

Linens



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GENERAL

Address: *Zorluteks Tekstil Tic. ve San. A.Ş. Levent 199, Büyükdere Caddesi No:199 34394 Şişli, Istanbul, Turkey*

Description:

Today, LINENS, founded by the Zorlu Textiles Group in early 2000, has achieved record growth to serve customers in nine countries, including Turkey, with 93 stores. LINENS is also distinguished by being Turkey's first and only international chain of home textile stores.

Today, LINENS has more than 700 employees serving customers across 69 stores in 31 cities throughout Turkey and 21 stores in eight countries, totaling more than 33,000 square meters of retail space.

LINENS was introduced to the market with an A to Z Service approach based on specialization and differentiation, breaking the norms of traditional marketing. LINENS become synonymous with the "Home Beauty Center" slogan soon after.

LINENS is committed to serving its customer base of selective shoppers who enjoy decorating their homes in contemporary style and wish to receive good customer service. In fact, LINENS surpasses customer expectations every day with its high quality product range, quality of service, professional retailing approach, expert staff, and an increasing number of stores that are easily accessible.

LINENS employees, who provide friendly service in line with an unconditional customer satisfaction approach, intend to be always one step ahead in service by continuously complementing their professional experiences with theoretical and practical training, which improves their competence and skills.

Today, homes have become more than just a meeting place for the families. They have transformed into personal sanctuaries that shelter the individuals from the chaotic combination of advanced technology, increased workload, and the rush of the city. That is why we developed the LINENS concept in consideration of happiness at home, and designed our products around the idea of exhilarating our customers by glamorizing their special living spaces and creating stylish, colorful, dynamic, and warm venues that become life itself.

Providing a wide range of home textile products with different design, pattern, and color options under a single roof is another dimension of the LINENS distinction that is reflected on its products and services. LINENS retail chain offers a rich variety of products including curtains, bedding, tablecloths, bathrobes, towels, vanity and kitchen sets, upholstery, carpets, porcelains and decorative accessories. By housing many products with color, pattern, and combination choices under a single roof, LINENS saves shopping time especially for its working customers.

Advancing rapidly towards its goal of becoming a major brand in Turkey and Europe, LINENS retail stores spotlight the exclusive LINENS label, which includes bedding and dowry products. The stores also include Taç, Pierre Cardin, Valeron, Disney, and Barbie brand products that are recognized for their proven quality by the home textile consumers in Turkey and Europe.

With its promise to transform shopping for home textiles into pleasure and its approach that values customer satisfaction above all else, LINENS provides an A to Z Curtain Service which includes taking measurements at home, custom tailoring and installation services, all at the convenience of the customer. Acting as consultants, LINENS home textile experts also inform the customers about international trends in curtains, drapery options, the most preferred models, and interior decoration.

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Images (6)











