

**IWI**

*Lifestyle*

**Magazine**

**The**  
*Summer*  
**Edition**



**IWI**

*June*

**Issue#07**

*2021*

# *In issue #07*



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IWI Lifestyle Magazine is brought to you by our  
Business member Lisa Slatter.

If you would like to send us any photos or articles for future issues,  
or for any comments or enquiries, please email  
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# *Message from our Chairwoman*



## *Summer!*

As we sign off until September, I wanted to remind you all of the importance of protecting and improving your mental wellbeing over the summer.

Spend as much time outside as you possibly can. Move as many activities outdoors as you can. Reframe your friend catchups as wellness boosters. Catching up with friends and loved ones also contribute to wellness just like yoga or meditation does. Spend time around water. Water has a healing power that can lift your spirit after a bad day. Think of self-care as self-protection. Do what ever you need to do to shelter yourself from any negativity that surrounds you. Follow a routine to stay healthy (not to stay productive). Choose to develop long lasting habits rather than short fixes, and finally try to live mindfully, whether its during your daily chores or when you are out or about try to practice living in the moment and take in things around you. Take time to stop and smell the roses.

Until September, take care.....

*Best Wishes  
Julia.*



*Once upon a time in IWI...*

# THE IWI 'FLASH MOB'

A story found in the IWI archives from 9 May 2016

Roxy Menzies saw in the last IWI newsletter that we are researching the history of IWI and seeking out stories. Well, the story Roxy is about to share is not of long ago but will show a light, fun and thoughtful dedication of the IWI members.

Roxy has been a member of IWI for approximately 5-6 years; whereas she has helped with a few programs and the Christmas Bazaar. In late March of 2014 one of the board members (Tammy Li) asked for her assistance with the entertainment for the upcoming Spring Charity Ball, I Spy Istanbul based on a James Bond theme. Tammy, being aware of her professional dance background, was wondering if she could help find dancers for the event.

When they met, Tammy informed her that there was zero

budget for a dance performance. Therefore Roxy offered to choreograph a 'Flash Mob' on willing participants (IWI members). Tammy found members (some of them board members) ready to participate; Roxy found a studio that donated the space and time; and they both chose the song while Roxy made up the choreography.

Some nervous but excited ladies showed up for their first rehearsal, many with no dance, performance or stage experience at all.

**The ladies of the IWI totally  
ROCKED!!!**

They showed up to the rehearsals and practiced at home on their own and to a private video of the choreography. They told no one, so it really was a surprise that evening.

The I Spy Istanbul Spring Charity Ball took place at the Rahmi Koc Museum in Halic. Approximately 10 ladies (the performers or flash mob) were scattered around at various dining tables. The women didn't know exactly when the 'Flash Mob' would take place, except that it would happen sometime near the end of the dinner.

### The DJ started to play 'Live and Let Die'

which begins with a slow melody before it gets to the faster tempo.

One of the more extroverted members stood up, pointed to another member at another table and yelled 'Hey girl that's our song'. That dance member stood up on her chair and cheered, much to the shock of everyone dining. Slowly, scattered throughout the seated dining area,

**the 'Flash Mob' ladies made their way up to the stage as 'Bond Girls'.**



The IWI ladies of the 'Flash Mob' did an amazing job. They wowed and surprised their audience.

Roxy said that it was a delight to witness these ladies take themselves out of their comfort zone; try something different: work as a team; and give 110% for the sake of a good cause while having a lot of fun!

When the 'Flash Mob' performance was completed everyone casually went back to their seats as though nothing

had happened and continued to eat their dinner. At Roxy's table, the husband of one of the dance members said,

**"Oh ok...so that's where she has been going every Friday afternoon."**

Thank you, Roxy Menzie for sharing a great story. I love hearing from the members and learning about the IWI. If you have a story to tell, please contact us. With your help we can bring together the impressive Life Story of IWI.

# Ever wondered about the NM (Neighborhood Meetups) Areas Color Coding?

Considering we ARE International women of ISTANBUL, a way to show our appreciation of the Turkish culture is by acknowledging the beauty of its language. A tribute to its richness is the change of the NM area codes to colors in their Turkish equivalent.

## EUROPE NMs



The rationale behind renaming Etiler to Macenta Area is quite simple actually. In spring and summer walking up or down the streets of Etiler one cannot escape the wonderful scent of the Erguvan agaci (Judas tree) whose color happens to be from lilac to violet to magenta. Hence choosing the **MACENTA** color appropriately for this neighborhood area.

