

Client: Duman Home NY

Project: A complete refreshing of the website

Campaign: The power of design

A love for impeccable craftsmanship

Ever since he was a child growing up in Istanbul, Turkey, Cengiz was absorbed by the unique fabrics, smooth fibers and captivating designs surrounding him in the streets and the textile factories where he took his first steps working as a teenager. At the turn of the century, driven by a deep yearning for growth and new horizons, he ventured into the Big Apple, where he studied at FIT college, expanding his expertise on fibers and the fast-moving behaviour of the market.

After some more experience managing a home goods boutique on the Upper West Side, in 2012 Cengiz knew he was ready to set up his own venture.

Inspired strongly by the noble textures and unmistakable artistry of turkish weaving, Cengiz created Duman Home, a shrine to house comfort and easy living. With a distinguished collection of linens including private label cotton towels, soft and breathable sheets and duvet covers from Turkey light and airy enough to motivate the perfect night's sleep, Duman home quickly established itself as a must in the New York circuit. Working with crafty manufacturers from a range of vibrant cultures also near to his heart such as India, heritage became a strong element of Duman's spirit. One-of-a-kind local findings further turned the store into a destination for anyone passionate about great design. Quality american goods from distinguished brands such as Downright, Apotheke and Pendleton are hand selected by Cengiz, whose hope is to grant high-quality, meticulous craftsmanship affordable to a growing public.

Following a celebrated response to Duman's first opening in Cobble Hill, Brooklyn, Cengiz decided to take his dream to new heights introducing two new stores in New York and launching Duman's website offering nation-wide shipping. Bearing a deeply-rooted identity and natural charm, plus a talented team always ready to provide creative ideas and advice, Duman Home is here to stay.

About the Owner

Cengiz grew up in Istanbul, Turkey, where he worked in textile factories during his teenage years. He always enjoyed working and learning about different patterns, fabrics, and styles, which led him to his next venture. In 2000, Cengiz moved to the United States and attended

college at FIT, where he continued to study textiles and merchandising. His path led him towards working at a home goods boutique on the Upper West Side, where he began as a salesman and moved his way up to becoming a manager. In 2012, Cengiz was ready for more. He decided to open a home goods store in Cobble Hill, Brooklyn. It was to sell local and international goods from places near and dear to his heart, while also keeping the local vibes alive. When Duman Home opened in **Brooklyn**, he never could have imagined the outpouring support that he received from the community. The business grew and eventually spread to other locations. Most recently, Duman Home opened up in **Hoboken** and has a steady flow of customers walking in with design ideas and walking out with bags full of gorgeous decor items, home goods, and fragrances.

About Duman Home

The store is filled with both local and international brands. Duman Home carries lines from local businesses like Brooklyn's own Downright {which features down feather + alternative pillows and comforters} and Apotheke {luxury home scents}, which is also from Brooklyn. Another customer favorite is the Pendleton line of wool blankets, which are truly a facet of quality American goods. Team HG is also {low-key} obsessed with the Fishs Eddy New Jersey inspired kitchen goods. **Duman Home manufactures its own private label cotton towels, sheets, and duvet covers from Turkey.** Cengiz works with the manufacturer to create this Duman Home line of goods. The towels are plush and luxurious and come in many different colors. The store also sells **Indian Kantha throw blankets made with vibrantly colored textiles from India.** These blankets add a stunning pop of color to any room and look great at the foot of a bed or draped over the couch. The store will also feature seasonal and holiday decorations throughout the year, too.

1-

WE PROVIDE NATURALLY-SOOTHING TURKISH COTTON TO MAKE YOU FEEL AT HOME WHEREVER YOU MAY BE

Have you ever felt like you could sink into a fabric so soft and inviting it makes you feel instantly refreshed? Our exclusive collection of premium cotton is brought to you from the noble Aegean Region, where expert hands grow and process extra-long fiber cotton that becomes more flowing

and silkier in time. The secret to turkish towels comes from this part of the world's unique climate, where cotton grows differently resulting in greater absorbency and a sleeker touch. Throughout the globe, our cotton is known for its outstanding quality and is the fabric of choice for premium bedding everywhere.

