



Generation Y driving trends

The rapid changes in the world are manifesting themselves in everything from people's product preferences to their habits. With the spread of the internet, new generations are displaying different tendencies in comparison to their predecessors. Generation Y, which was born between 1980 and 1990 and is increasingly dominating the business world, is also driving trends in textiles and readywear. With a rising potential in the business world, this generation aged 25 to 35 is now assuming places of command. Constituting 50 percent of the current world population, this generation is accustomed to a quicker pace of consumption in comparison to previous generations. Factors such as how the speed of the internet affects people's lives and the accelerated pace of consumption are especially responsible for this phenomenon.

Kordsa Global raises profits by 145 percent in 2014

Kordsa Global, the world's leading producer of nylon 6.6, industrial polyester yarn, cord fabric and single-end cord, increased its profit by 145 percent in 2014 over the previous year, reaching a turnover of 1.702 million TL. The firm's net profit, meanwhile, was 95 million TL. During the same period, the company's real operating profit was 108 million TL, exhibiting a 27 percent increase. The company's success in 2014 stemmed from operational efficiency, discipline during work activities and commercial perfection, according to Kordsa Global CEO Cenk Alper. Kordsa Global, which is the world leader in high-denier Nylon 6.6 yarn and fabric with a 34 percent market share and third around the globe in the high-denier polyester market with a 10 percent share, found great success in 2014 in terms of profits.