



— HERM.IO RESEARCH · TURKEY READY-TO-WEAR APPAREL

AI Visibility Report

The first AI-visibility snapshot of Turkey's ready-to-wear apparel (hazır giyim) market: how five large language models see and rank women's, men's and kids' wear brands — and why the shelf has no single winner.

1,500

Total Responses

60

Questions Analyzed

730

Brands Tracked

28

Qualified (General)

KEY FINDINGS

At a glance

This report reproduces the real Turkish-language questions consumers ask AI assistants about clothing, and measures how often, in what order, and across how many models five large language models name each apparel brand — read across six independent market cuts.

- 1 No brand wins the market.** Each segment has a different leader — Koton in women's wear (88.5), Kiğılı in men's (91.5) and LC Waikiki in kids' (92.7). Of the 80 entities that qualify anywhere, only 8 qualify in all three segments and 63 in exactly one.
- 2 The general cut is a photo finish.** The marketplace Trendyol leads on 85.8, a tenth of a point ahead of LC Waikiki (85.7). Remove marketplaces and retailers and the brand-only top four is LC Waikiki, Koton, DeFacto and Mavi.
- 3 Foreign brands live in menswear.** They take 14 of 39 qualified places in men's wear, against 9 of 32 in kids' and just 5 of 34 in women's. On the *yerli* questions, all 28 qualified brands are Turkish — zero leakage.
- 4 The five models do not agree on a leader.** Koton tops Perplexity, Gemini and GPT-4o-mini; Mavi tops Claude Haiku; Trendyol tops Grok, appearing in 85% of its answers. Grok names 11.74 brands per answer, GPT-4o-mini 4.42.
- 5 AI reads brands' own sites.** 62.9% of cited sources are brands' own websites across 850 distinct domains, led by trendyol.com (cited by 27.3% of responses).

SCOPE & METHOD

Vertical: Ready-to-wear apparel (hazır giyim), Turkey — women's, men's and kids' & baby wear. Method: a single point-in-time study of 1,500 responses; five large language models (GPT-4o-mini, Gemini, Claude, Perplexity, Grok), each asked 60 Turkish-language questions five times. Collection: 10–11 July 2026; 16 revised questions re-run 14 July 2026.

HOW TO READ THIS REPORT — VISIBILITY IS NOT QUALITY

This report measures one thing: how often, how prominently, and across how many AI assistants a brand is named when people ask about clothing in Turkey. A high score means these systems currently surface a brand readily — not that its garments fit better, last longer or cost less. AI visibility reflects information availability and discovery, not product quality, fit, price or trustworthiness.

Key terms: AI visibility, AI Visibility Score, ready-to-wear brands, hazır giyim, Turkish apparel market, Turkish (yerli) clothing brands, women's / men's / kids' wear, LLM brand recommendations, ChatGPT/Gemini/Claude/Perplexity/Grok brand recommendation, Generative Engine Optimization (GEO).

CONTENTS

Report contents

01	Executive Summary	04
02	Methodology	06
03	The General Leaderboard	10
04	The Three Segments	15
05	Differences Between Models	22
06	Search vs. Memory	25
07	Question-Type Ownership	27
08	Open Market: Turkish vs. Foreign	30
09	The Discovery Ecosystem	33
10	What the Patterns Suggest	36
11	Limitations and Notes	38
12	Appendix & Data	41

01

SECTION 01

Executive Summary

Turkey's ready-to-wear shelf has no single winner: Koton leads women's wear, Kiğılı leads men's and LC Waikiki leads kids', while the marketplace Trendyol edges the general cut by a tenth of a point, and foreign brands hold real ground only in menswear.

EXECUTIVE SUMMARY

One market, or three?

ONE-SENTENCE TAKEAWAY

Turkey's ready-to-wear shelf has no single winner: Koton leads women's wear, Kiğılı leads men's and LC Waikiki leads kids', while the marketplace Trendyol edges the general cut by a tenth of a point, and foreign brands hold real ground only in menswear.

- 1 No brand wins the market.** Each segment has a different leader: Koton in women's wear (88.5), Kiğılı in men's (91.5) and LC Waikiki in kids' (92.7). Of the 80 entities that qualify in at least one segment, only 8 qualify in all three, and 63 qualify in exactly one. Whoever "leads Turkish apparel" depends entirely on which shopper is asking.
- 2 The general cut is a photo finish.** Across all 60 questions the marketplace Trendyol leads on 85.8, appearing in 31.1% of all responses, just 0.1 points ahead of LC Waikiki (85.7). Koton (82.9), DeFacto (80.6) and Mavi (79.0) complete a tightly packed top five. Only 28 of the 730 tracked brands clear the 5% threshold across all 1,500 responses.
- 3 Two entities on the headline board are marketplaces.** Trendyol and Hepsiburada (plus the retailers Beymen and Boyner) are kept in the ranking because that is how shoppers meet the shelf. Remove them and the brand-only top four is LC Waikiki, Koton, DeFacto and Mavi, with Kiğılı fifth.
- 4 Foreign brands live in menswear.** They take 14 of 39 qualified places in men's wear, against 9 of 32 in kids' and only 5 of 34 in women's. In the origin-neutral open cut, mentions split 70.2% Turkish / 29.8% foreign among qualified brands, and the first foreign name is Marks & Spencer at #8.
- 5 The local shelf is completely Turkish.** On the 30 questions that explicitly ask for *yerli* brands, all 28 qualified brands are Turkish. Not one foreign name survives the filter — the assistants treat "yerli" as a real constraint, not a stylistic hint.
- 6 The models do not agree on a leader.** Koton tops Perplexity (38.3%), Gemini (30.7%) and GPT-4o-mini (15.3%); Mavi tops Claude Haiku (18.3%); Trendyol tops Grok, which names it in 85% of its answers. Breadth differs just as sharply: Grok lists 11.74 brands per answer, GPT-4o-mini 4.42.
- 7 Search was near-universal.** 97.0% of answers were web-grounded; only Gemini fell below (88.3%). With almost no memory-only segment, this edition does not include a search-vs-memory comparison (Chapter 6).
- 8 Sources are brand-owned first.** 62.9% of cited sources are brands' own websites, across 850 distinct domains. The single most-cited domain is trendyol.com (cited by 27.3% of responses), followed by two more marketplaces and then a run of brand sites.

Why it matters

Shoppers are shifting discovery from search engines and marketplaces to AI assistants. Whether an apparel brand appears in those answers is becoming a discovery channel in its own right. This report captures the first snapshot (baseline) of that shelf for Turkish ready-to-wear: who is named, how the picture changes across women's, men's and kids' wear, what happens when a shopper asks specifically for *yerli* brands, and how a brand can read its own position. One reminder: the numbers below describe visibility and information availability, not which brands are best.

02

SECTION 02

Methodology

Five models were asked 60 Turkish questions five times each, producing 1,500 responses across three segments; brands were ranked with a three-component (45/30/25) score, after two matching artifacts were found and removed.

METHODOLOGY

How the study was run

ONE-SENTENCE TAKEAWAY

Five models were asked 60 Turkish questions five times each, producing 1,500 responses across three segments; brands were ranked with a three-component (45/30/25) score, after two matching artifacts were found and removed.

2.1 SCOPE AND MODELS

The study queried five large language models directly via API with identical questions. Each model received only the user question — no system prompt was used, temperature was left at the provider default, and no region/locale parameter was defined. Because the questions are in Turkish, the models infer the Turkish market from language alone.

Model	Version	Web search	Web-search rate
GPT-4o-mini	openai/gpt-4o-mini	Enabled (web search tool)	100.0%
Gemini 2.5 Flash-Lite	gemini-2.5-flash-lite	Google Search grounding	88.3%
Claude Haiku 4.5	anthropic/claude-haiku-4.5	Enabled (web search tool)	100.0%
Perplexity Sonar	perplexity/sonar	Always search-grounded	100.0%
Grok 4.3	x-ai/grok-4.3	Enabled (web search tool)	96.7%

Scale: 60 questions × 5 repeats × 5 models = 1,500 responses, all completed, exactly five per model-question pair, none excluded. The final brand dictionary holds 730 entities — 479 Turkish, 217 foreign, 34 unknown origin.

GROUNDING

Web search was offered as an enabled tool to all five models; each decided for itself whether to use it (Perplexity’s Sonar is search-grounded by design). Whether a response drew on web search was inferred from whether the provider returned any citation. Grounding was near-universal — 97.0% of answers carried at least one source; only Gemini answered partly from its own knowledge (88.3%). Because the split is so lopsided, this edition contains no “web search vs. model memory” chapter (Chapter 6).

2.2 QUESTIONS, SEGMENTS AND THE SIX CUTS

The 60 questions reproduce the real Turkish-language queries people bring to an assistant: open discovery (“kadin giyim markaları nelerdir?”), specific attributes (a sweater that does not pill, a linen shirt that breathes, a print that does not crack), and use cases (a first office job, a wedding suit, a child starting nursery, a *bayram* outfit). They split into three segments of 20 questions each, and within every segment into 10 **local** questions (asking for *yerli* brands) and 10 **open** questions (no origin restriction). Every question names its audience explicitly.

QUESTION DESIGN

every question names its audience

Segment	Questions	Resp.	Local / Open	Disc.	Attr.	Use-case
Women	20	500	10 / 10	7	7	6
Men	20	500	10 / 10	7	6	7
Kids & Baby	20	500	10 / 10	6	7	7

Brands are then ranked in **six cuts** of the same 1,500 responses: one per segment, and three overall.

Cut	Questions	Resp.	Qual.	What it answers
General	60 (all)	1,500	28	Overall visibility across the whole vertical
Women's Apparel	20	500	34	Who is named when the shopper is a woman
Men's Apparel	20	500	39	Who is named when the shopper is a man
Kids & Baby	20	500	32	Who is named when buying for a child
Local	30 yer'li	750	28	Who is named when the question demands Turkish brands
Open	30 neutral	750	35	Fair Turkish-vs-foreign comparison

NOTE

The three segments partition the 1,500 responses; Local + Open cut across them by origin scope. The Turkish-vs-foreign comparison (Chapter 8) rests solely on the 30 Open questions, since the Local questions cannot surface foreign brands by construction.

2.3 WHAT WE CORRECTED BEFORE RANKING

Two artifacts were found by audit and removed before any score was computed. Both are documented here because either would have produced confidently wrong rankings.

(a) The audience fix

In the first pass, **16 of the 60 prompts never named an audience**. “Tüyenmeyen kazak yapan yerli marka var mı?” (“is there a domestic brand that makes a non-pilling sweater?”) was filed under women’s wear, but the text says nothing about women. The models answered for an unspecified adult shopper and frequently defaulted to menswear, which placed the menswear brand **Altınyıldız Classics at #12 on the women’s leaderboard**. Those 16 questions were reworded to state the audience explicitly and **re-run on 14 July 2026 (400 fresh responses)**; the other 44 questions and their 1,100 responses are unchanged.

The fix is verifiable in the answers themselves. In the linen-shirt question, the original answers used the word *erkek* (man) 43 times and *kadın* (woman) 5; the reworded answers use *erkek* 0 times and *kadın* 50. Altınyıldız Classics fell from 7.0% to 1.8% mentions in the women’s cut, where it no longer qualifies, and now sits at #4 in men’s — which is where it belongs.

(b) A style term wearing a brand’s name

Brand matching in fashion has a specific hazard: **style labels and brand names overlap**. *Old money* is a widely used aesthetic term in Turkish fashion writing, and it is also part of several real brand names. Question 27 asks for “yerli **old money tarzı** erkek giyim”, so every answer echoes the phrase back, usually in its opening heading. A bare “Old Money” entity matched all 26 of these, and **none was a genuine brand reference**: 96% sat at rank 1 because they appeared in a title, giving the entity an MRR of 0.98 against 0.55–0.58 for real brands — the tell-tale signature of a phrase being matched rather than a recommendation.

It was removed. The three genuine brands — *Old Money Türkiye*, *Atelier Old Money* and *Prime Old Money*, all Turkish — are unaffected, because longest-match-first matching stops the bare phrase absorbing them. The artifact was also quietly distorting **every other brand in the men’s cut**: since each component is rescaled to the maximum among qualified brands, its inflated MRR was the denominator for everyone else’s position score. Removing it raised legitimate scores, with Hatemoğlu going from 76.0 to 81.5.

THE AUDIT, NOW RUN ON EVERY VERTICAL

Check whether any brand name appears in a question's own text (it will echo into every answer); check whether any qualified brand has an MRR above roughly 0.80 (a real brand is rarely always-first); and check whether a brand's mentions all come from a single question.

2.4 BRAND EXTRACTION AND MATCHING

Brands were extracted in two stages: automated extraction (emphasised names and citation domains, spelling and format variants merged into one canonical name) and human validation before any metric was computed, with real brands confirmed, non-brands filtered out, aliases merged, and each brand labelled Turkish, foreign or unknown. Matching is binary per response (presence, not frequency), word-boundary aware, diacritic-folded and **longest-match-first**, which stops a short name being absorbed into a longer one ("Gusto" inside "Little Gusto", "Beymen" inside "Beymen Club"). Around 25 brands are ordinary Turkish or English words — Only, Next, GAP, Roman, Civil, Network, Mudo, Tween — and are matched case-sensitively, so the Turkish noun *roman* (novel) is never counted as the brand Roman.

ENTITIES & ORIGIN

A brand is Turkish if founded and headquartered in Turkey, and foreign otherwise — even when widely sold here (Zara, H&M, Mango); a .com.tr domain is not evidence of Turkish origin. Marketplaces (Trendyol, Hepsiburada) and retailers (Beymen, Boyner) are kept as entities so the shelf is described as shoppers meet it; a brand-only view is given in §3.2. Vertically integrated chains with their own labels and stores (LC Waikiki, Koton, DeFacto, Mavi) are treated as brands.

2.5 AI VISIBILITY SCORE (0-100)

$$\text{Score} = 0.45 \times \text{Mention} + 0.30 \times \text{Position} + 0.25 \times \text{Breadth}$$

Component	Weight	Basis
Mention	45%	mention rate within the cut
Position	30%	MRR (how early the brand is named)
Breadth	25%	number of models covering it (0-5)

Each component is scaled so the leading qualified brand in each cut = 100, then combined with the weights.