This choice is self-explanatory as **SARI** means yellow in Turkish. So Sariyer (the yellow place) cannot be any other color than sari for those obvious reasons.



As we have an area named blue, it only seems fair to have one named pink as well. **PEMBE** is a happy baby color symbolizing acceptance and playfulness and if you have a chance to stroll down the Sahil road in Bebek, you'd be amazed by the cheerfulness of the diverse crowds in the parks.

**BEYAZ** was chosen intentionally as one hand white symbolizes peace, sincerity, serenity/tranquility and on the other Ortakoy means the middle village (middle ground) and Ulus (nation/people) so I thought there is quite a nice fit symbolically between the color and the meaning of the area.





Nisantasi is a hip and cool area, a favorite to many. It is famous for its creative and inspiring venues from coffee shops and galleries to small artistic nooks. The purple color has the symbolic meaning of something related to creativity, fantasy, mystery and inspiration, hence the **MOR** choice for that area.

Istinye has one of the most beautiful shore locations on the Bosphorus, where people walk around enjoying the gorgeous view of the turquoise waters. No wonder that this area had to be named **TURKUAZ**.



Of course the Turkish sky is as blue as it gets hence the choice for this wonderful area (Gok=sky, turk=Turkish). So **MAVI** it was.

## ASIA NMs

The green area is a true representative of its spectral composition property with its gorgeous green parks, green gardens and all over greenery. No excuses and apologies needed for this intentional tautology; instead we vote **YESIL** as the only obvious and logical choice for this NM.



Dark blue or indigo is the color of the deep midnight sky which is even more gorgeous and mysterious when observed from, a favorite to many, Beykoz venue by the same name. Hence the **LACIVERT** Area.

This area is famous within our IWI circles with its awesome walks organized by its members. And since orange represents enthusiasm, happiness, determination and being active, **TURUNCU** seems to fit perfectly for this neighborhood.



Well that's a good one we have to admit; the logic behind it is that there is a neighbourhood in that area whose name is comprised of the words cadde (street) and bostan (originally having the connotation of watermelon). We all know that melons are red, hence the name; **KIRMIZI**.

*Last Month...*

# #IWI PHOTO CHALLENGE



by Olga (Admin Lead)

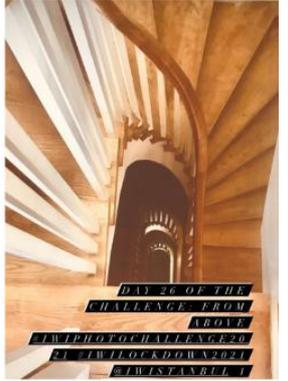
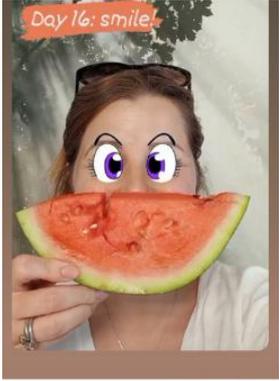
To say that I enjoyed Noemie Deveaux's daily photo challenge would be simply an understatement. It transferred my daily life during this lockdown from a boring wait for everything to be opened again, to a journey with daily stops. It helps me to look at the world around me a bit differently, looking for right colors, shapes and new ideas to match the daily challenges. I do spend a bit of time thinking about each image, and trying to find the right colors, tones and shades that would match a specific theme. I am not a photographer, and I usually don't take a lot of photos and share them on social media.

But this challenge felt different. Not being able to go outside and use all the resources encourages me to find objects, right colors, and subjects inside my home. I try to look with a different eye on things inside my house, to see how they can be used in a different way. This process makes my brain work a bit harder and my creative juices (or a few drops of them) flow a bit faster.

Everyday I look forward to seeing other participant's images and their interpretation of the daily theme. It makes me feel connected to others and being a part of a community. It is such a pleasure to witness the expression of so much talent and creativity flow through each person's image.



Noemie Deveaux  
— PHOTOGRAPHY —



*This Month...*



**IWI**

IWI WILL BE HOLDING THE

**AGM**

**(Annual General Meeting)**

ON WEDNESDAY, 2 JUNE 2021 AT 13.00

The IWI Board, welcomes  
all members to join!

ISTANBUL YACHT CLUB  
(İSTANBUL YELKEN KULÜBÜ,  
FENER KALAMIS YOLU,  
FENERBAHCE-KADIKOY)

For details and to RSVP please email Olga at  
[info@iwistanbul.org](mailto:info@iwistanbul.org)

# Stay connected this Summer

via your local NM  
WhatsApp group

As always, keep checking

[www.saglik.gov.tr](http://www.saglik.gov.tr)

(there is an option for EN at the top right of the page) for up-to-date information in English regarding the covid-19 situation in Turkey.

