

Magazine 2022

LAV



*A Better
Company
for a
Better Planet*

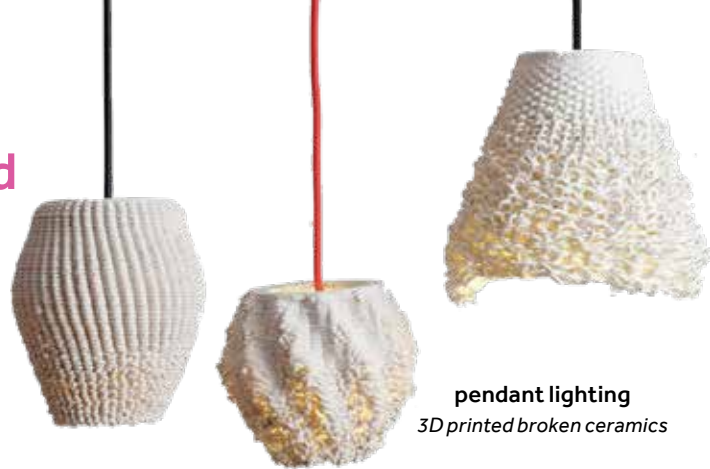
*Railway to
tranquility:*

THE EASTERN
EXPRESS

Captivating Colors
Imperfect Patterns

RE UP **CYCLE**

trend



pendant lighting
3D printed broken ceramics



hera
tumbler

bags
recycled polar jackets



REUPCYCLE

Waste is more! Yes, literally, we produce more waste than ever. And figuratively, we're creating many new uses for waste. In the last decade, up&re-cycling moved from daily consumption needs to the territory of high-end design.



chairs
biodegradable



Gabriela Hearst
recycled used clothes from 60s

novo
jar



coffee table
compressed fruit and
vegetable waste

misket
margarita



suggestions **LAV**

WHEN IN DOUBT DRINK RED

Red is not just the color of passion and love but also the color of health and vigor. Here are five red juices to boost your health.

Anthocyanins, which give this juice its striking color, are also a powerful antioxidant. Pomegranate is also rich in vitamin K, which is vital for heart and bone health. Drinking its juice after meals can reduce inflammation in the gut and improve digestion.



LAV Elegan

The beetroot is indispensable in most fruit juice mixes with its deep red color and slightly sugary taste. It is an excellent source of betalains. It contains nitrates which can reduce blood pressure and the risk of heart disease. Before the morning jog, have a glass of beetroot juice because it also improves athletic performance.

LAV Ayran Bardağım



LAV Empire

This vigorous fruit - Blood Orange - is a natural mutation of orange. The main difference is an antioxidant named anthocyanin. We have a new fruit keeping all the benefits of the original, plus the gains delivered by the abundance of antioxidants: lower risk of chronic health problems like cancer, heart disease, and diabetes.

LAV Roma



Good news for Bloody Mary lovers! Tomatoes are biologically fruit. It is very rich in lycopene, which acts as an antioxidant and can reduce the risk of heart disease. A LAV Roma full of tomato juice can meet almost twice your daily vitamin C needs and support your immune system through cold seasons.

LAV Petit



Cranberry is a powerful antioxidant fruit high in anthocyanins, flavonols, procyanidins, and vitamins C and E. Its juice is remarkably protective against urinary tract infections. Cranberries offer so much more than just being a component of a dessert. This tangy fruit is the centerpiece of various savory recipes: sauces for meats, cocktails, and healthy breakfasts.



First Time at Zuchex

LAV took part for the first time in Zuchex Istanbul Fair, one of the most significant and deep-rooted events in Turkey's home and kitchenware industry. Zuchex Fair, which took place at Istanbul TÜYAP Büyükçekmece EXPO Center between 16-19 September 2021, hosted over 32 thousand buyers and nearly 600 participant companies from 108 countries. Our 530 square meter event area was exclusively focused on experience as a brand that enjoys the tiny bits of life. We presented a

selection of our functional and aesthetic products and shared our unique and colorful designs with our guests. To create a festive atmosphere, we've hosted many events, from tasty&creative chef-made bites to musical performances, from healthy treats to interactive conversations. In our event area, mural art artist Mr. Hure's painting of the United Nations Development Programme on the wall was one of the most eccentric and different performances among all expo events.