Qualification (≥5% rule): only brands mentioned in at least 5% of that cut's responses are ranked. One caveat travels with that rule: a segment has 500 responses, so a single question (25 responses) is **exactly 5%**. A niche brand named in every answer to one question therefore qualifies on that question alone. Three brands sit in this position — Zülays, SIRRI and Supreme — and are flagged where they appear. Unfiltered metrics for all 730 brands are in Chapter 12.

2.6 NEUTRALITY AND SELF-EXCLUSION

This is a market-wide, neutral study with no focus brand. To prevent any conflict of interest, all citations to Herm.io's own domains were excluded from the source data before analysis, so the company's own content neither appears among the most-cited domains nor influences any figure.

03

SECTION 03

The General Leaderboard

Across all 60 questions the marketplace Trendyol leads by a tenth of a point over LC Waikiki, on a shelf so flat that the entire qualified field spans 45 points.

THE GENERAL LEADERBOARD — ALL 60 QUESTIONS

A photo finish, then a long taper

ONE-SENTENCE TAKEAWAY

Across all 60 questions the marketplace Trendyol leads by a tenth of a point over LC Waikiki, on a shelf so flat that the entire qualified field spans 45 points.

The list below ranks the 28 entities that cleared the 5% threshold across the full 60-question set (1,500 responses), by AI Visibility Score. As a reminder, this ranks visibility, not product quality, fit, price or reliability.

TABLE 1 — AI VISIBILITY SCORE (GENERAL)

60 questions · 1,500 responses · 28 qualified

#	Brand	Origin	Mention	MRR	AI Score
● 1	Trendyol	TR	31.1%	0.335	85.8
2	LC Waikiki	TR	28.9%	0.400	85.7
3	Koton	TR	28.5%	0.355	82.9
4	DeFacto	TR	25.8%	0.389	80.6
5	Mavi	TR	25.6%	0.360	79.0
6	Kiğılı	TR	12.7%	0.512	67.4
7	Little Gusto	TR	7.5%	0.638	65.9
8	Vakko	TR	11.5%	0.513	65.8
9	Hepsiburada	TR	18.9%	0.241	63.7
10	The Nest Kids	TR	8.0%	0.572	63.5
11	Hatemoğlu	TR	10.3%	0.480	62.5
12	Altınyıldız Classics	TR	9.4%	0.387	56.8
13	İpekyol	TR	9.7%	0.372	56.5
14	Sarar	TR	7.6%	0.354	52.7
15	Panço	TR	6.5%	0.384	52.4
16	Civil	TR	7.7%	0.318	51.1
17	Zara	Foreign	9.7%	0.239	50.3
18	D'S Damat	TR	5.2%	0.359	49.4
19	H&M	Foreign	9.0%	0.208	47.8
20	Nike	Foreign	6.1%	0.284	47.2
21	Colin's	TR	6.1%	0.252	45.7
22	Cigit	TR	5.3%	0.267	45.3
23	Boyner	TR	6.0%	0.245	45.2
24	Deuman	TR	7.2%	0.140	42.0

(cont.)

#	Brand	Origin	Mention	MRR	AI Score
25	Kitikate	TR	5.3%	0.324	42.9
26	Machka	TR	5.4%	0.210	42.7
27	GAP	Foreign	5.2%	0.214	42.6
28	Network	TR	6.3%	0.141	40.8

AVERAGE

Average score of the 28 qualified entities: 57.7. 24 are Turkish, 4 foreign (Zara #17, H&M #19, Nike #20, GAP #27). 27 of the 28 are named by all five models — at this level of the market the models differ on ordering, not on who exists.

AI VISIBILITY SCORE — TOP 15 ENTITIES (GENERAL)

Trendyol	85.8
LC Waikiki	85.7
Koton	82.9
DeFacto	80.6
Mavi	79
Kiğılı	67.4
Little Gusto	65.9
Vakko	65.8
Hepsiburada	63.7
The Nest Kids	63.5
Hatemoğlu	62.5
Altınyıldız Classics	56.8
İpekyol	56.5
Sarar	52.7
Panço	52.4

3.1 The photo finish, and where the shelf turns specialist

A tenth of a point at the top. Trendyol (85.8, named in 31.1% of all answers) leads LC Waikiki (85.7) by the narrowest margin in the study, with Koton (82.9), DeFacto (80.6) and Mavi (79.0) close behind. These five are the general-purpose names the assistants reach for whatever the question. Trendyol wins on frequency, not prominence — its MRR of 0.335 is middling — but it is named more often, and by every model.

The one real step-down (rank 6). The largest single gap in the table falls immediately after the top five — 11.6 points between Mavi and Kiğılı (67.4). This is where the general shelf stops being general and starts being specialist: Kiğılı and Hatemoğlu (#11) are classic menswear, Little Gusto (#7) and The Nest Kids (#10) are kids' wear, Vakko (#8) is premium. Each is powerful inside one segment and near-invisible outside it.

3.2 The brand-only view

Four entities in the table above are not brands: the marketplaces Trendyol and Hepsiburada, and the retailers Beymen and Boyner. They are kept in the headline ranking because that is how shoppers meet the shelf, but removing them gives a pure brand-versus-brand picture.

BRAND-ONLY TOP 10 (GENERAL)

marketplaces & retailers set aside

#	Brand	Origin	Mention	MRR	AI Score
● 1	LC Waikiki	TR	28.9%	0.400	85.7
2	Koton	TR	28.5%	0.355	82.9
3	DeFacto	TR	25.8%	0.389	80.6
4	Mavi	TR	25.6%	0.360	79.0
5	Kiğılı	TR	12.7%	0.512	67.4
6	Little Gusto	TR	7.5%	0.638	65.9
7	Vakko	TR	11.5%	0.513	65.8
8	The Nest Kids	TR	8.0%	0.572	63.5
9	Hatemoğlu	TR	10.3%	0.480	62.5
10	Altınyıldız Classics	TR	9.4%	0.387	56.8

With the aggregators set aside, the market's four general-purpose Turkish chains — LC Waikiki, Koton, DeFacto and Mavi — take the top four places, all within 6.7 points of one another, followed by Kiğılı, Little Gusto and Vakko. Unlike verticals where no standalone brand can outrank the marketplaces, here the top brand is effectively level with Trendyol.

3.3 The local shelf: 28 qualified brands, all Turkish

When the 30 questions that explicitly ask for *yerli* brands are isolated (750 responses), the shelf is entirely domestic: **all 28 qualified brands are Turkish. Not one foreign name survives the filter.**

TABLE 2 — AI VISIBILITY SCORE (LOCAL / YERLİ)

30 questions · 750 responses · every qualifier Turkish

#	Brand	Origin	Mention	MRR	AI Score
● 1	Kiğılı	TR	17.9%	0.525	84.1
2	Trendyol	TR	24.9%	0.255	83.0
3	Mavi	TR	19.5%	0.428	82.1
4	LC Waikiki	TR	19.9%	0.404	81.5
5	DeFacto	TR	19.1%	0.422	81.0
6	Hatemoğlu	TR	14.4%	0.514	77.4
7	Vakko	TR	14.8%	0.494	77.0
8	The Nest Kids	TR	11.5%	0.571	75.0
9	Koton	TR	18.1%	0.333	74.8
10	Little Gusto	TR	10.3%	0.586	73.5
11	Altınyıldız Classics	TR	10.9%	0.396	65.0
12	Sarar	TR	10.8%	0.372	63.5
13	Hepsiburada	TR	15.7%	0.195	63.4

(cont.)

#	Brand	Origin	Mention	MRR	AI Score
14	D'S Damat	TR	9.1%	0.371	60.4
15	Zincir Wear	TR	5.5%	0.485	59.7
16	Manuka	TR	5.5%	0.418	56.3
17	İpekyol	TR	9.7%	0.447	55.4
18	Boyner	TR	6.7%	0.325	53.7
19	Colin's	TR	6.8%	0.264	50.8
20	Panço	TR	5.6%	0.377	49.4
21	Kitikate	TR	6.3%	0.343	48.9
22	Ramsey	TR	5.2%	0.241	46.7
23	Civil	TR	5.5%	0.383	44.5
24	Cigit	TR	5.5%	0.315	41.0
25	Beymen	TR	5.5%	0.157	37.9
26	Machka	TR	5.2%	0.236	36.5
27	Piece of White	TR	5.1%	0.179	33.3
28	one square meter	TR	5.1%	0.168	32.7

AVERAGE

Average score of the 28 qualified local brands: 60.3 — the highest of any cut. All 28 are Turkish. But breadth thins: only 19 of the 28 are seen by all five models, against 27 of 28 in the general cut.

The local cut reorders the market. Kiğılı (84.1) leads, not Trendyol (83.0), and Hatemoğlu (#6), Vakko (#7) and The Nest Kids (#8) all climb: when a shopper asks for a domestic brand, the assistants reach past the general-purpose chains toward specialists. The clean absence of foreign names is worth pausing on. In the June furniture edition, IKEA still qualified at #17 in a cut whose questions explicitly asked for Turkish brands. Here there is no such leakage at all: in apparel, the assistants treat *yerli* as a hard constraint rather than a stylistic hint.

04

SECTION 04

The Three Segments

Ready-to-wear is not one market: Koton leads women's, Kiğılı men's and LC Waikiki kids', and only 8 of the 80 qualifying entities appear in all three.

THE THREE SEGMENTS

Three shelves, three leaders

ONE-SENTENCE TAKEAWAY

Ready-to-wear is not one market: Koton leads women's, Kiğılı men's and LC Waikiki kids', and only 8 of the 80 qualifying entities appear in all three.

Each segment is 20 questions and 500 responses, ranked independently. This is the level at which the market actually behaves, and the three leaderboards look very different from one another.

THE THREE SEGMENTS AT A GLANCE

each ranked on its own 500 responses

Segment	Qual.	TR	Foreign	Avg	Leader	Score
Women's Apparel	34	29	5	55.1	Koton	88.5
Men's Apparel	39	25	14	52.4	Kiğılı	91.5
Kids & Baby	32	23	9	54.0	LC Waikiki	92.7

4.1 Women's Apparel: 34 qualified brands

TABLE 3 — WOMEN'S APPAREL

20 questions · 500 responses · 34 qualified

#	Brand	Origin	Type	Mention	MRR	AI Score
1	Koton	TR	Brand	35.4%	0.356	88.5
2	Trendyol	TR	Marketplace	32.6%	0.383	86.3
3	Vakko	TR	Brand	23.4%	0.561	83.9
4	Mavi	TR	Brand	31.0%	0.371	83.7
5	İpekyol	TR	Brand	28.4%	0.379	80.7
6	DeFacto	TR	Brand	29.0%	0.331	79.0
7	LC Waikiki	TR	Brand	26.6%	0.262	72.4
8	adL	TR	Brand	7.4%	0.578	64.4
9	Levi's	Foreign	Brand	5.8%	0.575	62.2
10	Manuka	TR	Brand	12.8%	0.378	60.9
11	Oxxo	TR	Brand	7.6%	0.472	59.2
12	Hepsiburada	TR	Marketplace	15.6%	0.233	56.9
13	Machka	TR	Brand	16.2%	0.210	56.5
14	Aker	TR	Brand	5.4%	0.561	56.0
15	Roman	TR	Brand	10.4%	0.320	54.8
16	Zülays	TR	Brand	5.2%	0.404	52.6
17	Farren	TR	Brand	6.0%	0.571	52.3

(cont.)

#	Brand	Origin	Type	Mention	MRR	AI Score
19	Mudo	TR	Brand	10.2%	0.255	51.2
20	Tüzün	TR	Brand	9.4%	0.264	50.6
21	Ekol	TR	Brand	7.8%	0.299	50.4
22	Trendyolmilla	TR	Brand	7.8%	0.287	49.8
23	Network	TR	Brand	12.2%	0.149	48.3
24	Zara	Foreign	Brand	11.4%	0.361	48.3
25	Stradivarius	Foreign	Brand	5.0%	0.234	43.5
26	Beymen	TR	Retailer	8.2%	0.136	42.5
27	Mango	Foreign	Brand	9.6%	0.266	41.0
28	Twist	TR	Brand	5.6%	0.251	40.2
29	Boyner	TR	Retailer	7.0%	0.214	40.0
30	H&M	Foreign	Brand	8.8%	0.196	36.4
31	Piece of White	TR	Brand	7.0%	0.177	33.1
32	one square meter	TR	Brand	7.0%	0.164	32.4
33	Sarar	TR	Brand	5.4%	0.193	31.9
34	Mehry Mu	TR	Brand	6.0%	0.151	30.5

AVERAGE

Average score of the 34 qualified brands: 55.1. 29 are Turkish, 5 foreign — the least foreign-contested segment in the study.

Koton leads on 88.5, named in 35.4% of women's-wear answers, with Trendyol (86.3) second. Third goes to Vakko (83.9), and it gets there differently: named in 23.4% of answers, well behind Koton, but very early when it is named (MRR 0.561, against 0.33–0.38 for the brands around it). That is the signature of a brand the models treat as a definitive answer rather than one item on a list. The same pattern, more sharply, produces adL at #8 (7.4% mentions, MRR 0.578) and Oxxo at #11. The highest-placed foreign name, Levi's, sits at #9 on a thin 5.8% mention rate; Zara does not appear until #24.

READ WITH CARE

Zülays (#16) draws 25 of its 26 mentions from the single tesettür (modest wear) question. It is a real brand genuinely dominating a niche, but its rank rests on one question and should not be read as broad visibility across women's wear (see §2.5 and Chapter 11).