PLEASE ALSO READ CAREFULLY THE NOTIFICATIONS COMING FROM YOUR RESPECTIVE EMBASSIES.





Photos selected weekly from Instagram will be included in our September edition!

# SUMMER LIFE WEEKLY PHOTO CHALLENGE

Post images to Instagram & Stories using the following TAGS:

**#IWISummerLife,**  
**#IWIPhotoChallenge2021**  
**@IWISTanbul**

WEEK	Topic	WEEK	Topic
JUNE 1	SOMETHING NEW	JULY 18	WATER
JUNE 6	LOVE	JULY 25	TOWEL
JUNE 13	READING MATERIAL	AUGUST 1	BEACH
JUNE 20	SUMMER OUTFIT	AUGUST 8	YOURSELF
JUNE 27	BOAT(S)	AUGUST 15	SUN HAT
JULY 4	COOL TREAT	AUGUST 22	FEET
JULY 11	FLIP FLOPS/BEACH BAG	AUGUST 29	SUNSET

Invite your Friends  
& Family members  
to participate!!!





## REGIONS & REASONABLE WALKS

When was the last time you explored Istanbul?

I mean, really explored? Whether you're new to Istanbul, or been here for years, Jenna; IWI business member and owner of  shares her short guide to give us an idea of different regions to visit as a "tourist" and where you can walk in just a day...

### ONE- Old City

Visit Hagia Sophia, Blue Mosque and the Basilica Cistern. **Have Lunch!** Follow along the tram way to the Şerefiye Sarnic (or Theodosius Cistern, free entrance!) and on to the Grand Bazaar to finish off your day with some eye-candy or shopping. Bonus Tip: Open until 8pm (summer 10pm) Ayasofya Hurrem Sultan Hamam, best in Istanbul.



### TWO- Old City, part 2

Visit Topkapı Palace. Hagia Irene has nice lighting for photographers. Continue to Archeology Museum **(not to miss!)**. Have a short walk down into Gülhane Park. There is a cafe on the side of the park for a snack. Walk over Galata Bridge toward the new part of town (or Taksim and Galata areas).





# Skin Protection

from Ultraviolet Radiation  
and Premature Aging

By Assistant Prof  
Dr. Shirin TARBIAT

UV irradiation continuously bombards the skin with profound oxidizing effects. The biochemical process of oxidation is critical to aerobic life itself, but all living organisms must keep the generation of oxidative molecules in balance, to avoid condition of oxidative stress and free radical formations, which are important contributor to the aging process.



DR. SHIRIN'S

As the organ with the **greatest exposure** to external sources of oxidation, the skin has evolved a complex network of endogenous antioxidants such as vitamin E, glutathione and coenzyme Q10 for protection; however, these are not always sufficient to prevent or repair damage due to reactive oxygen species (ROS). Their synthesis level significantly decrease in skin with age.

Plant phenols and polyphenols constitute large and important group of naturally-occurring antioxidants for instance, flavonoid glycosides, catechins, Proanthocyanidins, flavanolignans, and phenylpropanoids. They have shown direct antioxidation in quenching superoxide anion, oxidative radicals and lipid peroxidation.

Compounds such as Ascorbic acid (**vitamin C**), **vitamin E** and rosmarinic acid (RA), Curcumin, Genistein, Caffeic acid, ferulic acid are commonly used in foods as well as cosmetics for their potent antioxidant activity.

Topical application of vitamin C and botanical agents also stimulate collagen production and modulating effects of chronological and photoaging.

In fact, not all antioxidants confer the same degree of functional protection to the skin. Many skin care products contain the more stable, esterified forms of the vitamins, and efficacy of these forms is also supported by the literature as some level of bioconversion to the active forms occurs in the skin. Kashino et al. 2003, showed that Ascorbic acid phosphoric ester magnesium salt treatment reduced oxidative stress in human adult fibroblasts.

Recently prevention and treatment of aging skin with topical antioxidants is highly recommended. There are two great advantages to applying an active formulation of topical antioxidant(s) to the skin.

First, the skin attains far higher levels of each antioxidant than can be achieved by only taking these supplements orally.

**For example, the level of vitamin C attained in the skin by topical application is 20 - 40 times the level achievable with oral vitamin C.**

While sunscreens are still mainstay for protecting skin from photodamage They are not enough. Because most of us actually apply only about one fourth of the amount of sunscreen needed to give the designated SPF only an effective SPF of 2.3 for a sunscreen labeled SPF 30. Frequent application is absolutely necessary even for "highly water-resistant" formulations because sunscreen is washed off not only by swimming and sweating, but also by imperceptible perspiration.

