



LOOKBOOK
SPRING SUMMER 2023

ABOUT

'ELAYZE', composed of the first letters of our daughter's names **ELİF, AYŞE, ZEYNEP**, is founded by Sibel Karahasanoğlu in 2018 with an enthusiasm for introducing Anatolian old shuttle loom towels widely and directly to the world which are manufactured in her hometown for decades with traditional methods.

With a management engineering background, her experience in worldwide marketing and sourcing, lead Elayze to be born as a manufacturer's brand over producing through 4 generations for years.

In time, enamelware is added to the product range of Elayze which let Elayze to be included in the artisanal story of the amazing enamelware products.

Both of the products are the local traditional products of Anatolia which are handmade requiring artisanal input of the masters producing. Once you discover the colorful culture of Anatolian towns and meet with amazing hospitality and the lean way of life, you will leave a part of your heart there forever...



ELAYZE



COTTON TOWELS



“THE TOWN”

Each family is anyhow related with weaving in the town. The Ottoman Sultan's skirts are known to be woven in Denizli many decades ago and it has been more like a way of life than making an industrial production here...

However there are very few masters nowadays who can operate those primitive old shuttle looms instead of automatic looms. Thanks to those amazing people working in production as heroes and keeping that alive.





PRODUCTION

The looms are primitive and the process is categorized as "Hand made" as each item is unique and operated by the masters and all technical issues are set by human and the knottings are handmade by women of the town.

PRODUCTS

We use 100% Natural Cotton and do not use regenerated yarn. The products are sustainable and ecofriendly with OEKOTEX certificate for dying. We give lifetime guarantee for the colors due to dying methodology used.

We manufacture our patterns with our customer's selected colors with longer delivery terms compared with automatic machines for many customers under their brand names or can supply basic color items with basic patterns under our brand name in addition to some Limited Edition niche products from time to time depending on our production plan.





You can differ our products compared with automatic machine products when you see and touch in the means of weight, softness, appearance.

For some critical technical details, please feel free to contact.



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ENAMELWARE





PRODUCTS

We are producing many kinds of enamelware dishes, coffee mugs, camping dishes, cookware sets and many others. Within our range we have original metal forms and shapes which we can enamel in desired colors offering our own shapes of enamelware with our enamel color palette. We also can apply decoration colors according to our customers specific design requirements.

As enamelware is a traditional product used in Anatolia for decades and one of the healthiest kitchenware still, we present the new generation enamelware which is more durable and stylish with a modern vintage combination in addition to the classic timeless designs.





PRODUCTION

Enamel is a material which is produced by fusing powdered glass to a substrate. It is fired with additive pigments. Covering steel elements with enamel, protects the base material from rust, gives the ware a pleasing aesthetic and guarantees health and safety during the use of enamelware in the kitchen.

Wide range of our enamelware products are handcrafted and unique.

Enamelware products are

- Handmade and Unique
- Healthy; equivalent to glass as coated by glass
- Safe; is not broken
- Durable;
- Dishwasher safe
- Oven safe
- Open heat safe
- Induction heat safe
- Suitable for outdoor or marine use



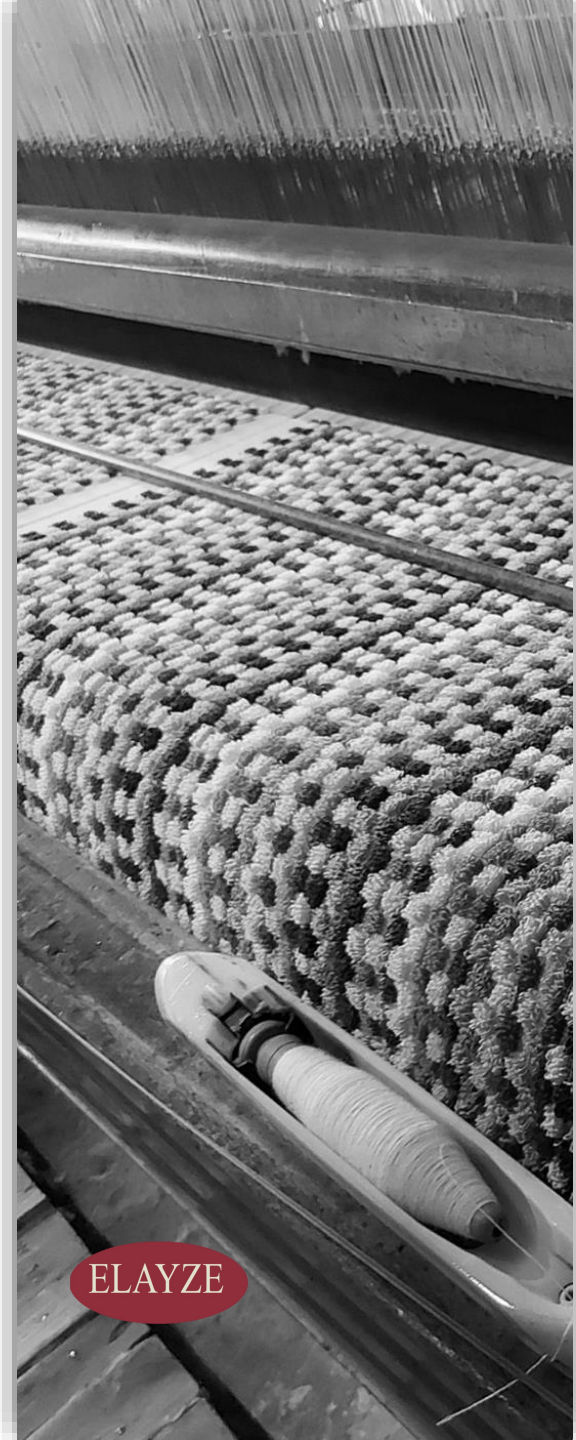


New combinations of plain color designs selecting inner, outer and rim colors are available for custom products





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