4.2 Men's Apparel: 39 qualified brands

TABLE 4 – MEN'S APPAREL

20 questions · 500 responses · 39 qualified

#	Brand	Origin	Type	Mention	MRR	AI Score
● 1	Kiğılı	TR	Brand	37.4%	0.518	91.5
2	Hatemoğlu	TR	Brand	30.2%	0.488	81.5
3	Mavi	TR	Brand	32.2%	0.402	80.4
4	Altınyıldız Classics	TR	Brand	25.4%	0.389	71.7
5	Koton	TR	Brand	23.6%	0.425	71.0
6	Trendyol	TR	Marketplace	27.4%	0.315	71.0
7	DeFacto	TR	Brand	23.0%	0.382	68.5
8	LC Waikiki	TR	Brand	21.2%	0.387	66.6
9	Sarar	TR	Brand	17.2%	0.407	62.6
10	Supreme	Foreign	Brand	5.2%	0.724	61.3
11	D'S Damat	TR	Brand	15.4%	0.363	58.6
12	Hepsiburada	TR	Marketplace	18.0%	0.242	56.7
13	Marks & Spencer	Foreign	Brand	7.2%	0.674	56.6
14	KAFT	TR	Brand	6.6%	0.567	56.4
15	Vakko	TR	Brand	11.2%	0.415	55.6
16	Zincir Wear	TR	Brand	5.6%	0.533	53.8
17	Colin's	TR	Brand	14.0%	0.262	52.7
18	Süvari	TR	Brand	7.8%	0.397	50.8
19	Nike	Foreign	Brand	8.4%	0.359	50.0
20	Boyner	TR	Retailer	9.4%	0.296	48.6
21	Avva	TR	Brand	9.4%	0.276	47.7
22	Fear of God	Foreign	Brand	5.2%	0.356	46.0
23	Decathlon	Foreign	Brand	6.4%	0.309	45.5
24	Ramsey	TR	Brand	8.6%	0.234	45.0
25	Uniqlo	Foreign	Brand	6.6%	0.291	45.0
26	H&M	Foreign	Brand	7.4%	0.263	44.8
27	Beymen	TR	Retailer	10.6%	0.158	44.3
28	Havan	TR	Brand	6.8%	0.389	44.3
29	Adidas	Foreign	Brand	6.8%	0.264	44.1
30	GAP	Foreign	Brand	5.8%	0.291	44.0
31	Tudor	TR	Brand	6.4%	0.226	42.1

(cont.)

#	Brand	Origin	Type	Mention	MRR	AI Score
32	Zara	Foreign	Brand	8.4%	0.165	42.0
33	Carhartt WIP	Foreign	Brand	5.0%	0.245	41.2
34	LTB	TR	Brand	6.8%	0.345	37.5
35	Jack & Jones	Foreign	Brand	7.2%	0.278	35.2
36	Pierre Cardin	Foreign	Brand	6.4%	0.177	35.0
37	Levi's	Foreign	Brand	6.4%	0.289	34.7
38	Lufian	TR	Brand	6.4%	0.212	31.5
39	Network	TR	Brand	6.6%	0.128	28.2

AVERAGE

Average score of the 39 qualified brands: 52.4. 25 are Turkish, 14 foreign — the most foreign-contested segment, and the largest field.

Men's wear is the only segment with a decisive leader: Kiğılı (91.5), named in 37.4% of answers and named early (MRR 0.518), a full 10 points clear of Hatemoğlu (81.5). Behind them sits an unusually coherent cluster — Altınyıldız Classics (#4), Sarar (#9), D'S Damat (#11), Süvari (#18) — all classic tailoring and shirting. When the question is about menswear, the assistants think first about suits. This is also where Nike, Uniqlo, Adidas, GAP, Carhartt WIP, Levi's and Jack & Jones actually land in the Turkish market.

READ WITH CARE

Supreme (#10) carries the highest position score in the entire study (MRR 0.724) on a 5.2% mention rate, essentially all of it from the single streetwear question. When Supreme is named it is named first — but it is named in one context only, and #10 overstates its presence in menswear as a whole.

4.3 Kids & Baby: 32 qualified brands

TABLE 5 — KIDS & BABY

20 questions · 500 responses · 32 qualified

#	Brand	Origin	Type	Mention	MRR	AI Score
1	LC Waikiki	TR	Brand	39.0%	0.502	92.7
2	Little Gusto	TR	Brand	22.6%	0.638	80.0
3	The Nest Kids	TR	Brand	24.0%	0.572	78.6
4	Trendyol	TR	Marketplace	33.2%	0.305	77.1
5	DeFacto	TR	Brand	25.4%	0.463	75.3
6	Koton	TR	Brand	26.4%	0.293	68.8
7	Civil	TR	Brand	23.0%	0.318	66.0
8	Panço	TR	Brand	19.4%	0.384	64.8
9	Hepsiburada	TR	Marketplace	23.2%	0.246	62.9

(cont.)

#	Brand	Origin	Type	Mention	MRR	AI Score
10	SIRRI	Foreign	Brand	5.0%	0.551	55.8
11	Cigit	TR	Brand	16.0%	0.267	55.6
12	Organickid	TR	Brand	11.0%	0.350	53.6
13	Carter's	Foreign	Brand	13.0%	0.290	53.2
14	Kitikate	TR	Brand	15.8%	0.324	52.9
15	Cemi Kids	TR	Brand	5.8%	0.662	51.7
16	Mavi	TR	Brand	13.6%	0.234	51.3
17	TinyLamb	TR	Brand	9.8%	0.268	48.4
18	Biorganic	TR	Brand	7.8%	0.313	48.2
19	Breeze	TR	Brand	9.4%	0.252	47.3
20	U.S. Polo Assn	Foreign	Brand	6.4%	0.323	47.0
21	Chicco	Foreign	Brand	9.0%	0.255	47.0
22	Adidas	Foreign	Brand	6.2%	0.298	45.7
23	H&M	Foreign	Brand	10.8%	0.179	45.6
24	Nike	Foreign	Brand	8.0%	0.235	44.9
25	Perendi	TR	Brand	6.6%	0.485	44.6
26	Zara	Foreign	Brand	9.4%	0.156	42.9
27	GAP	Foreign	Brand	7.8%	0.182	42.2
28	İdilbaby & Mamino	TR	Brand	7.0%	0.200	42.1
29	Mini Born	TR	Brand	5.0%	0.245	41.9
30	Little Yucca	TR	Brand	5.2%	0.371	37.8
31	Goose	TR	Brand	5.0%	0.172	33.5
32	B&G Store	TR	Brand	6.0%	0.136	28.1

AVERAGE

Average score of the 32 qualified brands: 54.0. 23 are Turkish, 9 foreign — foreign presence is mid-range and mostly babywear-specific.

LC Waikiki dominates (92.7), named in 39.0% of answers — the strongest mention rate anywhere in the study. But the two brands behind it are the interesting ones: Little Gusto (80.0) and The Nest Kids (78.6) are specialists, not chains, and both rank on *position* as much as volume (MRR 0.638 and 0.572). Kids' wear is the segment where the assistants most readily leave the big chains for a dedicated label. A second cluster follows the same logic: Organickid (#12), Kitikate (#14), Biorganic (#18) and TinyLamb (#17) are all organic-cotton specialists, surfacing because the questions ask about sensitive skin, organic fabric and newborns. Foreign presence is led by Carter's

READ WITH CARE

SIRRI (#10) takes 24 of its 25 mentions from the boys' wedding-suit question. It also carries the study's one unresolved origin conflict: SIRRI validated as foreign while "Sirri Giyim" validated as Turkish, and the merged entity carries Foreign (Chapter 11).

4.4 What crosses segments, and what does not

Eighty distinct entities qualify in at least one segment. **Only 8 qualify in all three; 63 qualify in exactly one.**

TABLE 6 – ENTITIES QUALIFYING IN ALL THREE SEGMENTS

segment rank shown per cut

Entity	Origin	Type	Women	Men	Kids	Gen.
Trendyol	TR	Marketplace	#2	#6	#4	85.8
LC Waikiki	TR	Brand	#7	#8	#1	85.7
Koton	TR	Brand	#1	#5	#6	82.9
DeFacto	TR	Brand	#6	#7	#5	80.6
Mavi	TR	Brand	#4	#3	#16	79.0
Hepsiburada	TR	Marketplace	#12	#12	#9	63.7
Zara	Foreign	Brand	#24	#32	#26	50.3
H&M	Foreign	Brand	#30	#26	#23	47.8

The eight are the four general-purpose Turkish chains (LC Waikiki, Koton, DeFacto, Mavi), the two marketplaces (Trendyol, Hepsiburada), and the only two foreign brands broad enough to cross every segment (Zara, H&M) — both of which qualify near the bottom of each table. Nothing else spans the market. The practical reading is that **AI visibility in apparel is earned per audience**. Kiğılı is #1 in men's and absent from the women's and kids' boards entirely. Vakko is #3 in women's and #15 in men's. Little Gusto is #2 in kids' and nowhere else. A brand invisible in one segment is not necessarily invisible in the market; it is answering a different question.

05

SECTION 05

Differences Between Models

The five models do not even agree on who leads — Koton tops three of them, Mavi tops Claude and Trendyol tops Grok — and they differ by a factor of nearly three in how many brands they name per answer.

DIFFERENCES BETWEEN MODELS

No consensus leader

ONE-SENTENCE TAKEAWAY

The five models do not even agree on who leads — Koton tops three of them, Mavi tops Claude and Trendyol tops Grok — and they differ by a factor of nearly three in how many brands they name per answer.

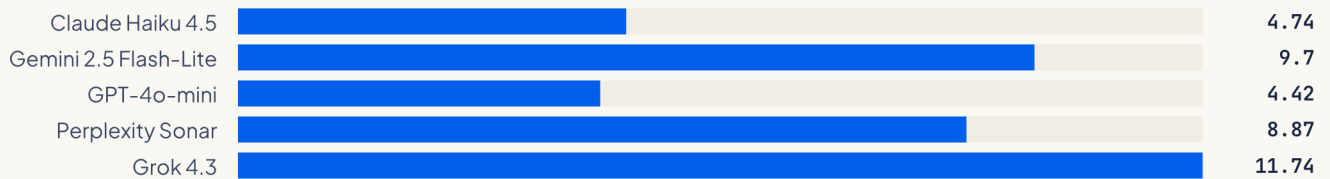
5.1 PER-MODEL BEHAVIOUR

TABLE 7 — WEB SEARCH & REPERTOIRE BY MODEL

300 responses each

Model	Resp.	Web	Distinct	Br./ans	Most-named brand
Claude Haiku 4.5	300	100%	275	4.74	Mavi (18.3%)
Gemini 2.5 Flash-Lite	300	88.3%	462	9.7	Koton (30.7%)
GPT-4o-mini	300	100%	254	4.42	Koton (15.3%)
Perplexity Sonar	300	100%	399	8.87	Koton (38.3%)
Grok 4.3	300	96.7%	382	11.74	Trendyol (85%)

AVERAGE BRANDS NAMED PER ANSWER, BY MODEL



Verbosity varies by nearly 3x. Grok 4.3 names 11.74 brands per answer, GPT-4o-mini 4.42 — an answer from one model is a shortlist, an answer from the other is a catalogue. Gemini has the widest vocabulary overall (462 distinct brands across its 300 answers), while GPT-4o-mini uses the narrowest (254). A brand's chance of being named at all depends heavily on which assistant the shopper happens to use.

5.2 EACH MODEL'S MOST-NAMED BRANDS

GPT-4o-MINI

top 5 of 300 answers

#	Brand	Mentions	Rate
1	Koton	46	15.3%
2	LC Waikiki	40	13.3%
3	Mavi	33	11%
4	Kiğılı	32	10.7%
5	Trendyol	27	9%

GEMINI 2.5 FLASH-LITE

top 5 of 300 answers

#	Brand	Mentions	Rate
1	Koton	92	30.7%
2	LC Waikiki	90	30%

(cont.)

#	Brand	Mentions	Rate
3	DeFacto	86	28.7%
4	Trendyol	82	27.3%
5	Mavi	79	26.3%

CLAUDE HAIKU 4.5

top 5 of 300 answers

#	Brand	Mentions	Rate
1	Mavi	55	18.3%
2	Koton	49	16.3%
3	LC Waikiki	33	11%
4	Kiğılı	32	10.7%
5	Trendyol	26	8.7%

PERPLEXITY SONAR

top 5 of 300 answers

#	Brand	Mentions	Rate
1	Koton	115	38.3%
2	LC Waikiki	95	31.7%
3	Mavi	91	30.3%
4	DeFacto	91	30.3%
5	Trendyol	76	25.3%

GROK 4.3

top 5 of 300 answers

#	Brand	Mentions	Rate
1	Trendyol	255	85%
2	Hepsiburada	179	59.7%
3	LC Waikiki	176	58.7%
4	DeFacto	165	55%
5	Mavi	126	42%

5.3 THE STORY OF THE DIVERGENCE

Unlike previous Herm.io editions, where one entity topped every model, **there is no consensus leader here**. Koton is the most-named brand for Perplexity (38.3%), Gemini (30.7%) and GPT-4o-mini (15.3%). Claude Haiku puts Mavi first (18.3%). Grok puts Trendyol first and names it in **85% of its answers** — while Claude Haiku names Trendyol in only 8.7%.

That single contrast is the most important model finding in the report. A brand's measured visibility depends heavily on which assistant the shopper happens to use, and the marketplace-versus-brand balance of an answer is close to a house style: Grok reaches for Trendyol and Hepsiburada reflexively, while Claude and GPT-4o-mini prefer to name the label directly. Read every mention-based figure with that in mind.

06

SECTION 06

Search vs. Memory

Almost every answer in this run used web search, so there is no meaningful “memory-only” segment to compare against — which is itself a finding.

— SEARCH VS. MEMORY — WHY THIS EDITION OMITTS THE SPLIT

The web did almost all the work

ONE-SENTENCE TAKEAWAY

Almost every answer in this run used web search, so there is no meaningful “memory-only” segment to compare against, which is itself a finding.

Some earlier Herm.io editions split answers into web-grounded and memory-only segments that produced different leaders. That split does not exist in this run. **97.0% of the 1,500 answers** returned at least one citation or search result. Four of the five models grounded 96.7–100% of the time, and only Gemini fell below, at 88.3%.

A separate chapter would therefore compare roughly 1,455 grounded answers against about 45 ungrounded ones, which is not a meaningful contrast, so it is left out this edition. The takeaway is that for Turkish apparel questions these assistants reach for live web content almost every time. That makes a current, well-structured web presence especially closely tied to visibility here (see Chapter 9). We will keep measuring the grounding rate each edition; if a memory-only segment grows, the comparison will return.

07

SECTION 07

Question-Type Ownership

Who owns a segment depends on what is being asked:
discovery questions surface specialists, use-case questions
surface marketplaces, and attribute questions sit in between.

