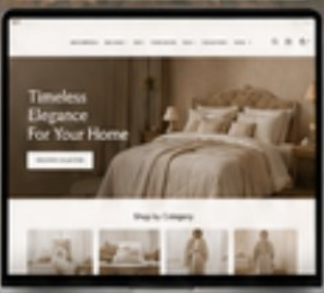


- ✓ Local Egypt Experience
- ✓ Fast & Secure Delivery
- ✓ Curated Collections



SAUDI ARABIA

sar.nazikhome.com



- ✓ Local Saudi Experience
- ✓ Fast Delivery
- ✓ Premium Service



MULTI LANGUAGE SUPPORT

Our websites are available in multiple languages to serve you better.



TURKISH



ARABIC



ENGLISH

WHY SHOP WITH US?



High Quality Home Textiles



Secure Payment



Easy Returns



Exclusive Collections



24/7 Customer Support



Trusted Since 1965

WE DELIVER TO THE WORLD

No matter where you are, we bring elegance to your home.



WORLDWIDE
SHIPPING



FAST & SAFE
DELIVERY



CAREFULLY
PACKAGED



TRACK YOUR
ORDER



STORE CONCEPTS

Functional Design. Elegant Experience.

AVERAGE OF 100 m² STORE CONCEPT

Open layout, premium materials and well-defined product sections ensure an inviting shopping experience with maximum product visibility.

2



SPACIOUS & INVITING
Wide aisles and open layout provide a comfortable shopping flow.



PRODUCT ZONING
Clear sections for bedding, bath, home textiles and accessories.



PREMIUM MATERIALS
Natural tones, high quality finishes and warm lighting create an elegant atmosphere.



BRAND EXPERIENCE
Consistent branding, visual merchandising and attention to detail.

FLOOR PLAN (100 m²)



- 1 ENTRANCE & DISPLAY WINDOW
- 2 CASH DESK
- 3 BEDDING SECTION
- 4 BATH SECTION
- 5 HOME TEXTILES
- 6 ACCESSORIES
- 7 DISPLAY TABLES



AVERAGE OF 40 m² STORE CONCEPT

Smart layout and efficient display solutions make the most of the space, offering a complete product experience in a compact area.



EFFICIENT LAYOUT
Every meter is designed for functionality and ease of shopping.



FOCUSED DISPLAY
Carefully selected products with strong visual impact.



WARM & WELCOMING
Soft lighting, natural materials and harmonious colors.



COMPACT YET COMPLETE
All key product categories available in a well-organized space.

Nazik Home

SINCE 1965

PUERTA

A rug in every corner of your home

Duvet Cover Set • Duvet-Pillowcase Set • Tablecloth

Runner • 2 Pieces Bath Mat Set • Bathrobe

2 Pieces Bath Towel Set • Bathrobe



In a single collection
bedroom, bathroom and living room.

Bring the original texture of PUERTA to your home.



Nazik Home



BRAND BOOK

2026



PREMIUM QUALITY
Excellence in every detail



TIMELESS DESIGN
Inspired by nature,
crafted for living



TRUSTED PARTNER
Building long-term
relationships



GLOBAL VISION
Bringing elegance to
homes worldwide



nazikhome.com