While sunscreens reduce uv-induced erythema and the DNA damage, they only block about 55 percent of the free radical production. as discussed above, antioxidants do better.

As a result once-daily application of correct formulations of topical antioxidants provides a long-lasting reservoir in the skin for protection not only against post uv-induced erythema, hyperpigmentation, photoaging, and skin cancer but also against other free-radical damage.



# Turkey

## FROM THE OTHER SIDE

By our member Liz

Whilst we are sitting in lockdown why not use this time to plan a holiday in Turkey? This time why not see it from the other side, looking from the sea to the shore?

Sailing is a safe way to enjoy yourself right now since you can be on the boat with just your family or a bubble and you are in the open air most of the time. Or your friends could hire another boat to sail alongside you.

If you or a friend can sail you can charter a boat yourself or you can hire a captain. We are lucky to have a boat ourselves, we love the experience and recommend it to everyone.

Turkey has a beautiful coastline and looks quite different from the sea. There are beautiful, secluded bays where you can take lunch, swim, fish and look at the wildlife.



We often like to sail from Marmaris to around the Dodecanese Islands. Sailing is a very relaxing and enjoyable way to spend your time. Whilst sailing along you have the wind in your hair and the sun shining on your body.



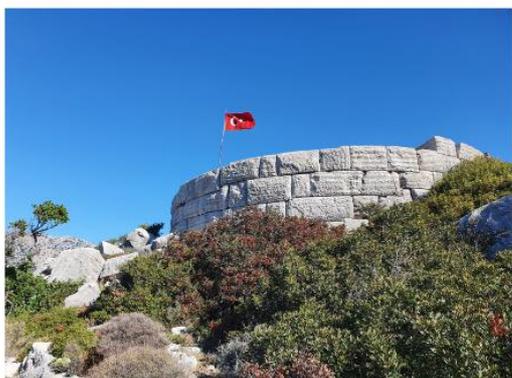
Not only can you stop off for a swim but there are many superb historical sites to see like the ancient ruins of Knidos. It is like an open-air museum,



which has spectacular sunsets.

Turkey is also renowned for its kales (castles). You can settle in a bay, take a small walk up a hillside and see not only the castles but spectacular views!

**Bozburun is one of our favourite spots for seeing castles and villages**



It's a good idea to start your sail about nine or ten in the morning so you can stop off in one of the many picturesque bays for lunch.

**The water is a beautiful turquoise colour and refreshes you from the heat of the day.**

Turkey is also known for its delicious fare and there are many superb restaurants selling excellent, meze, fish and meat dishes. The boat can be moored up alongside many restaurants. The cost of mooring the boat is very cheap in comparison to worldwide costs and most of the time you need only use the restaurant itself.



Alternatively, you can anchor in the bay and take a small ride on your dingy.

Whilst sailing from port to port there are even beautiful galleries you can pop in to see if you wish to see the talents of Turkish artists. Here you can either view or purchase some of the wonderful art pieces.



Finally, at the end of each day you can watch the sun go down with a cool drink and admire the calming sunsets while listening to the water lapping at the edge of the boat.

# Home Summer Décor



FW Luxe - Décor & Lifestyle has established itself in Toronto, Canada for over a decade now and focused on providing its clients with a boutique chic style. FW Luxe prides itself in delivering an affordable luxury experience to residential and commercial clients in Canada and internationally. Widely recognized for our versatile design services and years of industry experience, FW Luxe focus is on providing an

**elegant and sophisticated space that parallels with comfort and function.**

With a love for good design and intricate details, our passion for interior design has brought us to share some great tips to spruce up some elements in your space that will elevate your design game.

By Sakina Khawaja

**FWLUXE**  
DÉCOR & LIFESTYLE

[www.fwluxe.com](http://www.fwluxe.com)

Of course, in a world of lockdowns, travel restrictions, quarantines, and limitations- our homes are now also our workspaces, our kids' schools, or place to rest and

**what was once our sanctuary has become a multi functional space**

with zones and dual-purpose areas. As the summer months approach, here are some of our tips to make your space feel chic while it remains functional. The aim is to create some form of normalcy while creating a space that is inspirational, aesthetically pleasing, and efficient.