QUESTION-TYPE OWNERSHIP

Discovery names brands, use-case names shops

ONE-SENTENCE TAKEAWAY

Who owns a segment depends on what is being asked: **discovery** questions surface specialists, **use-case** questions surface marketplaces, and attribute questions sit in between.

Each segment's 20 questions are split across three behavioural types: **discovery** (open "which brands / recommend one"), **attribute** (a specific property: non-pilling, non-creasing, organic cotton, a fit that holds), and **use_case** (an occasion or need: a wedding, a first office job, nursery, a growth spurt). The tables give the five most visible brands within each type; rate is relative to that type's responses.

TABLE 8 – WOMEN'S APPAREL, BY QUESTION TYPE

top 5 per type

#	discovery	attribute	use_case
1	İpekyol (54.3%)	Trendyol (32.6%)	Trendyol (42%)
2	Koton (49.7%)	Koton (30.9%)	Koton (24%)
3	Mavi (49.1%)	Mavi (28%)	DeFacto (22%)
4	Vakko (46.3%)	DeFacto (22.3%)	LC Waikiki (20%)
5	DeFacto (41.7%)	LC Waikiki (20.6%)	adL (20%)

TABLE 9 – MEN'S APPAREL, BY QUESTION TYPE

top 5 per type

#	discovery	attribute	use_case
1	Hatemoğlu (60.6%)	Mavi (32.7%)	Trendyol (40.6%)
2	Kiğılı (46.3%)	Altınyıldız Classics (30%)	Kiğılı (38.3%)
3	Mavi (32%)	Koton (26.7%)	DeFacto (33.7%)
4	LC Waikiki (22.3%)	Kiğılı (26%)	Mavi (32%)
5	Altınyıldız Classics (18.9%)	Trendyol (25.3%)	Sarar (29.1%)

TABLE 10 – KIDS & BABY, BY QUESTION TYPE

top 5 per type

#	discovery	attribute	use_case
1	LC Waikiki (51.3%)	Little Gusto (37.7%)	Trendyol (50.3%)
2	Civil (39.3%)	Organickid (29.7%)	LC Waikiki (44%)
3	Panço (39.3%)	The Nest Kids (28.6%)	Hepsiburada (37.1%)
4	Carter's (33.3%)	Trendyol (27.4%)	DeFacto (32%)
5	The Nest Kids (33.3%)	Koton (24.6%)	Civil (26.3%)

Discovery questions surface specialists. Asked simply "which women's brands should I look at?", the assistants lead with İpekyol and Vakko, not the chains. In men's, discovery is owned by Hatemoğlu and Kiğılı; in kids', by LC Waikiki, Civil and Panço. Trendyol appears in none of the three discovery top fives.

Use-case questions surface marketplaces. The moment a question describes a situation — a wedding, a nursery, a first office job — Trendyol tops all three segments, with Hepsiburada joining it in kids'. When the assistant has to solve a problem rather than name a brand, it sends the shopper somewhere with everything in stock.

Attribute questions are the contested middle. Here the brands with a technical story hold on: Mavi and Altınyıldız in men's, Koton and Mavi in women's, and in kids' the organic specialists Little Gusto and Organickid lead outright, ahead of any chain or marketplace. If a brand has a fabric or fit claim the models can attach to a question, this is where it earns its visibility.



SECTION 08

Open Market: Turkish vs. Foreign

On origin-neutral questions, 70.2% of qualified-brand mentions go to Turkish brands and 29.8% to foreign, with foreign visibility concentrated in menswear rather than spread across the market.

— OPEN MARKET — TURKISH VS. FOREIGN

A domestic majority, contested at the edges

ONE-SENTENCE TAKEAWAY

On origin-neutral questions, 70.2% of qualified-brand mentions go to Turkish brands and 29.8% to foreign, with foreign visibility concentrated in menswear rather than spread across the market.

This chapter relies only on the 30 open questions with no origin restriction (750 responses) — the only fair basis for comparing Turkish and foreign brands. 35 entities qualified: 21 Turkish, 14 foreign.

ORIGIN SHARE OF MENTIONS — OPEN MARKET (%)



READ THIS METRIC CAREFULLY

Among the 35 brands that qualify in the open cut, Turkish names take 2,316 mentions to foreign brands' 985 — a 70.2 / 29.8 split. This is a more contested shelf than evening wear (82.4 / 17.6 last edition). Counting every brand that surfaced at least once, ranked or not, foreign presence is larger still (61.6 / 38.4, across 292 Turkish and 203 foreign distinct names) — the foreign long tail here is deep even where it is thin at the top.

TABLE 11 — OPEN MARKET (ANY ORIGIN)

30 origin-neutral questions · 750 responses · top 15 of 35 qualified

#	Brand	Origin	Type	Mention	MRR	AI Score
1	LC Waikiki	TR	Brand	38.0%	0.399	90.9
2	Koton	TR	Brand	38.8%	0.366	90.0
3	Trendyol	TR	Marketplace	37.2%	0.389	89.5
4	DeFacto	TR	Brand	32.5%	0.370	83.0
5	Mavi	TR	Brand	31.7%	0.318	79.2
6	Hepsiburada	TR	Marketplace	22.1%	0.274	65.6
7	Vakko	TR	Brand	8.3%	0.548	64.6
8	Marks & Spencer	Foreign	Brand	8.5%	0.508	62.7
9	Kiğılı	TR	Brand	7.5%	0.483	60.1
10	Zara	Foreign	Brand	18.8%	0.241	60.0
11	Levi's	Foreign	Brand	7.2%	0.451	58.1
12	H&M	Foreign	Brand	17.3%	0.211	56.7
13	Panço	TR	Brand	7.3%	0.389	54.8
14	Altınyıldız Classics	TR	Brand	7.9%	0.375	54.6
15	Nike	Foreign	Brand	11.9%	0.284	54.3
16	Hatemoğlu	TR	Brand	6.1%	0.402	54.1
17	İpekyol	TR	Brand	9.6%	0.297	52.4

(cont.)

#	Brand	Origin	Type	Mention	MRR	AI Score
18	Civil	TR	Brand	9.9%	0.281	51.8
19	Carter's	Foreign	Brand	8.3%	0.300	51.0
20	Adidas	Foreign	Brand	9.7%	0.256	50.3
21	Mudo	TR	Brand	7.1%	0.296	49.4
22	Calvin Klein	Foreign	Brand	6.0%	0.315	49.2
23	Decathlon	Foreign	Brand	6.3%	0.309	49.2
24	U.S. Polo Assn	Foreign	Brand	7.3%	0.271	48.4
25	Mango	Foreign	Brand	9.3%	0.224	48.0
26	Trendyolmilla	TR	Brand	6.3%	0.284	47.9
27	GAP	Foreign	Brand	8.7%	0.222	47.2
28	Uniqlo	Foreign	Brand	6.4%	0.268	47.1
29	Chicco	Foreign	Brand	5.6%	0.267	46.1
30	Colin's	TR	Brand	5.5%	0.236	44.3
31	Beymen	TR	Retailer	8.9%	0.161	44.2
32	Cigit	TR	Brand	5.2%	0.217	42.9
33	Network	TR	Brand	8.0%	0.135	41.7
34	Machka	TR	Brand	5.6%	0.186	41.7
35	Boyner	TR	Retailer	5.3%	0.144	34.0

The top seven are Turkish. LC Waikiki, Koton, Trendyol, DeFacto, Mavi, Hepsiburada and Vakko hold the head of the table, and the first foreign name is **Marks & Spencer at #8** — named in only 8.5% of open answers but named early (MRR 0.508), the classic profile of a brand the models treat as a specific recommendation rather than a default. Zara (#10) and H&M (#12) follow on the opposite profile: named often, named late.

The asymmetry is the story. Foreign brands take 14 of 39 qualified places in men's wear but only 5 of 34 in women's. Turkish women's-wear brands — Koton, İpekyol, Vakko, Machka, Mudo, Network — occupy the space Zara, Mango and H&M might otherwise hold, whereas in menswear the assistants readily reach for Nike, Uniqlo, Adidas, GAP, Levi's and Carhartt WIP alongside Kiğılı and Hatemoğlu. Whether that asymmetry narrows is exactly the kind of movement a quarterly baseline is built to track.



SECTION 09

The Discovery Ecosystem

AI's picture of this market rests first on brands' own websites (62.9% of cited sources), with marketplaces supplying the single most-cited domain and editorial content playing a minor role.

THE DISCOVERY ECOSYSTEM — WHERE AI LEARNS ABOUT BRANDS

Brand-owned first, marketplaces on top

ONE-SENTENCE TAKEAWAY

AI's picture of this market rests first on brands' own websites (62.9% of cited sources), with marketplaces supplying the single most-cited domain and editorial content playing a minor role.

When an assistant answers with web search, it draws on the content available to it at that moment. We collected the source addresses returned by the models, reduced them to domains, and ranked them by how many distinct answers cited each. Across the run the models cited **850 distinct domains**.

9.1 THE MOST-CITED DOMAINS

TABLE 12 — THE 15 MOST-CITED DOMAINS

of 850 distinct cited domains

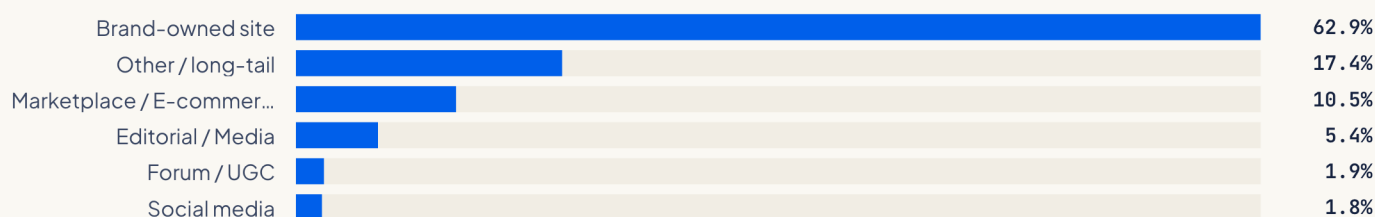
#	Domain	Citing	Share	Source type
1	trendyol.com	410	27.3%	Marketplace / E-commerce
2	ciceksepeti.com	197	13.1%	Marketplace / E-commerce
3	hepsiburada.com	196	13.1%	Marketplace / E-commerce
4	lcw.com	188	12.5%	Brand-owned site
5	koton.com	183	12.2%	Brand-owned site
6	defacto.com.tr	149	9.9%	Brand-owned site
7	hatemoglu.com	149	9.9%	Brand-owned site
8	thenestkids.com.tr	134	8.9%	Brand-owned site
9	kigili.com	133	8.9%	Brand-owned site
10	bifikir.com	126	8.4%	Editorial / Media
11	oggusto.com	119	7.9%	Editorial / Media
12	beymen.com	114	7.6%	Brand-owned site
13	littlegusto.com.tr	114	7.6%	Brand-owned site
14	arzukaprol.com	90	6%	Brand-owned site
15	gap.com.tr	82	5.5%	Brand-owned site

The most-cited domain is the marketplace **trendyol.com** (cited by 27.3% of responses), followed by two more marketplaces (ciceksepeti.com, hepsiburada.com) and then a long run of brand-owned sites: lcw.com, koton.com, defacto.com.tr, hatemoglu.com, thenestkids.com.tr, kigili.com. Two editorial domains break in (bifikir.com, oggusto.com), but they are the exception. There is a direct line between this table and the leaderboards: the brand sites cited most often are, with almost no exceptions, the brands that top the cuts they compete in.

9.2 SOURCE-TYPE MIX

Source type	Domains	Citations	Share
Brand-owned site	385	5,886	62.9%
Other / long-tail	381	1,631	17.4%
Marketplace / E-commerce	16	978	10.5%
Editorial / Media	44	507	5.4%
Forum / UGC	8	182	1.9%
Social media	16	172	1.8%

CITATION SHARE BY SOURCE TYPE (%)



9.3 The brand-owned finding

The mix is dominated by official sites: **62.9% of citations point to brands' own domains**, from 385 distinct brand sites, with marketplaces adding another 10.5%. Editorial and media (5.4%), forums (1.9%) and social (1.8%) are marginal, and 17.4% sits in a long tail of 381 miscellaneous domains. Read as a description rather than advice: in this market, a current, machine-readable brand site — one the models can actually read a product range off — appears far more closely associated with AI visibility than press coverage or reviews.

10

SECTION 10

What the Patterns Suggest

Visibility here is earned per audience and per question type, on the back of a readable own-site presence and coverage across all five models.

WHAT THE PATTERNS SUGGEST

Five structural patterns

This chapter is a neutral reading of the data. It describes patterns associated with visibility; it is not advice, a service, or a recommendation, and visibility remains separate from quality.

- 1 There is no “Turkish apparel” shelf — there are three.** Only 8 of 80 qualifying entities appear in all three segments, and 63 in exactly one. A brand’s rank in the general cut mostly reflects how many audiences it serves, not how strongly it serves any of them. Kiğılı is #1 in men’s and #6 overall; that is not a demotion, it is what a specialist looks like when you average it across shoppers it does not dress.
- 2 Mention and position are different signals.** Some brands are named often but late (Trendyol, Hepsiburada, Network); others rarely but first (Supreme 0.72, Marks & Spencer 0.67, Cemi Kids 0.66, adL 0.58). A brand can clear the bar on position and breadth alone. The strongest position scores belong to brands the models treat as *the* answer to a narrow question — a real form of visibility, but a narrow one.
- 3 Question type reorders the market more than segment does.** The same segment produces different winners depending on whether the shopper is browsing (discovery → specialists), solving a problem (use-case → marketplaces) or checking a property (attribute → brands with a fabric story). A brand that wants to be found should know which of the three it is currently winning.
- 4 Breadth is a baseline condition at the top, and thins below it.** 27 of the 28 general-cut brands are named by all five models, but in the local cut only 19 of 28 are. Being seen by every assistant is table stakes for the leaders and a real differentiator further down: three- or four-model brands (Farren, Mehry Mu, Piece of White, Lufian) sit low largely for this reason.
- 5 The web presence is the product description.** With 97.0% of answers grounded and 62.9% of citations pointing at brand-owned domains, the assistants are, in effect, reading brands’ own sites aloud. The brands with the most-cited sites are the brands that lead the tables.

