**İSTANBUL SHOPPING FEST BRINGS OPPORTUNITIES FOR DISCOUNT AND FUN TO TURKEY!**

**Annually organized as a tradition, İstanbul Shopping Fest (İSF) is to be held for the 4th time this year on 7-29 June. Through activities combining fun and shopping, İSF will colour the trips of local and foreign tourists with its legendary discount surprises.**

**12.05.2014, İstanbul**

Organized annually since 2011, **İstanbul Shopping Fest (İSF),** Turkey’s the most important festival, is to be held for the 4th time in the city on **7-29 June** and will mobilize many sectors from retail, tourism to food, transport and hosting while providing a wonderful opportunity of shopping and fun spread all over Istanbul through its rich content.

As of 2014, the festival “comes down to the streets” while all consumers will be able to find an activity-opportunity that they like for shopping.

İstanbul Shopping Fest 2014 is to open on 6 June at night by a great show that will sure to surprise the travellers visiting the city as well as the locals. Wonderful light and dance shows, water shows staged by groups from abroad, various musical performances and a tremendous fireworks scene will make the opening night unforgettable for everyone. Meanwhile the opening party of İSF is to be held on 7 June in the …Mall and will be accompanied by legendary discounts and shows. Within the scope of the İSF, the “legendary” discount opportunity will also be presented at the closing party to be organized on …. In…..Mall too.

Istanbul Shopping Fest closing party will be organized on June 27 in Vialand Mall again “legendary” discount opportunity.

**İSTANBUL’s FAVOURITE GRAND BAZAAR COVERED BY İSF WITH DISCOUNTS**

During the İSF, which is to be held on 7-29 June, the malls and stores participating in the festival will feature discounts you would not want to miss. Grand Bazaar, one of the most favourite sites for tourists, will host striking activities and visitors will be provided with discounts there.

On 9 June an event with the concept of “Historical Shopping in Istanbul” is to be held by Mahmutoaşa, Nuriosmaniye and Kapalıçarşı associations of craftsmen. Mahmutpaşa will be re-enacted as it was 150 years ago and will be presented by models with specially designed clothes on them to give the feeling of those times for the modern day visitors. The event will also include a show by an Ottoman Military Music Band and historical treats will be offered throughout the day.

**İSTANBUL WAITS FOR THE GOLDEN DAY!**

Welcoming every year with a number of different new aspects, İSF will be scoring another unforgettable discount activity again. Consumers will be able to enjoy discount opportunities in select products throughout the festival while on **12 June 2014** the jewellery brands in the city will be participating in a “Golden Day” providing huge discount opportunities for local and foreign tourists seeking to buy jewels.

Within the scope of the İSF concept discount days to be organized at the malls participating in the festival, very special advantageous prices will be offered on **8 June** Jeans Day, **14 June** Make Your Home Beautiful Day, **15 June** Technology Day**, 21 June** Bags and Shoes Day and **22 June** Cosmetics and Personal Care Day.

**A FIRST TIME AT İSF: OSMANBEY WEEKEND**

Making 90 percent of its sales in exports, Osmanbey textile market will be making retail sales for the first time within the scope of İSF. The activity is to be held on 14-15 June 2014 and will include various activities as well as a huge fashion show on the most favourite streets of Osmanbey district. Osmanbey will be transformed into a different space of living for those 2 days thanks to all the fashion and street shows, musical performances and much more.

Moreover, İSF coincides with Ramadan for the first time since its very start in its history and therefore it will surprise participants with special surprises.

Promoted abroad by the **Ministry of Culture and Tourism** and supported by powerful sponsors including local and administrative bodies in Istanbul as well as companies such as Turkish Airlines (THY), **İSF** will enable over 1 million tourists to enjoy Turkish and foreign brands and breathe in the festival atmosphere. **İSF**, which has taken great steps on its path to turn into a brand, will add value to the city and advance further on assisting İstanbul with its goal to turn the city into one of the greatest capitals of shopping thanks to the wind of shopping created by **İSF** with the help of the festival’s powerful sponsors.

Turning the whole city into an open air shopping carnival, **Istanbul Shopping Fest** will conquer the hearts of the entire city and those visiting the city thanks to discount opportunities and experience of shopping to be presented.

For other surprises during the İstanbul Shopping Fest, please visit;

<http://www.istshopfest.com/>

<https://www.facebook.com/istshopfest>

<https://twitter.com/istshopfest>

<http://www.pinterest.com/istshopfest/>

***For more info on İSF*** *please contact* ***Accord İletişim; 0212 275 47 10***

***Note for Editors***

***About İSF***

*To be held in İstanbul, one of the most glamorous cities of Europe, for the fourth time,*

*İstanbul ShoppingFest combines fund and shopping. On 7-29 June, the festival will feature discounts and campaigns by the most prestigious brands as well as concerts and fun activities. İstanbul ShoppingFest is to begin on 6 June night in a giant opening activity to be held in Ortaköy. The giant malls and streets of Istanbul participating in the festival will also contribute to the joy of festival times through their fun organizations and surprises.*