## Lighting Is Key

Ask any interior designer and they can go on and on about the **importance of artificial and natural lighting**. Every room will have its own structural components that play a role on lighting, shadows etc. However, the main thing to keep in mind in the summer months is the fact that you are not going to get **better natural lighting** any other time of the year. Rearrange that desk or reading nook to face or be directly impacted by a window. Enjoy the natural luster of the sun as it hits your workspace.

## Florals

Summer and flowers- can we get more cliché than that? Things are cliché because they work! Fresh flowers bring **the colours of summer** from the great outdoors into your sanctuaries. A vase full of fresh flowers on the kitchen table will make the family meal times and endless cooking during the lockdowns a tad bit more enjoyable. A small floral arrangement at your work desk /dining table/ home office/ kids school area- will make you feel alive and provide your mundane work routine with a pop of colour.

Everyone has a flower they gravitate to - perhaps you like roses, or maybe you are a daisy person- you could love a mix bunch of carnations or if asked our favourite, its surely hydrangeas. **Choose the flower you love looking at** or go by what environment you live in. What is the popular flower in your city- here is a tip- do not double think that maybe the flowers will wither so why waste money- **invest in the flowers**- these small joys add big design value to any space and even a larger investment to your emotional health.



## Throw Pillows

One of our favourite tips to add a breath of fresh air to any room is changing out the throw pillows. With the lockdown rules changing daily, some stores are open, some are closed. Whether you are shopping online or in store- look for **colours that complement the sofa shade** and theme of the room. The worse thing to do is create a mis-matched look. The better way to do it is going for a **new pattern, fabric, or shape**. If you had square throw pillows, perhaps choose rectangle and round. Summer patterns are usually trending in the stores- perhaps its florals, geometric designs, or embellishments - **whatever you fancy- go for it** and stock your old throw pillows to make a come back another season!





# APARTMENT GARDENING

## Summer Care for Indoor Plants

Summer is coming and your indoor plants need more care and attention. Hot weather and additional sunlight in summer, encourage more growth as well as creating stress for plants, so we need to be more careful to utilize new conditions for improving our plants otherwise we will lose them to warmth and heat.

✿ Keep your plants away from direct sunlight, except those same as succulents which love direct sunlight, the rest must be put away from afternoon direct sunlight.

✿ Provide fresh air for your plants every morning by opening windows.

✿ Due to high temperature, your plants need more watering than rest of the year. Try to do watering early in the morning before direct sunlight come into your place or do it at sunset. Usually evening is the best time for watering plants in summer, because the water will remain in the pot due to less evaporation. If you do the watering in the morning be careful not to make the leaves wet. Water drops remained on leaves will cause sunburn during the day.



🌸 Summer is when plants do most of their growing, so you can use some fertilizer to provide energy for their growth. For your indoor plants it is preferable to use liquid fertilizers as dissolving powder or granules is not easy at home and it is more difficult for plants to absorb if you can't dissolve them thoroughly.

🌸 Avoid changing plant's pot because it causes stress for your plants and waste their energy which they need for growing in summer.

🌸 Avoid pruning indoor and outdoor plants in summer.

## Heat stress symptoms

- Appearance of yellow or brown spots on leaves
- Leaves falling
- No Flowering
- Wilting
- Over dried soil

## How to cure heat stress in plants

- Don't prune burnt leaves
- Apply some seaweed liquid fertilizer
- Change the place to shadow
- Check the deep soil humidity

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Tips on  
APARTMENT GARDENING  
from our  
Vice Chairwoman &  
Agricultural Engineer Shadi.



# The Implication of COVID-19 for Mental Health

This month rather than provide advice I wanted to highlight the impact of COVID-19 on our mental health. A poll conducted in mid-April 2021 found that 64% of households said worry and stress over the coronavirus caused them to experience at least one adverse impact on their mental health and well-being, such as anxiety, depression, difficulty sleeping or eating, increases in alcohol consumption or substance use, and worsening in chronic conditions. These statistics are huge!

The pandemic has both short- and long-term implications for mental health and substance use, particularly for groups at risk of new or exacerbated mental health disorders and those facing barriers to accessing care.



Phased COVID-19 vaccinations are taking place across the globe, hopefully signalling that the end of the pandemic is on the horizon. However, given the slow and troubled rollout of vaccinations in some countries, instances of people refusing the vaccine due to fear or uncertainty, and the need for vaccinated people to continue taking existing precautions to mitigate the outbreak may delay this period.