2-

DUMAN'S CRISP AND DREAMY BEDDING LINE TAYLOR-MADE FOR HOTEL CLIENTS BRINGS TURKISH LINEN PERFECTION TO THE NEXT LEVEL

"Our commitment to hospitality comes from a deep desire to share handcrafted, genuine turkish design that has raised the bar for textile quality and bedding everywhere"

We work devotedly so that your guests can look forward to slipping into the finest sheets and snuggling up under gentle duvets and plush pillow covers, making each night a fresh start. We are present at every stage of the manufacturing process to ensure 100% natural, soft and inviting linen that becomes a warm treat at the end of the day.

3-

A love for impeccable craftsmanship

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a growing public. Bearing a deeply-rooted identity and natural charm, plus a talented team always ready to provide creative ideas and advice, Duman Home is here to stay.

4-

Duman Beach Line

An inviting, plush beach towel is a must-have to truly shine this summer, whether lounging at the beach, relaxing at the pool or staying at a dreamy hotel. In Turkish tradition, hammams are a century-old heritage from the days when bathing was an institution and leisure was revered as a fundamental cultural practice. Just imagine how serious we are about softness and long-lasting quality! We've perfected the classic beach towel and crafted multipurpose hammams that will make your skin grateful. Not only are they extremely delicate, unusually absorbent and fast drying, they are gorgeous enough that you can throw them on your couch or sofa to create a more inviting spot, or even wrap it cozily around yourself for extra flair. Their lightness also makes them ideal for traveling or carrying anywhere as the ideal gift.

2- Hammam Towels also known as Pesthemal and Fouta towels. When you receive a hammam towel the first thing that you will notice is how soft they are. Which makes them perfect for any skin type especially if you have sensitive skin.

3- Endless use. INDOORS & OUTDOORS. Our Peshtemal is a multipurpose towel. Whether it is used as a regular towel, beach towel, or to use at a pool, yacht , spas or in your bathroom. It can also be used to decorate your home as a throw for your couch, sofa and chair. Soft and stylish it is perfect to wear as a shawl.

4- Makes a great gift. Multi -purpose it is perfect for all celebrations. Let your loved ones enjoy the soft, luxury embrace of the hammam towels. (Viventive.com)

5- Because peshtemal towels are flat-woven they're extremely light and take up very little space, making them the perfect travel companion. (Turkish towel company)

6- They are also wonderfully versatile. Of course they make fabulous bathroom towels. But you can just as easily wear your peshtemal at the poolside or as a beachside wrap. Many celebrities

have been spotted wearing one along the beaches of st.tropez and Cannes. The peshtemal can be worn around the body like a sarong or pareo for a chic cover up, it's light and airy and feels great against your skin. (Turkish towel company)

7- Our Peshtemal towels are made from the finest Turkish cotton. They're luxurious, absorbent and quick drying and maintain their shape and texture beautifully even after many washes. (Turkish towel company)

Mission Statement

I have always taken pleasure in making places feel like home, allowing people to be at ease through striking design. Duman's line of home-goods is a means of infusing our customers with high-quality, sustainable products they can afford and truly delight in.

Each article is designed with care, focusing on our client's desires, the true heart of our whole enterprise. Having the privilege to interact with our customers one-on-one, we pride on knowing them well and understanding what they are looking for. Our belief is that it is absolutely possible to create lasting, exquisite design through honest work and the highest standards.

Bath

Discover our essential bath line, a handcrafted collection of relaxing essentials to make your home feel like a spa. From gorgeously scented candles, to smooth, refined lotions and exquisitely soft towels made from the finest Turkish cotton, we've got everything you need to sink right into the tub and relax! Plus, we are environmentally responsible and every one of our packages is zero-waste, beautifully designed in line with every other product.

DH Luxury Towels/ Grano Towels

1. Duman Luxury Towels are a love letter from Turkish manufacturers. 100% hand-loomed from long staple Turkish cotton, they are designed to unwind and feel fancy.

2. Extra silky and absorbent, their snug texture is an invitation to wrap yourself up inside and replenish.

DH Classic Towels

Perfect for everyday use, the classic line was created to last. Super soft and absorbent, luxurious yet sustainable, Duman Classic Towels are a must for your dream bath!

