

# BIJAL

## THE MEANING OF TRUE LUXURY



When the BIJAL brand identity ideas were born, one of our biggest dreams was to be environmentally friendly and supportive while creating a luxurious holiday experience for our guests.



To achieve our aim of designing unique products for esteemed artists, we collaborated with women. The bonds we form in life, like a rope, sometimes hold tightly, sometimes loosen and take unexpected shapes. We set out with the idea of what a rope could turn into. This idea came from an opera singer at the State Theatre. We crossed paths with Elif Şehir, who attracted our attention with her original designs created with threads as a hobby. It started with the BIJAL Beach Bag, which is waiting for its owners, and created the BIJAL Bag Collection, which we offer to our guests in our boutique.

The things the ropes can turn into lead us to question what a "game" could actually be. In order to promote the BIJAL brand, we continue to surprise everyone who hears about our bags and their stories, which we offer as gifts for our valued business partners at the events we attend all over the world. In this way, not only our guests but also our business partners discover the opportunity to support sustainable tourism and local communities.

This journey, which started with bag design, expanded further with the collaboration of valuable Taurus Women by performing the carefully designed art of Amigurumi, using threads from used knitted sweaters, colored with natural dyes and made ready for reuse. Details about the theme, which we have kept secret for now, will be shared very soon.

BIJAL's rich visual world offers a perfect harmony of luxurious details and environmentally friendly designs. It adopts an organic material oriented approach, with all details carefully considered and meticulously planned. BIJAL's recognition is more than just an accommodation facility; it has adopted a creative approach and is committed to local values.

We are proud of the increase.