How a brand can locate itself in the data

Using the dataset (available on request), a brand can read four things in order: whether it appears in all five models; how often it is mentioned in *its own segment* rather than the general cut; how early it is named when it is named; and which question type it is weakest in. These readings show where a visibility gap sits, without saying anything about whether its product is good.



SECTION 11

Limitations and Notes

This is a single, point-in-time snapshot of one Turkish vertical;
read the figures within the limitations below.

— LIMITATIONS AND NOTES

How to read the figures

ONE-SENTENCE TAKEAWAY

This is a single, point-in-time snapshot of one Turkish vertical; read the figures within the limitations below.

- **The 5% floor equals exactly one question.** A segment has 500 responses, so one question (25 responses) is precisely the qualification threshold. Three brands sit here — Zülays (tesettür), SIRRI (boys' wedding suit) and Supreme (streetwear). They are real brands dominating a niche, not artifacts, but their ranks rest on one question and are not broad market visibility.
- **Mixed collection window.** 1,100 responses were collected on 10–11 July 2026 and 400 on 14 July 2026 (the re-run of the 16 revised questions). Model versions and web indexes may have shifted slightly between the two dates.
- **Model verbosity inflates mention counts.** Grok names 11.74 brands per answer against GPT-4o-mini's 4.42. The breadth component partly offsets this, but a brand favoured by a verbose model retains a structural advantage.
- **19 new brands are unvalidated.** The re-run surfaced small labels (Gençwear, LOUX, Wherever, Jihangir, Zeyder, MegaButik and others) whose origin is marked Unknown. All sit far below the qualification floor, so no ranking is affected, but they are counted in the 730 tracked brands.
- **One unresolved origin conflict.** SIRRI validated as Foreign and "Sirri Giyim" as Turkish; the merged entity carries Foreign, which affects the foreign count in the kids' segment by one.
- **Small score gaps are not meaningful.** This is a flat market — Trendyol leads LC Waikiki by 0.1 points — and differences of a point or two in the packed middle of any leaderboard should not be over-interpreted.
- **Single, point-in-time measurement.** A snapshot, not a trend. This is the first (baseline) edition; quarterly editions will enable trend analysis.
- **Visibility is not quality.** This report measures only mention and position. It does not assess whether a brand was described positively, whether a recommendation was accurate, or whether a product is good. A score is not an endorsement.
- **Models are probabilistic.** The same question can produce different answers; five repeats reduce but do not eliminate this.
- **Web search depends on momentary conditions** — the content indexed and served at measurement time. "Web search vs. own knowledge" is a proxy based on whether a citation accompanied the answer.
- **Precision over recall.** Brand matching was cautious to avoid false positives (see §2.3–2.4), so brands mentioned indirectly may be undercounted. There is no sentiment layer; the study is strictly quantitative.
- **Source-type mix is heuristic.** Domain types were auto-classified; treat the mix as indicative. Source coverage also varies by model.
- **Marketplaces and retailers are included as entities** per study scope (Trendyol, Hepsiburada, Beymen, Boyner); they compete differently from direct brands, so §3.2 gives a brand-only view.

— FREQUENTLY ASKED QUESTIONS

Frequently asked questions

Which Turkish clothing brands does AI recommend most?

It depends on who is being dressed. Koton leads women's wear (88.5), Kiğılı leads men's (91.5) and LC Waikiki leads kids' and baby wear (92.7). Across all 60 questions the marketplace Trendyol edges the general cut at 85.8, with LC Waikiki a tenth of a point behind.

Do AI assistants recommend foreign brands for clothing in Turkey?

In menswear, yes. On the origin-neutral questions, mentions split 70.2% Turkish to 29.8% foreign. Foreign brands take 14 of the 39 qualified places in men's wear but only 5 of 34 in women's. When a question explicitly asks for Turkish (yerli) brands, all 28 qualified brands are Turkish.

How is the AI Visibility Score calculated?

It combines three parts: how often a brand is mentioned (45%), how early it appears in the answer (30%), and how many of the five models mention it (25%). Each part is scaled so the leading brand in each cut reaches 100. Only brands named in at least 5% of a cut's responses are ranked.

Do the five AI assistants agree with each other?

No, and this is one of the report's clearer findings. Koton is the most-named brand for Perplexity, Gemini and GPT-4o-mini; Claude Haiku names Mavi first; Grok names Trendyol in 85% of its answers while Claude names it in under 9%. Grok also lists 11.74 brands per answer against GPT-4o-mini's 4.42.

Where do AI assistants get their information about clothing brands?

Almost every answer (97.0%) used a live web search across 850 distinct domains. About 62.9% of cited sources are brands' own websites; the single most-cited domain is the marketplace trendyol.com, cited by 27.3% of responses.

Does a high score mean a brand is better than the others?

No. The score measures only how often and how prominently a brand is named across the five assistants. It does not assess quality, fit, price, accuracy or sentiment, so a score is a measure of visibility, not an endorsement.

12

SECTION 12

Appendix & Data

The study's 60 questions, every tracked brand, data availability, and about Herm.io.

APPENDIX & DATA

12.1 All 60 questions

All 60 questions used in the study, with their segment, behavioural type and origin cut. Each segment has 20 questions, split 10 Local (ask for yerli brands) and 10 Open (origin-neutral). “Revised” marks the 16 questions reworded to name their audience and re-run on 14 July 2026 (see §2.3).

#	Segment	Type	Cut	Question (Turkish)	Rev.
1	Women	discovery	Open	Kadın giyim markaları nelerdir?	—
2	Women	discovery	Open	kadın giyimde şu sıralar hangi markalar iyi?	—
3	Women	discovery	Open	orta fiyatlı kadın giyim markası önerisi	—
4	Women	discovery	Open	yeni sezon için hangi kadın giyim markalarına bakayım?	—
5	Women	discovery	Local	iyi bir yerli kadın giyim markası var mı	—
6	Women	discovery	Local	çok bilinmeyen Türk kadın moda markaları	—
7	Women	discovery	Local	yerli kadın giyimde nerelere bakayım?	—
8	Women	attribute	Open	uygun fiyatlı ama iki yıkamada bozulmayan kadın tişörtü	—
9	Women	attribute	Open	kalıpları tutarlı kadın jean markaları	—
10	Women	attribute	Open	sıcakta terletmeyen kadın keten gömleği hangi markada bulurum	Yes
11	Women	attribute	Local	kumaşı güzel yerli elbise markası önerir misin	—
12	Women	attribute	Local	kadınlar için Türk malı, iç göstermeyen beyaz gömleği hangi markada bulabilirim?	Yes
13	Women	attribute	Local	kadınlar için tüylenmeyen kazak yapan yerli marka var mı?	Yes
14	Women	attribute	Local	yerli markalardan büyük beden kadın giyimde kalıbı düzgün olan hangisi?	Yes
15	Women	use_case	Open	ofise giyilecek rahat şık kadın parçaları için nerelere bakayım	Yes
16	Women	use_case	Open	mezuniyet için çok abartılı olmayan elbise hangi markada bulunur?	—
17	Women	use_case	Open	genç işi günlük tesettür giyim nereden alınır?	—
18	Women	use_case	Local	düğün için abartsız şık elbise yapan Türk markası	—
19	Women	use_case	Local	anneme hediye alacağım, kaliteli yerli bir kadın giyim markası önerir misin?	—
20	Women	use_case	Local	kısa boylu kadınlara uygun pantolon yapan yerli marka var mı?	Yes
21	Men	discovery	Open	En iyi erkek giyim markası hangisi?	—
22	Men	discovery	Open	erkek giyimde fiyat performans neresi	—
23	Men	discovery	Open	şu ara popüler erkek streetwear markaları neler?	—
24	Men	discovery	Local	çok bilinmeyen kaliteli yerli erkek giyim markası var mı	—
25	Men	discovery	Local	yerli erkek giyimde nerelere bakayım?	—
26	Men	discovery	Local	iyi bir Türk erkek klasik giyim markası önerir misin?	Yes

(cont.)

#	Segment	Type	Cut	Question (Turkish)	Rev.
27	Men	discovery	Local	yerli old money tarzı erkek giyim yapan marka var mı?	Yes
28	Men	attribute	Open	çekmeyen düz erkek tişörtü markası	Yes
29	Men	attribute	Open	yazın terletmeyen erkek tişörtü hangi marka iyi?	—
30	Men	attribute	Open	kalıbı düzgün erkek için keten gömleği nereden alınır?	Yes
31	Men	attribute	Local	Türk malı kaliteli erkek kot pantolonu önerisi	Yes
32	Men	attribute	Local	logosu bağırmayan yerli erkek sweatshirt markası	Yes
33	Men	attribute	Local	yerli markalarda erkekler için tüylenmeyen polo yaka tişört var mı?	Yes
34	Men	use_case	Open	ilk işe başlayacağım, erkekler için uygun bütçeli ofis kıyafetlerini nereden alayım	Yes
35	Men	use_case	Open	göbekli erkekler için iyi kalıp pantolon hangi markada var?	—
36	Men	use_case	Open	1.70 boy erkek için paçası çok uzun olmayan pantolon markası	—
37	Men	use_case	Open	kışın sıcak tutan ama kaba durmayan erkek montu nereden alınır?	—
38	Men	use_case	Local	düğün için yerli takım elbise markası önerir misin	—
39	Men	use_case	Local	uzun boylu erkekler için paçası kısa kalmayan yerli pantolon markası	—
40	Men	use_case	Local	babaya hediye için kaliteli bir Türk gömlek markası	—
41	Kids & Baby	discovery	Open	Çocuk giyim markaları nelerdir?	—
42	Kids & Baby	discovery	Open	bebek kıyafetinde hangi markalar güvenilir?	—
43	Kids & Baby	discovery	Open	genç giyimde şu an hangi markalar popüler?	—
44	Kids & Baby	discovery	Local	iyi bir yerli çocuk giyim markası var mı	—
45	Kids & Baby	discovery	Local	çok bilinmeyen Türk bebek giyim markaları	—
46	Kids & Baby	discovery	Local	gençler için yerli unisex streetwear önerisi	Yes
47	Kids & Baby	attribute	Open	sık yıkamada bozulmayan çocuk eşofman takımı hangi marka iyi?	—
48	Kids & Baby	attribute	Open	organik pamuklu bebek kıyafeti markası	—
49	Kids & Baby	attribute	Open	çocuk montunda sıcak tutan ama ağır olmayan marka önerisi	—
50	Kids & Baby	attribute	Open	baskısı çatlamayan çocuk için oversize tişörtü nereden alınır?	Yes
51	Kids & Baby	attribute	Local	organik pamuklu Türk çocuk giyim markası	—

(cont.)

#	Segment	Type	Cut	Question (Turkish)	Rev.
52	Kids & Baby	attribute	Local	yerli markalardan hassas ciltli çocuk için pamuklu kıyafet	—
53	Kids & Baby	attribute	Local	Türk malı çocuk pijaması, terletmeyen hangi marka var?	—
54	Kids & Baby	use_case	Open	kreşe başlayacak çocuk için dayanıklı günlük kıyafet markası	—
55	Kids & Baby	use_case	Open	okul gösterisi için kız çocuk elbisesi nereden alınır?	—
56	Kids & Baby	use_case	Open	anne baba çocuk aynı tarz giyebileceğimiz bir marka var mı?	—
57	Kids & Baby	use_case	Local	bayramlık çocuk kıyafeti yapan yerli marka önerisi	—
58	Kids & Baby	use_case	Local	erkek çocuk düğün takımı için Türk markası var mı?	—
59	Kids & Baby	use_case	Local	ergenler için uygun fiyatlı yerli oversize giyim önerisi	—
60	Kids & Baby	use_case	Local	yeni doğan alışverişinde yerli ve güvenilir hangi markalara bakılır?	—

12.2 All 730 tracked brands

Every entity tracked in the study, general cut (1,500 responses). Rate is within the general cut. Brands at or above 5% are marked **Ranked** (a score is only defined for ranked brands, since components are scaled to the qualified leader); the rest are **Tracked**. Sorted by mention count.