LAV General Manager Tuğrul Baran stated that it was very pleasing to make a significant impact on the first-time appearance at Zuchex Istanbul; he also added: "We strengthened our connections for new collaborations in the four days we gave our clients the pleasure of working with us. As LAV, we aim to meet more customers and partners at upcoming expos and events. We will continue to fill precious moments with LAV and be guests at tables worldwide".

“ We will keep on fulfilling the precious moments with LAV. ”



HOST Milano hosted LAV

Filling precious moments with joy with its wide range of products, LAV participated in HOST Milano, one of the leading expos of the food, beverage, and hospitality industry. The fair, held in Milan, Italy, between 22-26 October 2021, hosted LAV's modern designs and innovative products for the first time this year. LAV products managed to attract attention with their elegance, style, and designs. Stating that it is crucial for us to represent our country at the world-famous HOST Milan Fair, which is held every two years, LAV General Manager Tuğrul Baran continued his words as follows: "This important expo, attended by more than two thousand companies and more than 200 thousand visitors, mainly focuses on the hotel, restaurant and, cafe categories, while important brands of the hospitality industry have the opportunity to exhibit their products. The expo where the sector's leading figures shared their experiences was full of food shows and different interesting events. As LAV, we were proud to be here for the first time."

“ HOST Milano offers the opportunity to showcase everything a successful bar or restaurant needs, from machinery to equipment, from raw materials to semi-finished products, from furniture to tableware. ”



LAV Breeze in Milano!

We participated in the Homi Milano Expo in Italy between 5-8 September 2021. Our comprehensive product range with its modern and innovative approach has received full marks from the guests, participants and industry professionals at Homi Milano, which focuses on the home and lifestyle, table setting, and interior decoration categories. Being among the most popular collections of the world-famous expo, which attracted great attention, LAV once again showcased its diversity through its original concepts, vivid touches, and aesthetic attitude.

Unique Collections

LAV rightfully captivated the stage

of Homi Milano with our unique collections; Elegance of Simplicity, Free Patterns, Echoes of the Ocean, and Dreamy Tones. LAV General Manager Tuğrul Baran underlined that Homi Milan is one of the most deciding events around the globe that genuinely shapes trends: "Here we had the opportunity to introduce our products which are companions adding pleasure to daily life. The patterns, originality, modernity, and aesthetics of our products were welcomed by the visitors. As LAV, we will continue to add color to the tables and touch the beautiful little moments in every place we can reach, in every house where we can be guests."



A BETTER COMPANY FOR A BETTER PLANET

Developments such as climate change, global migration, and epidemics are among the most urgent problems that all institutions must address. The corresponding agenda puts the sustainability of resources at the top of the business world's priorities.



"Journey Through Glass" as our sustainability strategy, that we prepared in 2020 in the light of our values, vision, and corporate strategy, is a roadmap that takes into account the risks and opportunities we face and may encounter, covers all our operational processes and makes sustainability a part of our daily procedures. Our strategy, which we will review annually, defines our sustainability priorities, focusing on LAV between 2020-2025.

We have focused our activities in the field of sustainability on the axis of "Better Company," "Better Products," and "Better World." We have determined our primary issues corresponding to these areas and the UN Sustainable Development Programme to which we contribute. We have prepared the LAV Sustainability Scorecard, which consists of the targets, commitments, and performance indicators we want to achieve for all three axes. This scorecard provides us with a roadmap to measure and improve our sustainability performance across all operations. We meticulously monitor our sustainability performance. We have determined our key performance indicators

and 2025 targets in all our priority areas. Making the Sustainability Scorecard a part of the LAV Corporate Scorecard ensured that the targets were spread throughout the company and became part of the performance evaluation system. As LAV, we believe in the power of

shared wisdom and action to achieve the sustainable development goal. For this reason, we support many local and global initiatives and strive to be a part of the solution for global problems. Sustainability is not just a trendy word for us; it is a way we firmly believe and are dedicated to following.

