

# TUBA AHSAN



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# Biography

**"I like to reinvent myself  
– it's part of my job."**

**- Karl Lagerfeld**

Tuba Ahsan (also, known as Tuba Yücel) is a professional in the fashion industry on different levels.

Since 2008 she has been involved in design, manufacturing, retailing, and promotion of different types of apparel from the most rarefied and expensive haute couture, modest fashion and designer fashions to ordinary everyday clothing and accessories.

As a fashion designer she has collaborated with several famous fashion designers for collections that have been featured in TV productions and worn by countless Turkish pop stars and musicians. Her designs for different brands have been worn in several countries, especially in the MENA region.

She has also been helping several startup fashion brands with their manufacturing and retailing.

She has been attending Première Vision Paris, Textile World, Intertextile Shanghai, Canton Fair, Hong Kong Fashion Week etc.





# Design Studio

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Combination of her knowledge from specialised degrees in Fashion Design, over a decade of experience and passion for the fashion industry has been the driving force behind her continuous pursuit of delivering excellence; which led Tuba Ahsan to co found a fashion design studio.

She joined forces with designers SERAP CEBECİ & EMİNE ÇİÇEKÇİ who collectively design for global brands.

They help brands connect to manufacturers in BANGLADESH, CHINA, VIETNAM & TURKEY.



# Design Philosophy

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Tuba Ahsan's design philosophy maintains extremely high quality and understated, forward-thinking design. She aspires to develop brands with prestigious reputation and become favourite destination for international aristocrat and high-class customers.

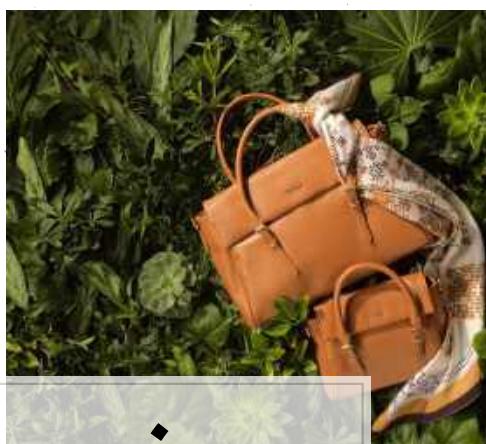
Always creating a recognisable sophisticated aesthetic she takes a narrative approach to designing, blending her work with ideas taken from her everyday experiences.

She understands the value of quality and lays great importance on the historic artisan mastery which is integral with Turkish Culture.

Tuba Ahsan wishes to collaborate in collections that will create brands which not only anticipates, but drives fashion.

# Sweaters





**Accessories**



# Accessories



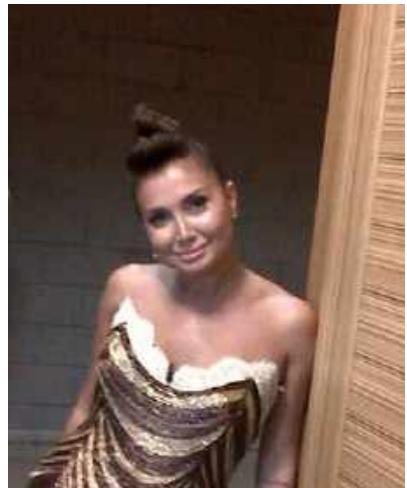
## Silk route/ Andalucía - Scarf





**Haute couture**

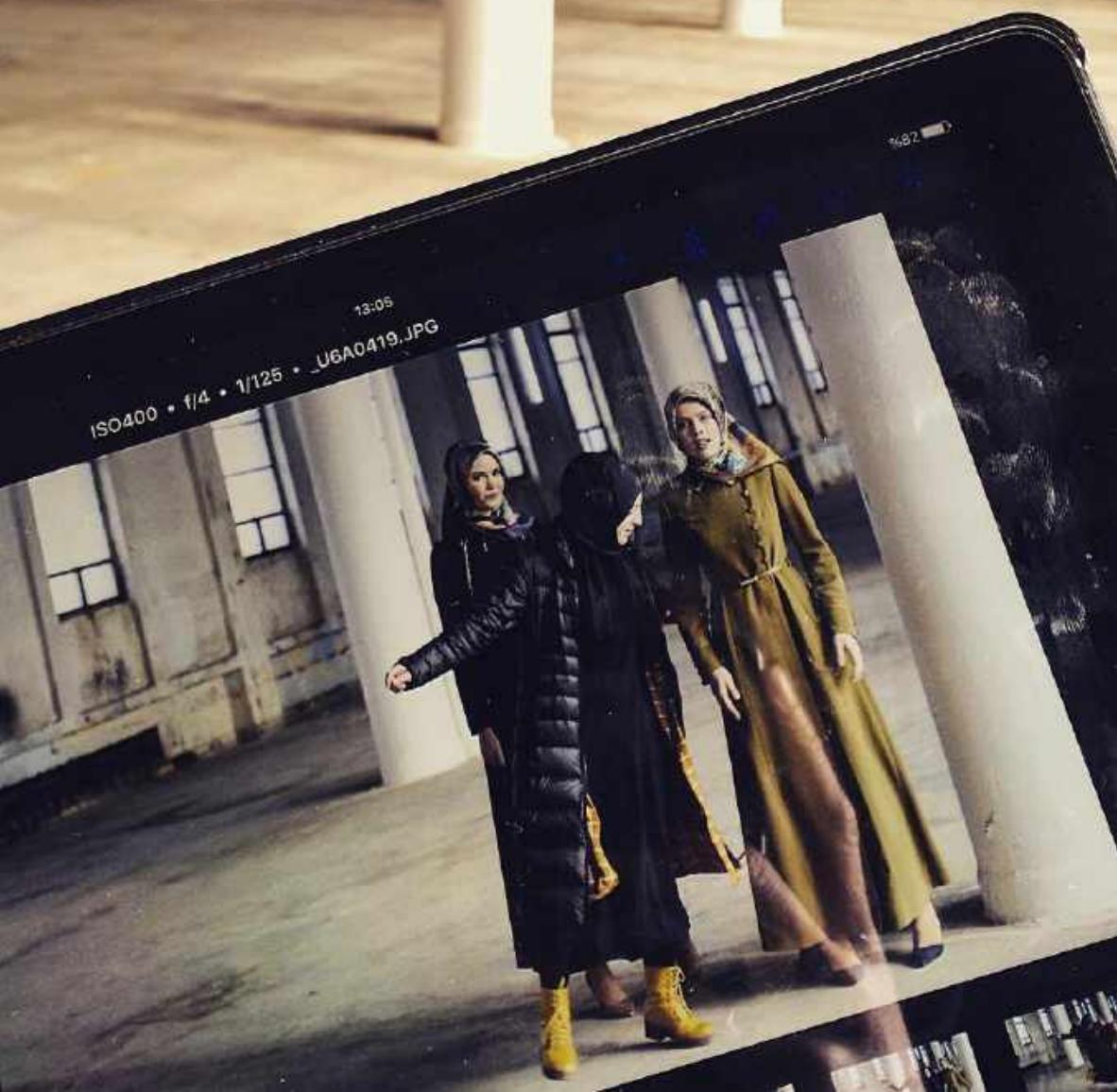




# Haute couture



# Styling & Photoshoot





## Press Coverage