History has shown that the mental health impact of disasters outlasts the physical impact, suggesting today's elevated mental health need will continue well beyond the coronavirus outbreak itself. For example, an analysis of the psychological toll on health care providers during outbreaks found that psychological distress can last up to three years after an outbreak. Other implications that may last beyond the pandemic include continued financial strain for those who have lost their jobs or have had their shifts cut. This will also further impact and add to the existing strain on stress and mental health.

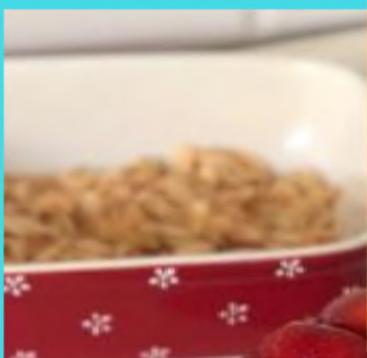
We are yet to see the impact of isolation and restricted social interaction has on our mental health particularly in youth. Preliminary studies indicate an increase in anxiety and depression and a reduction in application of adaptive coping skills. Are we going to have a new generation even more vulnerable to mental health issues? Only the future will tell however this is very likely.

While we are all hoping that the pandemic will end soon we must be also consider and prepare for the damage it will leave in its wake.



Julia ÖZDEMİR  
MPsych(Clinical),  
BSc(Hons-psych),  
BA(Psych)  
Clinical Psychologist

*Foodie...*



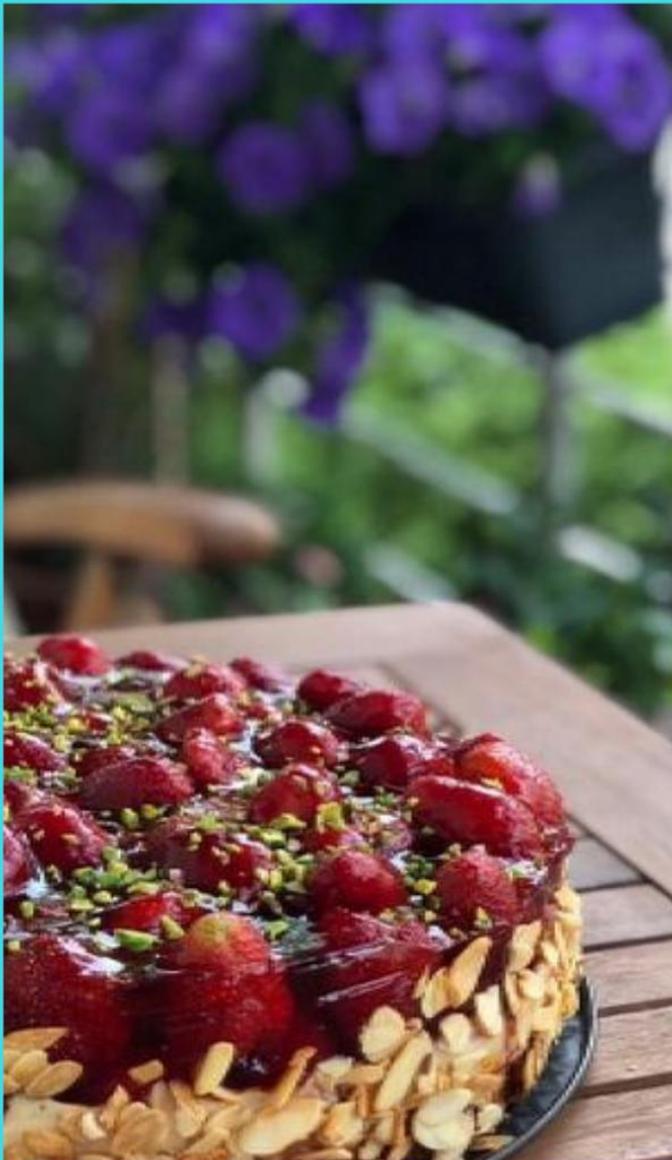
# NO BAKE STRAWBERRY CAKE

BY OUR SOCIAL MEDIA LEAD MARIA



## INGREDIENTS:

- 1 kg of strawberries
- 1 vanilla pudding (eg DrOetker)
- 2 red cake jelly (eg DrOetker)
- 1 finished sponge cake base (eg UNO sade pastaban)
- some apricot jam
- 200g flaked almonds
- 1 tbsp chopped pistachios



## COMPOSITION:

1. Wash the strawberries well and let them drain
2. Cook the pudding according to the recipe. However, use only 500 ml of milk instead of 750 ml.
3. Surround the cake base with a cake ring. Pour in the hot pudding and distribute it well.
4. Spread the strawberries on the pudding.
5. Prepare the jelly according to the instructions on the packet, let it cool down a little (about 20 minutes) and then spread it over the strawberries. Put the cake in the refrigerator for 2 hours.
6. Remove the cake ring. Warm up two tablespoons of apricot jam and spread it on the edge of the cake and attach the almonds.
7. Spread the pistachios on the cake for decoration.