Brand	Origin	Mentions	Rate	Models	Status
Trendyol	TR	466	31.07%	5	Ranked
LC Waikiki	TR	434	28.93%	5	Ranked
Koton	TR	427	28.47%	5	Ranked
DeFacto	TR	387	25.80%	5	Ranked
Mavi	TR	384	25.60%	5	Ranked
Hepsiburada	TR	284	18.93%	5	Ranked
Kiğılı	TR	190	12.67%	5	Ranked
Vakko	TR	173	11.53%	5	Ranked
Hatemoğlu	TR	154	10.27%	5	Ranked
Zara	Foreign	146	9.73%	5	Ranked
İpekyol	TR	145	9.67%	5	Ranked
Altınyıldız Classics	TR	141	9.40%	5	Ranked
H&M	Foreign	135	9.00%	5	Ranked
The Nest Kids	TR	120	8.00%	5	Ranked
Civil	TR	115	7.67%	5	Ranked
Sarar	TR	114	7.60%	5	Ranked
Little Gusto	TR	113	7.53%	5	Ranked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Beymen	TR	108	7.20%	5	Ranked
Panço	TR	97	6.47%	5	Ranked
Network	TR	95	6.33%	5	Ranked
Nike	Foreign	92	6.13%	5	Ranked
Colin's	TR	92	6.13%	5	Ranked
Boyner	TR	90	6.00%	5	Ranked
Machka	TR	81	5.40%	5	Ranked
Cigit	TR	80	5.33%	5	Ranked
Kitikate	TR	79	5.27%	4	Ranked
D'S Damat	TR	78	5.20%	5	Ranked
GAP	Foreign	78	5.20%	5	Ranked
Adidas	Foreign	74	4.93%	5	Tracked
Mango	Foreign	72	4.80%	5	Tracked
Marks & Spencer	Foreign	67	4.47%	5	Tracked
Mudo	TR	66	4.40%	5	Tracked
Carter's	Foreign	65	4.33%	5	Tracked
Manuka	TR	64	4.27%	5	Tracked
Levi's	Foreign	61	4.07%	5	Tracked
Trendyolmilla	TR	60	4.00%	5	Tracked
U.S. Polo Assn	Foreign	58	3.87%	5	Tracked
Zincir Wear	TR	56	3.73%	5	Tracked
Organickid	TR	55	3.67%	5	Tracked
Avva	TR	54	3.60%	5	Tracked
LTB	TR	53	3.53%	3	Tracked
Beymen Club	TR	53	3.53%	5	Tracked
Roman	TR	52	3.47%	5	Tracked
TinyLamb	TR	49	3.27%	5	Tracked
KAFT	TR	48	3.20%	5	Tracked
Decathlon	Foreign	48	3.20%	5	Tracked
Uniqlo	Foreign	48	3.20%	5	Tracked
Calvin Klein	Foreign	47	3.13%	5	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Pierre Cardin	Foreign	47	3.13%	4	Tracked
Tüzün	TR	47	3.13%	5	Tracked
Breeze	TR	47	3.13%	5	Tracked
Chicco	Foreign	45	3.00%	5	Tracked
Lufian	TR	44	2.93%	3	Tracked
Ramsey	TR	43	2.87%	5	Tracked
Piece of White	TR	43	2.87%	3	Tracked
one square meter	TR	43	2.87%	3	Tracked
adL	TR	41	2.73%	5	Tracked
Süvari	TR	40	2.67%	5	Tracked
Ekol	TR	40	2.67%	5	Tracked
Oxxo	TR	39	2.60%	5	Tracked
Biorganic	TR	39	2.60%	5	Tracked
Tudors	TR	38	2.53%	5	Tracked
Lee Cooper	Foreign	38	2.53%	5	Tracked
GANT	Foreign	37	2.47%	4	Tracked
Columbia	Foreign	36	2.40%	3	Tracked
Jack & Jones	Foreign	36	2.40%	3	Tracked
Tommy Hilfiger	Foreign	35	2.33%	5	Tracked
İdilbaby & Mamino	TR	35	2.33%	5	Tracked
Havan	TR	34	2.27%	4	Tracked
Perendi	TR	33	2.20%	3	Tracked
Supreme	Foreign	32	2.13%	5	Tracked
Fear of God	Foreign	31	2.07%	5	Tracked
Les Benjamins	TR	31	2.07%	3	Tracked
Penti	TR	31	2.07%	5	Tracked
Mehry Mu	TR	31	2.07%	3	Tracked
Pull&Bear	Foreign	31	2.07%	3	Tracked
Farren	TR	30	2.00%	3	Tracked
The North Face	Foreign	30	2.00%	5	Tracked
Under Armour	Foreign	30	2.00%	5	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
İmza	TR	30	2.00%	5	Tracked
B&G Store	TR	30	2.00%	3	Tracked
Cemi Kids	TR	29	1.93%	3	Tracked
Stüssy	TR	28	1.87%	5	Tracked
Wrangler	Foreign	28	1.87%	5	Tracked
Twist	TR	28	1.87%	4	Tracked
Stradivarius	Foreign	28	1.87%	5	Tracked
Aker	TR	27	1.80%	4	Tracked
Hummel	Foreign	27	1.80%	5	Tracked
Kith	Foreign	27	1.80%	5	Tracked
Puma	Foreign	27	1.80%	4	Tracked
Quechua	Foreign	27	1.80%	3	Tracked
Zülays	TR	26	1.73%	5	Tracked
Little Yucca	TR	26	1.73%	3	Tracked
Beyyoğlu	TR	26	1.73%	4	Tracked
Goose	TR	26	1.73%	4	Tracked
Palace	Foreign	26	1.73%	5	Tracked
FOX ANGER	TR	25	1.67%	3	Tracked
SIRRI	Foreign	25	1.67%	5	Tracked
Carhartt WIP	Foreign	25	1.67%	5	Tracked
Mini Born	TR	25	1.67%	5	Tracked
Hemington	TR	24	1.60%	4	Tracked
Teveddud	TR	24	1.60%	3	Tracked
VOID TR	TR	24	1.60%	4	Tracked
Melike Tatar	TR	24	1.60%	5	Tracked
Massimo Dutti	Foreign	24	1.60%	3	Tracked
Reflect Studio	TR	24	1.60%	2	Tracked
Giyi	TR	24	1.60%	3	Tracked
Domoda	TR	23	1.53%	3	Tracked
KidZee	TR	23	1.53%	5	Tracked
Mehtap Elaidi	TR	23	1.53%	5	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Nautica	Foreign	23	1.53%	5	Tracked
Bisse	TR	23	1.53%	3	Tracked
Grimelange	TR	23	1.53%	5	Tracked
Prime Old Money	TR	22	1.47%	5	Tracked
RMG Büyük Beden	TR	22	1.47%	5	Tracked
Shout	Foreign	22	1.47%	3	Tracked
Loft	TR	22	1.47%	3	Tracked
Armani	Foreign	22	1.47%	3	Tracked
Modanisa	TR	21	1.40%	5	Tracked
Anisa Diko	TR	21	1.40%	3	Tracked
Tofisa	TR	21	1.40%	5	Tracked
Carmen	TR	21	1.40%	5	Tracked
Kanz	Foreign	21	1.40%	5	Tracked
COS	Foreign	21	1.40%	3	Tracked
Jimmy Key	Foreign	21	1.40%	3	Tracked
Chanel	Foreign	21	1.40%	3	Tracked
Yargıcı	TR	21	1.40%	4	Tracked
Benetton	Foreign	21	1.40%	4	Tracked
Prada	Foreign	21	1.40%	3	Tracked
Machinist	TR	20	1.33%	5	Tracked
Bebegen	TR	20	1.33%	5	Tracked
Pazarium	TR	20	1.33%	4	Tracked
BlumiKids	TR	20	1.33%	5	Tracked
Faik Sönmez	TR	20	1.33%	5	Tracked
Gusto	TR	20	1.33%	5	Tracked
Deno Kids	TR	20	1.33%	5	Tracked
Kostümce	TR	19	1.27%	5	Tracked
UNIQVIBE	TR	19	1.27%	3	Tracked
Helly Hansen	Foreign	19	1.27%	5	Tracked
Buldans	TR	19	1.27%	3	Tracked
Elbista	Unknown	19	1.27%	3	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Lolly Babies	TR	19	1.27%	5	Tracked
Sefamerve	TR	19	1.27%	5	Tracked
Sporthink	TR	19	1.27%	4	Tracked
Lee	Foreign	19	1.27%	5	Tracked
Veksora	TR	19	1.27%	3	Tracked
Carter's/OshKosh B'gosh	Foreign	19	1.27%	5	Tracked
Organicera	TR	19	1.27%	4	Tracked
BAPE (A Bathing Ape)	Foreign	19	1.27%	5	Tracked
Louis Vuitton	Foreign	19	1.27%	3	Tracked
Bershka	Foreign	19	1.27%	3	Tracked
Hypetr	TR	18	1.20%	3	Tracked
PeraModa	TR	18	1.20%	5	Tracked
ISAORA	Foreign	18	1.20%	3	Tracked
Nalan Alageyik	TR	18	1.20%	3	Tracked
Le Mabelle	TR	18	1.20%	3	Tracked
Catch	TR	18	1.20%	3	Tracked
Armine	TR	18	1.20%	5	Tracked
Little Star	TR	18	1.20%	5	Tracked
Hanezza	TR	17	1.13%	4	Tracked
Fatma Atasoy	TR	17	1.13%	5	Tracked
Mistik Bebe	TR	17	1.13%	4	Tracked
Atelier Old Money	TR	17	1.13%	5	Tracked
Off-White	Foreign	17	1.13%	5	Tracked
Lacrima	TR	16	1.07%	4	Tracked
Nergal	Foreign	16	1.07%	3	Tracked
Vena	TR	16	1.07%	3	Tracked
Tubibebe	TR	16	1.07%	3	Tracked
Baby Turco	TR	16	1.07%	3	Tracked
Gizia	TR	16	1.07%	3	Tracked
Guess	Foreign	16	1.07%	3	Tracked
Elku Moda	TR	15	1.00%	3	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Zeyder	Unknown	15	1.00%	3	Tracked
Tight Lady	TR	15	1.00%	3	Tracked
Gliki	TR	15	1.00%	3	Tracked
WEMSEY	TR	15	1.00%	3	Tracked
SELMACILEK	TR	15	1.00%	4	Tracked
Eskil	TR	15	1.00%	3	Tracked
Dadan Bebe	TR	15	1.00%	3	Tracked
Maiyko	TR	15	1.00%	3	Tracked
Giorgio Armani	Foreign	15	1.00%	3	Tracked
LOUX	Unknown	15	1.00%	3	Tracked
Gençwear	Unknown	15	1.00%	3	Tracked
Mothercare	Foreign	15	1.00%	5	Tracked
MegaButik	Unknown	14	0.93%	3	Tracked
BabyNest	TR	14	0.93%	4	Tracked
Freedom of Space	TR	14	0.93%	3	Tracked
YSF	TR	14	0.93%	3	Tracked
Epenye	TR	14	0.93%	3	Tracked
KENZEL	TR	14	0.93%	5	Tracked
Corteiz	Foreign	14	0.93%	4	Tracked
Slazenger	Foreign	14	0.93%	4	Tracked
Jacadi	Foreign	14	0.93%	3	Tracked
Loco Loco Kids	TR	14	0.93%	3	Tracked
Wheraver	Unknown	14	0.93%	3	Tracked
Ralph Lauren	Foreign	14	0.93%	3	Tracked
Dilvin	TR	14	0.93%	3	Tracked
ebebek	TR	14	0.93%	3	Tracked
Gucci	Foreign	14	0.93%	2	Tracked
Diablo34	Unknown	14	0.93%	3	Tracked
Nammu	TR	14	0.93%	1	Tracked
Aşkın Kaya	TR	13	0.87%	3	Tracked
Sandro	Foreign	13	0.87%	4	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Jihangir	Unknown	13	0.87%	3	Tracked
Old Money Türkiye	TR	13	0.87%	3	Tracked
Saint Laurent	Foreign	13	0.87%	3	Tracked
Can Baby	TR	13	0.87%	3	Tracked
PodyumPlus	TR	13	0.87%	4	Tracked
Morhipo	TR	13	0.87%	3	Tracked
Cuckoo Cotton	TR	13	0.87%	3	Tracked
Minicity	TR	13	0.87%	2	Tracked
Siren Ertan	TR	13	0.87%	2	Tracked
Podyem	TR	12	0.80%	3	Tracked
MuMenim	TR	12	0.80%	3	Tracked
Babylcon	TR	12	0.80%	3	Tracked
Patagonia	Foreign	12	0.80%	2	Tracked
Dior	Foreign	12	0.80%	2	Tracked
Damat & Tween	TR	12	0.80%	3	Tracked
Evermade	TR	12	0.80%	3	Tracked
Lacoste	Foreign	12	0.80%	3	Tracked
Everlane	Foreign	12	0.80%	2	Tracked
Stone Island	Foreign	12	0.80%	4	Tracked
ALLSOME	TR	12	0.80%	2	Tracked
Tuğba	TR	12	0.80%	1	Tracked
Yeşim Gelinlik	TR	11	0.73%	3	Tracked
Kapitex	TR	11	0.73%	3	Tracked
Eyce Butik	TR	11	0.73%	3	Tracked
Ölçer Bebe	TR	11	0.73%	3	Tracked
Dockers	Foreign	11	0.73%	5	Tracked
YSF Giyim	TR	11	0.73%	5	Tracked
Amazon.com.tr	Foreign	11	0.73%	1	Tracked
Machinist Clothing	TR	11	0.73%	4	Tracked
Büyük Moda	TR	11	0.73%	3	Tracked
Gül Hürrael	TR	11	0.73%	3	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Gianni Soprano	Unknown	11	0.73%	2	Tracked
Nuss Triko	TR	11	0.73%	3	Tracked
Antioch Men	TR	11	0.73%	3	Tracked
Esas Tekstil	TR	11	0.73%	5	Tracked
Hermès	Foreign	11	0.73%	2	Tracked
Bassigue	TR	11	0.73%	2	Tracked
Hugo Boss	Foreign	11	0.73%	3	Tracked
Mayoral	Foreign	11	0.73%	3	Tracked
Faraway	TR	11	0.73%	1	Tracked
Cool & Sexy	Unknown	10	0.67%	3	Tracked
Mısırlı	Unknown	10	0.67%	4	Tracked
Ucuz Kostüm	TR	10	0.67%	3	Tracked
Eyce	TR	10	0.67%	2	Tracked
Ceocuk	TR	10	0.67%	5	Tracked
DeepSEA	TR	10	0.67%	4	Tracked
Abluka	TR	10	0.67%	2	Tracked
Molfix	Foreign	10	0.67%	3	Tracked
Naynes	TR	10	0.67%	3	Tracked
Savorzy	TR	10	0.67%	3	Tracked
Timberland	Foreign	10	0.67%	2	Tracked
BabyGap	Foreign	10	0.67%	4	Tracked
Only	Foreign	10	0.67%	3	Tracked
Tchibo	Foreign	10	0.67%	3	Tracked
Babytoly	TR	10	0.67%	4	Tracked
Versace	Foreign	10	0.67%	3	Tracked
Tbasic	TR	9	0.60%	3	Tracked
Neva Style	TR	9	0.60%	3	Tracked
HaydiGiy	TR	9	0.60%	2	Tracked
Evy Baby	TR	9	0.60%	3	Tracked
Aimé Leon Dore (ALD)	Foreign	9	0.60%	4	Tracked
Alldav	TR	9	0.60%	3	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Efor	TR	9	0.60%	2	Tracked
Cansın Mini	TR	9	0.60%	2	Tracked
Addax	Foreign	9	0.60%	3	Tracked
Kapbula Organik	TR	9	0.60%	4	Tracked
Tot's And More	Foreign	9	0.60%	3	Tracked
Doraydan	TR	9	0.60%	3	Tracked
Muji	Foreign	9	0.60%	3	Tracked
Uki	TR	9	0.60%	2	Tracked
Soobe	TR	9	0.60%	3	Tracked
Copurs	TR	9	0.60%	2	Tracked
Frea	TR	9	0.60%	1	Tracked
Muun	TR	9	0.60%	1	Tracked
Paulmark	TR	8	0.53%	2	Tracked
Sementa	TR	8	0.53%	5	Tracked
Arzu Kaprol	TR	8	0.53%	4	Tracked
E-Balarısı	TR	8	0.53%	2	Tracked
TuvidXXL	TR	8	0.53%	2	Tracked
NGN Boutique	TR	8	0.53%	2	Tracked
Senanur	TR	8	0.53%	3	Tracked
Fullamoda	TR	8	0.53%	2	Tracked
C&A	Foreign	8	0.53%	2	Tracked
Ninna Kids	TR	8	0.53%	2	Tracked
N11	TR	8	0.53%	3	Tracked
Zeynep Giyim	TR	8	0.53%	1	Tracked
Reformation	Foreign	8	0.53%	2	Tracked
Burberry	Foreign	8	0.53%	2	Tracked
Carhartt	Foreign	8	0.53%	4	Tracked
Anne Kız Store	TR	7	0.47%	3	Tracked
Simplecloth	TR	7	0.47%	3	Tracked
Everé Kids	TR	7	0.47%	2	Tracked
Dorav	TR	7	0.47%	3	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Modaselvim	TR	7	0.47%	4	Tracked
Nirvoda	TR	7	0.47%	4	Tracked
Large Moda	Unknown	7	0.47%	2	Tracked
Zepplin Giyim	TR	7	0.47%	2	Tracked
Sokakbutik	TR	7	0.47%	3	Tracked
Mizalle	Unknown	7	0.47%	4	Tracked
KİP	TR	7	0.47%	3	Tracked
Valentino	Foreign	7	0.47%	3	Tracked
Bebem Natural	TR	7	0.47%	2	Tracked
Etilus	Unknown	7	0.47%	3	Tracked
Tom Ford	Foreign	7	0.47%	3	Tracked
Bad Bear	TR	7	0.47%	2	Tracked
Joker	TR	7	0.47%	3	Tracked
Pacco Baby	TR	7	0.47%	3	Tracked
Nagihan Bilgin	TR	7	0.47%	2	Tracked
Arket	Foreign	7	0.47%	2	Tracked
The Slash	TR	7	0.47%	3	Tracked
Nature Baby	Foreign	7	0.47%	3	Tracked
Shein	Foreign	7	0.47%	2	Tracked
GAP Kids	Foreign	7	0.47%	3	Tracked
In The Mood For Love	TR	7	0.47%	2	Tracked
Anatolian Craft	TR	7	0.47%	1	Tracked
Tozlu	TR	6	0.40%	1	Tracked
Miniğimin Cicileri	TR	6	0.40%	3	Tracked
Germirli	TR	6	0.40%	4	Tracked
Morven	TR	6	0.40%	4	Tracked
Zegna	Foreign	6	0.40%	2	Tracked
Elelebaby	TR	6	0.40%	3	Tracked
Kostüm Sarayı	TR	6	0.40%	5	Tracked
Rengin	TR	6	0.40%	3	Tracked
Alfa Beta	TR	6	0.40%	3	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
House of Silk	TR	6	0.40%	2	Tracked
İpekçi Otantik	TR	6	0.40%	3	Tracked
Jack Wolfskin	Foreign	6	0.40%	3	Tracked
Balenciaga	Foreign	6	0.40%	2	Tracked
Ka Hijab	TR	6	0.40%	4	Tracked
Setre	TR	6	0.40%	2	Tracked
Patta	Foreign	6	0.40%	2	Tracked
Popolini	Foreign	6	0.40%	3	Tracked
Siedrés	Foreign	6	0.40%	1	Tracked
Madewell	Foreign	6	0.40%	2	Tracked
The Children's Place	Foreign	6	0.40%	1	Tracked
Alo Yoga	Foreign	6	0.40%	2	Tracked
Lumberjack	Foreign	6	0.40%	3	Tracked
Organico	Foreign	6	0.40%	3	Tracked
Fabrika	TR	6	0.40%	2	Tracked
Chakra	TR	6	0.40%	3	Tracked
Milarda	Foreign	6	0.40%	3	Tracked
Anthropologie	Foreign	6	0.40%	1	Tracked
Amiri	Foreign	6	0.40%	3	Tracked
Fendi	Foreign	6	0.40%	1	Tracked
Herita	TR	6	0.40%	1	Tracked
Arnetta	TR	5	0.33%	4	Tracked
Slatra	TR	5	0.33%	1	Tracked
