

BEGÜM KHAN

Designer Begüm Kiroglu welcomes you into a whimsical wonderland with the opening of her first store, located in the glamorous shopping district of Nişantaşı, Istanbul.



Drawing inspiration from the Ottoman empire and the Far East, the 120 m2 space feels less like a store and more like an extension of the designer's home, complete with a luxurious living room and a boudoir-inspired dressing area. Painted throughout in Begüm Khan's signature signature green, the space is dotted with handsome antiques from her and her family's own collections.

Fine Oriental paintings hang on the walls alongside ancient ceiling details preserved from historic buildings. Like Istanbul's mysterious back alleys, which have become the designer's playground, every nook contains unexpected treasures: think priceless porcelain vases, taxidermy birds, Chinese lacquered cabinets, art deco mirrors and ceramic dragons.

Carefully curated, the enchanting space reflects the same dedication to craftsmanship that is at the heart of Begüm's jewellery, handmade by local artisans in Istanbul. Her iconic designs are referenced throughout, from brass lamps in the shape of Egyptian scarab beetles to vintage illustrations of flora and fauna. A sculpture of a praying mantis symbolizes the sense of female empowerment that Begüm seeks to convey through her dramatic pieces.

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Alongside these objets d'art, the brand's wares are displayed like the tempting treats of a luxury Parisian confiserie. Joining quintessential favourites such as the Caretta Party earrings, the Evil Eye evening bag and the Pharaoh cuff are covetable new designs including the Beetle Napoleon earrings, the Bittersweet Love brooch, Fly Away evening bag, and the eye-catching Scarab Hypnotic earrings. The store will host the largest selection of Begum Khan designs seen under one roof.

Eschewing a traditional storefront display, the shop window will host a rotating art exhibition, spotlighting local artists' creations. The inaugural piece, a neon light installation of a flying beetle, was created by Begüm's long-term collaborator, Pelin Kirca, and perfectly encapsulates how the designer's dreams are now taking flight.

Mim Kemal Öke Cad. No 14/3
Şişli, Istanbul

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Opening Hours: Monday-Saturday: 10.00 am – 8.00 pm

Sunday: 12.00 pm – 5.00 pm

ABOUT BEGÜM KHAN

Established in 2012 by Istanbul native Begüm Kiroglu, the Begüm Khan brand combines mystical Eastern influences with modern elegance. Born into a family of Ottoman art collectors in the ancient imperial capital of Istanbul, Begüm cultivated her love of beautiful things from an early age. After studying luxury brand management at Bocconi University in Milan, Begüm's fascination with the Orient drew her further East, to Shanghai, where she pursued a Master's degree in Chinese culture at Fudan University.

Inspired by her travels around the globe and the wonders of nature, Begüm's designs bring to life a menagerie of exotic Flora and Fauna. From whimsical cufflinks for the modern dandy, the collection has grown to encompass dazzling jewellery and accessories for women. Every item is still hand-crafted by Turkish artisans in an atelier near Istanbul's Old Town, a labour of love which imbues each piece with its own personality and soul.