# WHO DOESN'T LOVE AN *ice lolly?*



Whether you're lucky enough to have a garden or pool, or even just to sit next to an open window with the sun on your face, everyone should be able to enjoy a nice cooling ice lolly... And who said they're just for kids anyway?

Home made ice lollies are one of my favourite thing in Summer - you know exactly what's in them, (making them feel healthier), but you can add what ever in that you fancy, (making them a little bit naughty!)

**And they're so simple to make:**

**Get yourself some moulds.**

**Throw in your ingredients and freeze for at least 4 hours or overnight. That's it!**



Be as creative as you like. I always like to add either fresh or frozen fruits.

Try adding juice, soda, iced tea or even iced coffee. All are delicious.

I especially love to make **ADULT ONLY** lollies using Gin & Tonic with fresh lemon & sweetener, or Mojito lollies with Rum, lime, mint leaves, sugar & soda. The world is your frozen oyster...

Just make sure you know which are yours & which are for the kids!



Reminder,

# Membership Cards

are now

**DIGITAL**

Your IWI membership card is now digital and comes with a QR code: this means you can now access it at all times from your phone.

The idea is to make it easier for you to check your membership status and benefits from the numerous discounts our partners offer, you just need to present them with the new-QR card!

This system works for ALL our Members; **Classic, Business, and even Honorary Members**

**PLEASE CHECK ALL YOUR DETAILS ARE UP TO DATE THERE TOO!**

**To access your new digitalised membership card, you just need to:**

1. Download the Wild Apricot (MEMBERS) app on your phone
2. Open the app and log in with your usual log in info (those you use when logging onto on our website)
3. Your profile will appear with a blue 'MY CARD' button under your name. Just click on it and the QR code will be displayed!

If you are experiencing any difficulties with this new system or the instructions, please reach out to our super IT Lead, Silvia, at: [it@iwistanbul.org](mailto:it@iwistanbul.org)



### CLASSIC MEMBERS

- The opportunity to network with other IWI Members at regular monthly gatherings and meetings
- 1 free advertisement on IWI Social Media (Insta),
- 10% discount for advertisement in IWI Lifestyle member,
- The opportunity to attend exclusive IWI programs,
- The opportunity to attend exclusive IWI events,
- The opportunity to attend exclusive IWI workshops,
- The opportunity to join the Moms and Kids Group,
- Use of information sources provided by IWI,
- Use of discounts offered by our IWI partners,
- The opportunity to create and host programs and workshops for other IWI members, through IWI resources,
- Access to the IWI Directory,
- Join exclusive IWI Neighbourhood Communities on WhatsApp
- Received regular updates on events and programs via members only Bulletin whatsapp group
- Showcase your writing talents by contributing to the IWI Lifestyle Magazine,
- The opportunity to become an IWI Board Member.

### HONORARY MEMBERS

- The opportunity to maintain your IWI membership without annual fee,
- The opportunity to network with other IWI members at regular monthly meetings,
- The opportunity to attend exclusive IWI programs,
- The opportunity to attend exclusive IWI events,
- The opportunity to attend exclusive IWI workshops,
- Use of information sources provided by IWI,
- Access to IWI Directory,
- Join IWI Neighbourhood Communities,
- Showcase your writing talents by contributing to the IWI Lifestyle Magazine,
- The opportunity to become an IWI Board Member

### BUSINESS MEMBERS

- The opportunity to become part of an exclusive group,
- The opportunity to attend & participate in monthly business development and networking meetings with other IWI Business Members.
- 2 free advertisements on IWI social media (Instagram),
- 2 free advertisements in the IWI Lifestyle Magazine,
- The opportunity of using IWI Venues to host workshops to present owned products / services, once / year,
- Posting informative & interactive content on IWI Social Media, once / year,
- To be listed in the IWI Lifestyle Magazine Directory,
- To be listed on the IWI Website Directory,
- Join exclusive business members WhatsApp group
- All benefits of Classic Membership.





# *Advertisements & Business Member Directory*



## **Please note:**



The content of these advertisements are not endorsed by IWI. They also do not constitute legal advice and are provided for general information purposes only.



IWI does not accept responsibility for any of the services rendered by any of these advertisements.





Contemporary Jewellery Gallery

Jewellery always makes a perfect gift -for yourself or someone else!