Almira Bebek	TR	5	0.33%	2	Tracked
upstairs.com	TR	5	0.33%	2	Tracked
Abiyefon.com	TR	5	0.33%	1	Tracked
Los Banditos	TR	5	0.33%	2	Tracked
Denim Tears	Foreign	5	0.33%	1	Tracked
Knitology	TR	5	0.33%	2	Tracked
HC Men Classic	Unknown	5	0.33%	2	Tracked
Modavals	TR	5	0.33%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Trend Bebe Butik	TR	5	0.33%	3	Tracked
The Nest Kids ve Biorganic	TR	5	0.33%	1	Tracked
Reima	Foreign	5	0.33%	1	Tracked
North Sails	Foreign	5	0.33%	2	Tracked
Arda New Line	TR	5	0.33%	1	Tracked
Bella + Canvas	Foreign	5	0.33%	4	Tracked
Zezig	TR	5	0.33%	1	Tracked
Arslanlı	TR	5	0.33%	2	Tracked
Phoca	TR	5	0.33%	1	Tracked
tinytrends	Foreign	5	0.33%	1	Tracked
Nuss	Unknown	5	0.33%	2	Tracked
Vero Moda	Foreign	5	0.33%	2	Tracked
Cengiz Aktürk	TR	5	0.33%	2	Tracked
Merdia Kids	TR	5	0.33%	1	Tracked
Tiffany & Tomato	TR	5	0.33%	2	Tracked
Tony Bruno	TR	5	0.33%	3	Tracked
Bigdart	TR	5	0.33%	2	Tracked
Abercrombie & Fitch	Foreign	5	0.33%	2	Tracked
Loewe	Foreign	5	0.33%	3	Tracked
BabyBEK Collection	TR	5	0.33%	1	Tracked
Happiness İstanbul	TR	5	0.33%	2	Tracked
Desa	TR	5	0.33%	1	Tracked
UNDERCOVER	Foreign	5	0.33%	2	Tracked
Acne Studios	Foreign	5	0.33%	2	Tracked
Kayra	TR	5	0.33%	2	Tracked
Bonprix	Foreign	5	0.33%	1	Tracked
Nihan	TR	5	0.33%	2	Tracked
Sp5der	Foreign	5	0.33%	1	Tracked
Gigii's	TR	5	0.33%	1	Tracked
Ted Baker	Foreign	5	0.33%	1	Tracked
Kolav Givim	Unknown	4	0.27%	3	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Doctor Junior	TR	4	0.27%	2	Tracked
Hunter	Foreign	4	0.27%	3	Tracked
Roosac	TR	4	0.27%	2	Tracked
tiny	Unknown	4	0.27%	3	Tracked
NGN Butik	TR	4	0.27%	2	Tracked
The Moose Bay	TR	4	0.27%	1	Tracked
Myline Moda	Unknown	4	0.27%	2	Tracked
Love My Body	TR	4	0.27%	3	Tracked
Dufy	TR	4	0.27%	2	Tracked
JayJayJumpie	TR	4	0.27%	3	Tracked
Özge Özgenç	Unknown	4	0.27%	2	Tracked
ILMIO	TR	4	0.27%	1	Tracked
HVN	Foreign	4	0.27%	2	Tracked
Cacharel	Foreign	4	0.27%	3	Tracked
Turkuaz Baby	TR	4	0.27%	3	Tracked
Grisette	TR	4	0.27%	1	Tracked
BSL	TR	4	0.27%	2	Tracked
Baboo	TR	4	0.27%	3	Tracked
FLAW Wear	TR	4	0.27%	2	Tracked
Reebok	Foreign	4	0.27%	1	Tracked
Buck Mason	Foreign	4	0.27%	1	Tracked
Canned Clothing Studio	Unknown	4	0.27%	3	Tracked
Woolona	TR	4	0.27%	3	Tracked
Aksesuarix	TR	4	0.27%	2	Tracked
Xo Kids	TR	4	0.27%	1	Tracked
Skechers	Foreign	4	0.27%	2	Tracked
Femponiq	Foreign	4	0.27%	2	Tracked
Hobby Concept	Unknown	4	0.27%	1	Tracked
Andy Wawa	TR	4	0.27%	2	Tracked
XINT	TR	4	0.27%	2	Tracked
Flo	TR	4	0.27%	2	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Koalav	TR	4	0.27%	2	Tracked
Nur Karaata	TR	4	0.27%	1	Tracked
Markafoni	TR	4	0.27%	2	Tracked
Zühre	TR	4	0.27%	1	Tracked
New Balance	Foreign	4	0.27%	2	Tracked
PatPat	Foreign	4	0.27%	1	Tracked
Free People	Foreign	4	0.27%	1	Tracked
Citizens of Humanity	Foreign	4	0.27%	1	Tracked
NOMARC	TR	4	0.27%	2	Tracked
Buratti	TR	4	0.27%	2	Tracked
Lumoths	TR	4	0.27%	2	Tracked
ASOS	Foreign	4	0.27%	2	Tracked
Yeni Koza	TR	4	0.27%	1	Tracked
Awake NY	Foreign	4	0.27%	2	Tracked
Deniz Butik	TR	4	0.27%	1	Tracked
Hanna Andersson	Foreign	4	0.27%	1	Tracked
Nocturne	TR	4	0.27%	2	Tracked
Littlely	TR	4	0.27%	2	Tracked
Derimod	TR	4	0.27%	2	Tracked
Oysho	Foreign	4	0.27%	1	Tracked
Armani Kids	Foreign	4	0.27%	1	Tracked
Nihan Peker	TR	3	0.20%	1	Tracked
Miraggio	TR	3	0.20%	2	Tracked
House of Zarif	TR	3	0.20%	1	Tracked
OZMOZ	TR	3	0.20%	2	Tracked
KEY Kids Shop	TR	3	0.20%	2	Tracked
Barçın	TR	3	0.20%	1	Tracked
Ash & Erie	Foreign	3	0.20%	2	Tracked
Müsemma	TR	3	0.20%	1	Tracked
Berox	Unknown	3	0.20%	2	Tracked
Martin	Unknown	3	0.20%	2	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Beyoğlu	TR	3	0.20%	2	Tracked
Espeki	TR	3	0.20%	2	Tracked
Tişörthane	TR	3	0.20%	2	Tracked
Kalviera	TR	3	0.20%	2	Tracked
12LUNES	Foreign	3	0.20%	2	Tracked
Luokk	TR	3	0.20%	1	Tracked
M10 Streetwear	Unknown	3	0.20%	2	Tracked
Pikinini	Foreign	3	0.20%	1	Tracked
Vatka Co	TR	3	0.20%	2	Tracked
Dagi	TR	3	0.20%	1	Tracked
OlurButik	TR	3	0.20%	1	Tracked
Aydoğan Home Wear	TR	3	0.20%	1	Tracked
Aysa Tekin	TR	3	0.20%	1	Tracked
Milo Kids	TR	3	0.20%	1	Tracked
The ZKS	TR	3	0.20%	1	Tracked
Çetinkaya	TR	3	0.20%	3	Tracked
Kind Babywear	TR	3	0.20%	2	Tracked
Ksubi	Foreign	3	0.20%	1	Tracked
Tontini	TR	3	0.20%	1	Tracked
İpekton	TR	3	0.20%	1	Tracked
Pine Kids	Unknown	3	0.20%	2	Tracked
Lar Studio	Foreign	3	0.20%	2	Tracked
Vavinor	TR	3	0.20%	3	Tracked
Elsima	TR	3	0.20%	1	Tracked
Givenchy	Foreign	3	0.20%	2	Tracked
W Collection	TR	3	0.20%	1	Tracked
Ghisa	TR	3	0.20%	1	Tracked
Posh Peanut	Foreign	3	0.20%	1	Tracked
American Eagle	Foreign	3	0.20%	1	Tracked
Fakemood	TR	3	0.20%	1	Tracked
Bebe Chocolate	TR	3	0.20%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Hollister	Foreign	3	0.20%	1	Tracked
Hülya Keser	TR	3	0.20%	2	Tracked
Mooi Butik	TR	3	0.20%	1	Tracked
Tot's & More	TR	3	0.20%	3	Tracked
Lug Von Siga	TR	3	0.20%	2	Tracked
Diesel	Foreign	3	0.20%	2	Tracked
NEIGHBORHOOD	Foreign	3	0.20%	2	Tracked
Bade Butik	TR	3	0.20%	2	Tracked
NOAH	Foreign	3	0.20%	2	Tracked
Sandshaped	TR	3	0.20%	1	Tracked
Anim	TR	3	0.20%	1	Tracked
KostümPartim	TR	3	0.20%	2	Tracked
Stella McCartney	Foreign	3	0.20%	1	Tracked
Join Us	TR	3	0.20%	1	Tracked
Burt's Bees	Foreign	3	0.20%	2	Tracked
Döen	Foreign	3	0.20%	1	Tracked
Primary	Foreign	3	0.20%	2	Tracked
Vans	Foreign	3	0.20%	2	Tracked
Tory Burch	Foreign	3	0.20%	3	Tracked
Vicco	TR	3	0.20%	1	Tracked
İmannoor	TR	3	0.20%	2	Tracked
Jerf	TR	3	0.20%	2	Tracked
Dilara Findikoğlu	Foreign	2	0.13%	1	Tracked
Etikmen	TR	2	0.13%	2	Tracked
Hyman	TR	2	0.13%	2	Tracked
AnniMom	TR	2	0.13%	1	Tracked
BedrinXXL	TR	2	0.13%	1	Tracked
Momaia	TR	2	0.13%	2	Tracked
Tambattal	TR	2	0.13%	2	Tracked
Aslı Odyakmaz	TR	2	0.13%	1	Tracked
Modacix	TR	2	0.13%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
ModeXL	TR	2	0.13%	1	Tracked
Valiberta	TR	2	0.13%	2	Tracked
Zafoni	TR	2	0.13%	2	Tracked
Titiz Baskı	TR	2	0.13%	1	Tracked
Seçil Store	TR	2	0.13%	2	Tracked
Lela	TR	2	0.13%	2	Tracked
İğne	TR	2	0.13%	1	Tracked
Semay Tekstil	TR	2	0.13%	1	Tracked
BabyCosy Organic Wear	TR	2	0.13%	1	Tracked
Atelier Babbi	TR	2	0.13%	2	Tracked
Fitmens	TR	2	0.13%	2	Tracked
Elif Cıgızoğlu	TR	2	0.13%	1	Tracked
Kiton	Foreign	2	0.13%	1	Tracked
Redline Man	TR	2	0.13%	1	Tracked
Mother	Foreign	2	0.13%	2	Tracked
Mojo Bebek	TR	2	0.13%	1	Tracked
Sudi Etuz	TR	2	0.13%	2	Tracked
Parilico	TR	2	0.13%	2	Tracked
Aslı Türkoğlu	TR	2	0.13%	1	Tracked
Atelier Feyy	TR	2	0.13%	1	Tracked
Celile Butik	TR	2	0.13%	1	Tracked
Gerusta	TR	2	0.13%	1	Tracked
Bianco Lucci	TR	2	0.13%	2	Tracked
Zeynep Tosun	TR	2	0.13%	1	Tracked
Trend Tesettür	TR	2	0.13%	1	Tracked
Modamızbir	TR	2	0.13%	1	Tracked
Fifty Butik	TR	2	0.13%	2	Tracked
Meltem Özbek	TR	2	0.13%	1	Tracked
AYR	Foreign	2	0.13%	2	Tracked
Chaton D'or	TR	2	0.13%	1	Tracked
Madmext	TR	2	0.13%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Anıl Kids	TR	2	0.13%	1	Tracked
iGS	TR	2	0.13%	1	Tracked
Setrms	TR	2	0.13%	2	Tracked
Babyline	TR	2	0.13%	1	Tracked
Zayfa	TR	2	0.13%	2	Tracked
Black Project	Unknown	2	0.13%	1	Tracked
Tuvid	TR	2	0.13%	2	Tracked
Baz Design Studio	TR	2	0.13%	2	Tracked
Guisse	TR	2	0.13%	1	Tracked
Malkoç Bebe	TR	2	0.13%	1	Tracked
Nacar Store	TR	2	0.13%	1	Tracked
Touché Privé	TR	2	0.13%	2	Tracked
Qanu	TR	2	0.13%	1	Tracked
Tuğba Butik	Unknown	2	0.13%	1	Tracked
Monereal	Unknown	2	0.13%	2	Tracked
Loco Loco	TR	2	0.13%	2	Tracked
Roberto Milano	Foreign	2	0.13%	2	Tracked
Welcome Baby	TR	2	0.13%	1	Tracked
BabyCosy Organic	TR	2	0.13%	1	Tracked
Forever 21	Foreign	2	0.13%	2	Tracked
Mamino	TR	2	0.13%	2	Tracked
IDLT Basics	Foreign	2	0.13%	1	Tracked
Agolde	Foreign	2	0.13%	2	Tracked
Flaw Wears	TR	2	0.13%	1	Tracked
Banana Republic	Foreign	2	0.13%	1	Tracked
Mnkbaby	TR	2	0.13%	1	Tracked
Else	TR	2	0.13%	1	Tracked
Tesettür Dünyası	TR	2	0.13%	1	Tracked
Lescon	TR	2	0.13%	2	Tracked
Heartbreak Hotel	Foreign	2	0.13%	1	Tracked
MiaBabv	TR	2	0.13%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Chloé	Foreign	2	0.13%	2	Tracked
Modailgi	TR	2	0.13%	2	Tracked
Loro Piana	Foreign	2	0.13%	2	Tracked
Name it	Foreign	2	0.13%	2	Tracked
Mazura	TR	2	0.13%	1	Tracked
Toffers Baby	TR	2	0.13%	1	Tracked
WTAPS	Foreign	2	0.13%	1	Tracked
United Colors of Benetton	Foreign	2	0.13%	2	Tracked
Next	Foreign	2	0.13%	1	Tracked
Blind/No Plan	Foreign	2	0.13%	1	Tracked
Milyway	Unknown	2	0.13%	1	Tracked
Hanthis	TR	2	0.13%	2	Tracked
Havoş	TR	2	0.13%	1	Tracked
Alo Yoga, Lululemon	Foreign	2	0.13%	1	Tracked
Copping Zone	Foreign	2	0.13%	1	Tracked
Turana Atash London	Foreign	2	0.13%	1	Tracked
Lara	Unknown	2	0.13%	1	Tracked
FUNKID	TR	2	0.13%	2	Tracked
Burcumay	TR	2	0.13%	2	Tracked
PDF Channel	Foreign	2	0.13%	1	Tracked
caracasmerch.com	Foreign	2	0.13%	2	Tracked
Mybestfriends	TR	2	0.13%	2	Tracked
Beverly Hills Polo Club	Foreign	2	0.13%	1	Tracked
Modinyo	TR	2	0.13%	1	Tracked
Holly Lolly	TR	2	0.13%	2	Tracked
Suud Collection	TR	2	0.13%	1	Tracked
Brioni	Foreign	1	0.07%	1	Tracked
Clandestino	TR	1	0.07%	1	Tracked
İlays Mabel	TR	1	0.07%	1	Tracked
Pan-Ko	TR	1	0.07%	1	Tracked
Rest 147	TR	1	0.07%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Trend Baby Kids	TR	1	0.07%	1	Tracked
Yusa Baby Kids	TR	1	0.07%	1	Tracked
Aydinlar Bebe	TR	1	0.07%	1	Tracked
Natural Baby	TR	1	0.07%	1	Tracked
Outfit-Man	TR	1	0.07%	1	Tracked
SEEN	Foreign	1	0.07%	1	Tracked
Staff Store	TR	1	0.07%	1	Tracked
Amine Store Kids	TR	1	0.07%	1	Tracked
Anhelo Couture	TR	1	0.07%	1	Tracked
Duluth Trading	Foreign	1	0.07%	1	Tracked
Eser Giyim	TR	1	0.07%	1	Tracked
Gildan	Foreign	1	0.07%	1	Tracked
Iconas Line	TR	1	0.07%	1	Tracked
Isaia	Foreign	1	0.07%	1	Tracked
Okul Tekstili	TR	1	0.07%	1	Tracked
Wessi	TR	1	0.07%	1	Tracked
Cambel Tekstil	TR	1	0.07%	1	Tracked
Dilebebe.com	TR	1	0.07%	1	Tracked
Fokus	Foreign	1	0.07%	1	Tracked
Hause Kids	TR	1	0.07%	1	Tracked
istetisort.com	TR	1	0.07%	1	Tracked
Minnola	TR	1	0.07%	1	Tracked
Never More	TR	1	0.07%	1	Tracked
Pinnababy	TR	1	0.07%	1	Tracked
Sorbe	TR	1	0.07%	1	Tracked
Terzi Adem Altun	TR	1	0.07%	1	Tracked
WWF Market	Unknown	1	0.07%	1	Tracked
Zidaya	TR	1	0.07%	1	Tracked
Divonette	TR	1	0.07%	1	Tracked
Duluth Trading Co.	Foreign	1	0.07%	1	Tracked
Evvo	TR	1	0.07%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Giyinse	TR	1	0.07%	1	Tracked
Intersport	Foreign	1	0.07%	1	Tracked
Kar Spor	TR	1	0.07%	1	Tracked
Manovam	TR	1	0.07%	1	Tracked
Minipomes	TR	1	0.07%	1	Tracked
More Büyük Beden	TR	1	0.07%	1	Tracked
Nefse Tekstil	TR	1	0.07%	1	Tracked
Wanex	TR	1	0.07%	1	Tracked
Alvina	TR	1	0.07%	1	Tracked
Brooks Brothers	Foreign	1	0.07%	1	Tracked
Didustore	TR	1	0.07%	1	Tracked
Eminos Butik	TR	1	0.07%	1	Tracked
Lescon, Slazenger	Unknown	1	0.07%	1	Tracked
Mutlu Kids	TR	1	0.07%	1	Tracked
PacSun	Foreign	1	0.07%	1	Tracked
TOMMYLIFE	TR	1	0.07%	1	Tracked
Wholeskop	TR	1	0.07%	1	Tracked
Alisa Baby	TR	1	0.07%	1	Tracked
BYBASICMAN	TR	1	0.07%	1	Tracked
Falconeri	Foreign	1	0.07%	1	Tracked
Good American	Foreign	1	0.07%	1	Tracked
Kidello Kids	TR	1	0.07%	1	Tracked
Momercy	TR	1	0.07%	1	Tracked
Pact	Foreign	1	0.07%	1	Tracked
Regatta	Foreign	1	0.07%	1	Tracked
Uniprom	TR	1	0.07%	1	Tracked
Walkiddy	Foreign	1	0.07%	1	Tracked
Aries	Foreign	1	0.07%	1	Tracked
Bibaby	TR	1	0.07%	1	Tracked
BIRFIL	TR	1	0.07%	1	Tracked
Bombas	Foreign	1	0.07%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Dikaid	TR	1	0.07%	1	Tracked
Ducksday	Foreign	1	0.07%	1	Tracked
ilo and friends	TR	1	0.07%	1	Tracked
Lilas Xxl	TR	1	0.07%	1	Tracked
MadreNino	TR	1	0.07%	1	Tracked
My Tailor	Foreign	1	0.07%	1	Tracked
Nakkaş Gömlek	TR	1	0.07%	1	Tracked
& Other Stories	Foreign	1	0.07%	1	Tracked
Şirinbebe	TR	1	0.07%	1	Tracked
BabyJem	TR	1	0.07%	1	Tracked
BAREZ KOSTÜM	TR	1	0.07%	1	Tracked
Ceren Ocak	TR	1	0.07%	1	Tracked
Exxeselection	TR	1	0.07%	1	Tracked
Frame, Everlane	Foreign	1	0.07%	1	Tracked
Hoogie	TR	1	0.07%	1	Tracked
Nahmias	Foreign	1	0.07%	1	Tracked
Al Tatari	TR	1	0.07%	1	Tracked
Kadıköy Kostüm	TR	1	0.07%	1	Tracked
Minice Bebe	TR	1	0.07%	1	Tracked
Miniço	TR	1	0.07%	1	Tracked
Muse for All	TR	1	0.07%	1	Tracked
Nihal Yazgan	TR	1	0.07%	1	Tracked
Polarn O. Pyret	Foreign	1	0.07%	1	Tracked
Standout	Foreign	1	0.07%	1	Tracked
Chrome Hearts	Foreign	1	0.07%	1	Tracked
Elele Tekstil	TR	1	0.07%	1	Tracked
Escabel	TR	1	0.07%	1	Tracked
Gökhan Yavaş	TR	1	0.07%	1	Tracked
Haknur Bebe	TR	1	0.07%	1	Tracked
Kuaybe Gider	TR	1	0.07%	1	Tracked
Nude Proiect	Foreign	1	0.07%	1	Tracked