UN DP United Nations Development Programme

3 GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

4 QUALITY EDUCATION

5 GENDER EQUALITY

Achieve gender equality and empower all women and girls

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Ensure sustainable consumption and production patterns

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

17 PARTNERSHIPS FOR THE GOALS

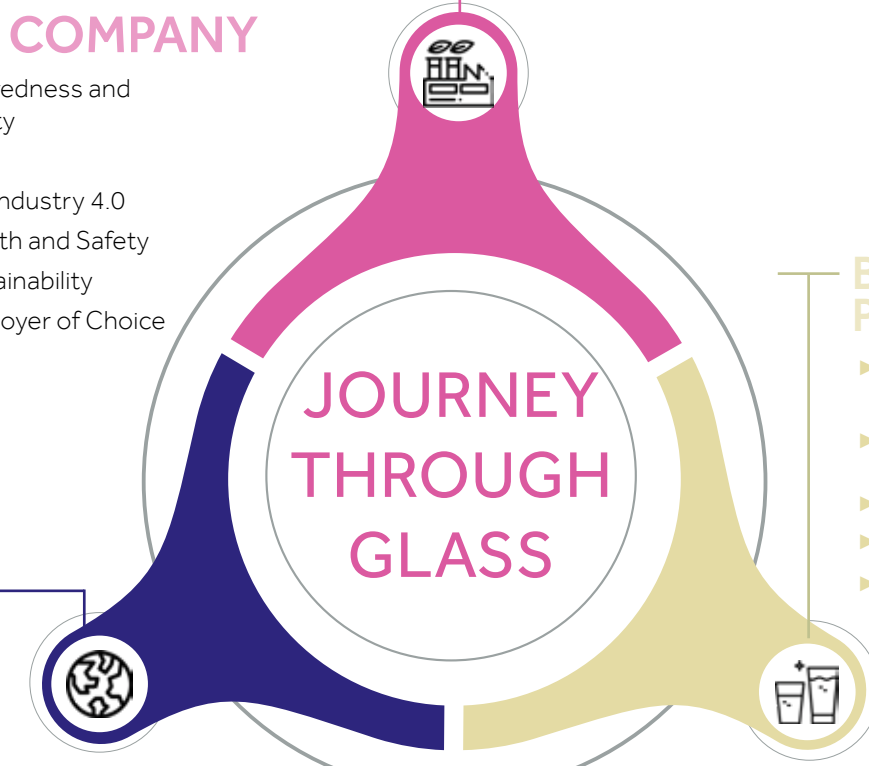
Strengthen the means of implementation and revitalize the global partnership for sustainable development

A BETTER COMPANY

- ▶ Emergency Preparedness and Business Continuity
- ▶ Business Ethics
- ▶ Digitalization and Industry 4.0
- ▶ Occupational Health and Safety
- ▶ Supply Chain Sustainability
- ▶ Becoming an Employer of Choice

A BETTER WORLD

- ▶ Combating Climate Change
- ▶ Resource Efficiency and Circular Economy
- ▶ Gender Equality



BETTER PRODUCTS

- ▶ Environmentally Friendly Products and Food Safety
- ▶ Brand Awareness and Response to Consumer Expectations
- ▶ Product Safety
- ▶ R&D and Innovation

park life

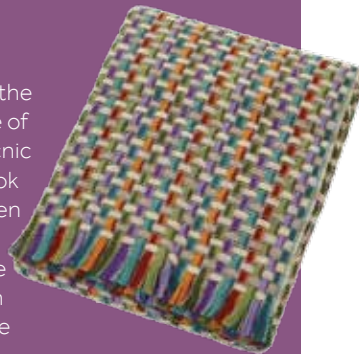


What kind of a hat could be more fitting than a straw hat to picnic? It's eco-friendly, provides sun protection, and on top of those, it's fancy.