Bodrum Collection

Made from unique cotton grown and woven in the Aegean Region of Turkey, our long staple cotton towels are extremely smooth, extra absorbent, sustainable and bring coziness into your bathroom.

Robes

Our deluxe Turkish robes are the pleasurable loungewear you won't want to take off. Elegant yet comfy, they are made from zero-twist cotton, dry quickly and feel like a warm hug. A timeless accessory you'll want to have.

Hammam (Peshtemal)

If bathing in Turkey is an art, toweling is a long-perfected craft. Made from the best quality cotton in the world, the authentic peshtemal is an upscale choice to turn your bath time into a daunting experience. Lightweight, incredibly absorbent, and woven from organic cotton, our hammams are a premium item to adore.

Pillows

Our creamy pillows are filled with light, ethereal goose down, adding a dose of comfort to any couch, bed or sleeping surface. Soft and cozy, these luxurious headresters are consciously crafted and available at an exceptional value. Talk about a good-night's sleep.

- Made of premium quality, organic white down: 85% down, 15% down and feather fibers. Its plush shell is 100% sateen cotton.

- Dry clean or machine wash cool on a delicate cycle using mild, liquid laundry detergent. Tumble dry, low heat.

Comforters

DOWN ALTERNATIVE COMFORTER:

An alternative to your classic down comforter, these feel just the same without the actual down. Made with hypoallergenic high-quality microfiber fill, this comforter insert is finished with a delicate 330 thread count sateen cover, ideal for a soft, incredibly fluffy rest.

DOWN COMFORTER:

It will feel like you're sleeping on air with this cloudy comforter. Our most popular bedspreads feature the finest European White goose down, are carefully manufactured with the utmost respect for work ethics, and are one of our clients' favorites. 600 fill power prized for its superior silkiness and warmth with a 300 thread count sateen cover, they are designed for premium sleep.

Down Bedding

A PERFECT PILLOW MEANS A PERFECT GOOD NIGHT'S SLEEP.

SIERRA DOWN ALTERNATIVE PILLOW:

Our high quality microfiber fill is a hypoallergenic alternative that highly resembles the real thing. Designed for softness, built for maximum comfort, these Brooklyn-manufactured pillows are goals.

MACKENZA WHITE DOWN:

These all natural duck-down pillows are remarkably cushy, a classic design filled with 560 fill power, warm and welcoming, produced by local manufacturers.

CASCADA SUMMIT WHITE GOOSE DOWN PILLOW:

These super airy, unbelievably soft hypoallergenic pillows are filled with the highest quality 600 power white goose down. For extra support and sink-into-bed contentment.

ORGANA WHITE GOOSE DOWN PILLOW:

Made of mature Hungarian goose down, these cozy pillows are hypoallergenic, a high-end bedding alternative. The combined pure organic cotton and extravagant lyocell fabric make this an amazingly breathable, satisfying pillow for an out-of-this-world sleep experience.

MATTRESS PADS

Your bedroom can become a dreamy oasis with the perfect mattress. Our 100% cotton mattress pad is designed to protect your mattress and enhance its softness and support. The pad features a diamond stitch quilting with a cotton cambric cover and cotton fill, paired with an elasticised skirt to make your bed look extra good.

Texto solapa:

We create lasting and exceptional products through honest design processes

Blankets:

Our blankets are designed to fulfill your coziest dreams. Made from the utmost quality and thoughtfully crafted in different models to suit each corner of your home, they are the perfect complement to soften any atmosphere.

These artisanal blankets feel like no other textile you'll find close to home: hand-crafted in Turkey, with 100% turkish cotton, they are high-quality, durable and, most importantly, warm and inviting.

Beach collection:

Our elegantly laid-back beach collection is an invitation to drift off under the sun, dig your feet into the warm sand, and get your long-awaited dose of vitamin d.

Our summery beach collection features glorious patterns, exclusive prints and carefully crafted finds made from natural fibers. Real honest textiles delivered by devoted craftsmen, each piece is a true gem.

Decor & Gift

Nothing expresses appreciation like a well-thought of gift for the home. From sexy-scented candles to infuse a room with sophisticated calm, to lavish throws and blankets that pair up with gorgeous decorative pillows and turn any spot into a relaxation sanctum, our gift section is perfect for making good impressions or surprising a loved one with a special treat.