(cont.)

Brand	Origin	Mentions	Rate	Models	Status
Tank Air	Foreign	1	0.07%	1	Tracked
Bebek House	TR	1	0.07%	1	Tracked
Cs Butik	TR	1	0.07%	1	Tracked
FiveFourFive	Foreign	1	0.07%	1	Tracked
Maje	Foreign	1	0.07%	1	Tracked
Dormen	TR	1	0.07%	1	Tracked
Face To Face	Foreign	1	0.07%	1	Tracked
Free People, Madewell, Everlane	Foreign	1	0.07%	1	Tracked
Greedy Unit	Foreign	1	0.07%	1	Tracked
Lemaye	TR	1	0.07%	1	Tracked
Paşahan	TR	1	0.07%	1	Tracked
Qooq	TR	1	0.07%	1	Tracked
Raşit Bağzıbağlı	TR	1	0.07%	1	Tracked
Argue Culture	Foreign	1	0.07%	1	Tracked
Tuba Ergin	TR	1	0.07%	1	Tracked
Tween	TR	1	0.07%	1	Tracked
Dilek Hanif	TR	1	0.07%	1	Tracked
Yards	Foreign	1	0.07%	1	Tracked
Orkide	TR	1	0.07%	1	Tracked
Gerber	Foreign	1	0.07%	1	Tracked
Puane	TR	1	0.07%	1	Tracked
Barbour	Foreign	1	0.07%	1	Tracked
Janie and Jack	Foreign	1	0.07%	1	Tracked
Boden	Foreign	1	0.07%	1	Tracked
DKNY	Foreign	1	0.07%	1	Tracked
Svesta	Unknown	1	0.07%	1	Tracked
Jorbinol	TR	1	0.07%	1	Tracked
Marfa Istanbul	TR	1	0.07%	1	Tracked
Love on Friday	TR	1	0.07%	1	Tracked
Naia İstanbul	TR	1	0.07%	1	Tracked
Mai Studios	TR	1	0.07%	1	Tracked

12.3 Data availability

The study tracked 730 brands (479 Turkish, 217 foreign, 34 unknown origin); 28 cleared the 5% threshold in the general cut, with 34 qualifying in women's, 39 in men's, 32 in kids', 28 in the local cut and 35 in the open cut. To support scrutiny and reproduction, the underlying data is available on request: response-level brand mentions, all six qualified leaderboards, full unfiltered brand metrics, per-model and per-question-type breakdowns, the open-market breakdown, the top source domains, the question-revision log, and the methodology and data dictionary.

All figures reflect a point-in-time run (10–11 July 2026, with the 16 revised questions re-run on 14 July 2026) and are subject to the limitations in Chapter 11. This is the first (baseline) measurement; the study will be repeated quarterly.

12.4 About Herm.io & disclosure

Herm.io is a consumer-behaviour and marketing-data company. We study how people discover and choose brands so that brands can reach the right customers. This report is part of our public research and is published as a recurring quarterly study.

DISCLOSURE & NEUTRALITY

Herm.io does not sell SEO or GEO (search/AI-ranking) services, and this report does not recommend any. No brand paid to be included, ranked, or described, and a brand's score is not an endorsement or a judgment of its quality — it is a measure of visibility only. To keep the analysis objective, all citations to Herm.io's own domains were excluded from the source data.

REPORT PERIOD

July 2026 · Edition 1 (baseline) of a quarterly series.