

## Ebru Çerezci

Hiref



“ I saw an opportunity to combine Turkey's rich culture with luxury design while supporting local artisans. ”

<b>COUNTRY</b>	Turkey
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	368
<b>YEAR SELECTED</b>	2009
<b>PARTNER</b>	Güvenç Kılıç
<b>WEBSITE</b>	<a href="http://www.hiref.com.tr">www.hiref.com.tr</a>

### COMPANY SNAPSHOT

Turkey has long been recognized for textiles and handcrafts, but lacks globally renowned brands. Ebru and her brother Güvenç have positioned Hiref to lead the way.

Hiref sustains traditional Anatolian artists while simultaneously ushering their handicrafts into the realm of luxury. The company sells 18 home décor collections, and offers two additional services: an interior design team for luxury hotels and a custom-designed gifts unit for corporate clients. Hiref has two flagship retail locations, and it counts Istanbul's leading luxury hotels among its clients.

In March 2009, Garanti Bank, *Economist Magazine*, and the Women Entrepreneurs Association of Turkey (KAGIDER) named Ebru “Woman Entrepreneur of the Year.”

In June 2010, Hiref launched a dedicated [e-commerce site](http://www.hiref.com.tr).

## **ENDEAVOR AND HIREF**

Endeavor mentors have guided Ebru and Güvenç as they developed an e-commerce strategy, expanded into the Gulf Region, and hired a CFO. Through Endeavor's Global Connections program, Hiref connected with Amazon executive Diego Piacentini, who enabled Hiref's handicrafts to become the first non-EU products to be available for purchase on Amazon.co.uk.

The Entrepreneurs attended the 2009 Endeavor Gala in New York (where donated Hiref products were featured), and frequently speak at universities in Turkey.