Store

Set in wonderfully unpredictable Brooklyn, our consciously curated stores mix exciting local treasures with up-and-coming brands from diverse cultures, plus our signature line manufactured in Turkey, making for an always captivating shopping experience!

For those yearning the uncommon and always on the lookout for great buys, we've got multicultural, contemporary, cool options for every budget. Find us at 213 Court Street, Brooklyn and 118 Washington Street, Hoboken.

Brooklyn

Our story begins in Brooklyn, where our store meets the desire to bring together the best of local and foreign design and manufacture. Our DNA is all about eclectic, vibrant homes that feel unique, fun and artsy. Not for nothing did we set our second store in the kind of charming, under-the-radar neighborhood of Hoboken, where we began our newest adventure.

The kind of funky, buzzing atmosphere surrounding our stores imbues them with a distinct vibe that has us meeting new customers and greeting old ones again and again!

We carry lines from local businesses and are always on the lookout for quality american goods and other culture's

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With a colorful, sassy take on the classic hammam, our collection is made from flowing organic cotton and comes in different color combinations to embellish your home or pack for a weekend by the beach!

Details:

- Bath Towel- 70"x40"
- Hand Towel- 40"20"
- Hand made with 100% Turkish cotton for fast-absorbing, airy and silken quality.
- Traditionally-crafted tassels for extra detail.
- Yarned before being woven for a better feel.
- Free of synthetic dyes: watching out for our planet means our towels are more prone to discoloration if exposed to certain chemicals.

Keep an eye on:

- Machine-wash cold with mild, liquid laundry detergent.
- Tumble dry low. Do not bleach.

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Bath rugs & mats

Is there anything more pleasant than stepping out of the shower onto a warm, fuzzy bath mat? Probably knowing that it's ultra-absorbency will always keep your bathroom floor dry and your feet snug, making your bath-time a flawless moment.

Lifestyle Brochure

1. Our life is about being comfortable. That's who we are.

We believe in comfortable living.

Comfort begins with a home that makes you feel like yourself.

2. Urban lifestyle

New Yorkers know better than anyone what it means to live life to the fullest. Between the hustle and bustle every time you hit the street, the fast-paced rhythm exuding from people and the never ending activity everywhere you set your eyes or your heart on, this truly is a city that never sleeps. That's why your home should be the ultimate dream spot, a place where you can kick off your shoes, take a deep breath and experience wellbeing.

3. Hygge

There's no one way to define what hygge entails. Hygge can be a warm cup of coffee on a chilly winter's morning, a soothing jazz music playing in the background, a board game night with friends by the fireplace, or reading a good book curled up on your favorite couch. What's essential to creating hygge can be different for each person, but soft fabrics, natural materials and colors that reflect light are decisive to enhancing the coziness inside your place and turning each spot into a comfortable refuge.

4. Relaxed luxury

We are all about houses that feel smart and elegant without being excessive. A timeless touch like a scented candle, a beautiful fabric, book-lined walls and combining the right textures with objects that tell a story are some ways to pull off a noble space that's still low key. Relaxed luxury reflects in the time you take to make your home feel special and approachable.

5. Wabi Sabi

There's a special kind of beauty to be found in imperfection, and we can all agree that a spotlessly arranged place does not reflect the ins and outs of daily life. We believe in snug, relaxed homes that can, at times, be messy but also joyful, loud and booming with energy. Our purpose is to focus on what makes each home unique and enhance the beauty that already exists there.

6. Jen & the Earth

Meet Jen, an amazing earth defender, entrepreneur and enthusiast who's part of our Duman family. She creates, connects and inspires us to become more coherent every day!

7. Sustainability

Every day we learn a bit more about our planet and the positive impact we can achieve as a business. We make sure our products are manufactured minimizing environmental effects and taking care of our artisans' practices. Making full use of our resources, we strive to optimize processes and take care of our beloved earth.

8. Bridgewater

Our Connecticut warehouse is our connection to the farm and the natural rhythm of the outdoors. Existing in the country has its outstanding luxuries and Duman Home feeds on the fresh vibe of this scenery and the quality of life by nature.