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15 % discount for IWI members  
with this promo code: **iwi2021** (until 30th June)

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Press here to start [online shopping](#)



Request gift wrapping and/or a message to be added to your package at the 'add a note' box and complete your shopping by entering your promotion code (iwi2021) before checkout.

Free delivery, 3 interest-free instalments (for Turkey)  
International shipping





Are you  
an independent  
business owner?

Would you like to list your  
business in our Istanbul  
directory of products &  
services?

**SIGN UP**

click here to complete  
our opt-in form

**IT'S  
FREE!**

**Bloomer**

**TOUCH/CLICK** on the name to go directly to the website or social media account



## ACCOMMODATION

Barbera Hotel

Boutique hotel



## AGRICULTURE & GARDENING

Aydos Tarim

Produce & Export & Import  
Plant Fertilizers and Seeds



## ART

Kelen

African Art event Manager



## BEAUTY & WELL-BEING

Anne Nature

Organic Certified Skin Care  
Products

Rachel Smith-Bahadir:  
Balancing Life Yoga

Specialty Yoga for Adults, Kids  
and Teacher Trainings



## CAKES & PASTRY

The Apricot Bakery  
+90 538 860 90 19

Packaged holiday treats



## COACHING & CONSULTING

Artevis

Training,  
Consulting and Coaching  
services

Bright Future Leaders

Executive Life Coaching

Maika Endo Caoching

Business Coach for wellness  
entrepreneurs, impact driven  
entrepreneurs & coaches

MixStrategy Marketing

Empowerment  
coaching, marketing

Tara Lutman Agacayak  
Coaching and Consulting

Coach

**TOUCH/CLICK** on the name to go directly to the website or social media account



## COFFEE & ROASTERY



Espresso Perfetto

Coffee machines & grinders. Freshly roasted coffee beans. Coffeeshop. Onlineshop

Leali Caffè Gelato

Coffee & Icecream shop



## DECORATIONS & GIFTS

Anjana Bhardwaj Art

Wooden home decorations

FW Luxe - Décor & Lifestyle

Interior Design and Renovation Services

GRENADE & LOKUM

Carpets, kilims, rugs and handmade and exclusive goods from Turkish local artist

Handwritten By Lisa

Calligraphy & hand lettering; Cards, gifts, stationery

Kinuc ceramics

Handmade, handcrafted, wheel-thrown, hand-painted ceramics

Living Traditions

Handmade Olive Wood Products

Noverra

Murano Glass



## DIGITAL MEDIA

Bloomer

Digital Publication for the global community in Turkey



## EDUCATION, COURSES

Dot Design Studio

Ceramics, creative workshops

Frédérique Kiran French teacher +90 0535 215 2477

French language native teacher

**TOUCH/CLICK** on the name to go directly to the website or social media account



## FASHION & STYLE

Chrissy Güleç Style

Personal style, color & image consulting, wardrobe editing, personal shopping. Etiquette courses for adults & youth.

Shaira1885

Hand woven Indian fabrics. Linen, silk, cotton, Tibetan brocades & more



## FOOD & BEVERAGES

Mavii's

Indian cuisine, on-call chef, catering for special occasions, accept orders

RASHA's Kitchen

Labanese Cuisine and Pastries (catering up to 30 people & cakes)

Taco & Tortilla

Tacos & Tortillas healthy fast food, dine in (indoor/outdoor), to go & delivery in Besiktas



## JEWELLERY

Galeri Santim

Jewellery

Kinuaccessories

Porcelain hand-sculpted, painted & glazed jewelry

Lilyniko

Jewellery

PEGAH Jewellery

Jewellery



## OTHER SERVICES

SUMO creativity

Copywriting services for impact-driven businesses



## PHOTOGRAPHY

Noemie Deveaux Photography

Family photographer, Business portraits creator, photography



## PSYCHOLOGY, THERAPY

"Équinox Psychiatry and Therapy",  
Katerina Tenezou Clinical  
Psychologist

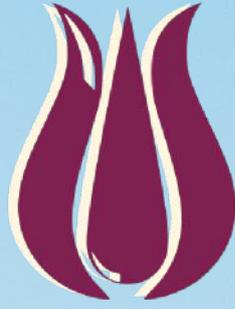
Mental-  
Psychological Assessment,  
prescription of medication &  
Psychotherapy in  
English

Have a great  
**Summer!**



**Stay safe,  
stay connected  
& we'll see you in  
September...**

INTERNATIONAL WOMEN OF ISTANBUL



IWI