Let LAV Tokyo keep your foods intact and safe until you arrive at your picnic heaven.

There's no need to emphasize the importance of a proper picnic blanket. Look at the woolen texture and check these colors: both comfortable attractive.



Match your colorful picnic blanket with darker pastel tones of LAV. Keeps to create a charming contrast.



We've tasty food and delicious drinks to fill up the body and soul. But no soul is full enough without music—level up your Bluetooth with top-of-the-shelf speakers.



The art of fine picnic

One thing we sure had grasped the actual value of is: Being outdoors. Simple picnics are not out of order, but bringing the fine dining experience over the grasses is a strong candidate for Sunday fun.

There are no places for coal dust and smoke in a delicate picnic setting. This gas-powered modular barbeque/kitchenette provides anything you need for a complete grill experience.



A fine dining experience sure needs high-quality stemware, so as a fine picnic. The chic LAV Lal family offers five different glasses from liqueur to flute.



This is the part where the luxury seasoning comes into play. Now we're talking about a real "fine" picnic. And it's also highly functional, holding all your plates, cutlery, and LAV wine glasses safe.

PERSONAL GROWTH THROUGH ROUGH TIMES

The challenges and negative changes we face today will inevitably become an essential part of our future. By living, we have learned that these periods are also full of opportunities to acquire new positive habits that may make us better individuals.

Since the first days of the epidemic, life has changed to a different 'mode' for almost everyone in the world. A challenging 'mode' where we work from home in a completely new routine, children do not go to school, all their needs, including education, are met at home 24/7, and at the same time, we are tested by the stress of illness that surrounds us. The individual and collective steps we have taken to cope with this stressful period have granted us the chance to acquire positive habits. Habits may help make personal breakthroughs that will be beneficial for the rest of our lives, and that will become an enjoyable part of our routines when we move to a more normal routine.

Fitness and physical activity

We have discovered the spiritual benefits of physical activity firsthand and will undoubtedly continue to keep our "home gyms" open and active in the years to come. We have made our morning yoga and stretching movements, and weekend exercises indispensable parts of our routine. We discovered the positive effects of short-term and straightforward activities -which we previously disliked- on our physical and mental integrity.

The value of being outside in nature

Being unable to leave the house and paying attention to physical distances when we are out made us realize how necessary a park close to our home is and that it is not enough for us. Most of us have restarted our connection with nature, which we did not even realize we had lost. When being in nature is the safest situation, our trust in nature has also increased. We began to draw strength from it again, increasing our empathy with our environment and the earth.

Deeper communication and more meaningful relationships

We have managed to come out of such a period, where being physically distant has deeply shaken our relationship habits, with a healthier communication habit and deeper relationships. Our shared experience has increased our ability to sympathize and empathize. Short phone calls we made out of social necessities leveled up to more honest and real video calls. Old friendships that have been eroded by time and distance have warmed up again. We have learned that being out of sight does not prevent being in the middle of one's heart.



CAPTIVATING COLORS IMPERFECT PATTERNS

This year LAV design team built a creative bridge linking the past, present, and future. Our new collections seamlessly overlap different periods with a genuine contemporary design language. While traveling in time back and forth, they still deliver meaningful messages on issues as sustainable raw materials, transformation economy, functionality in space.



ALLURING DARKS

Especially in these recent years, when we have realized the importance of living at home, soft textures such as velvet and satin and warm metals such as brass and copper accompany these theatrical tones, emphasizing the pampering side of design as much as comfort. Prepare yourself for daring and profound colors this season. Their presence at the tables will help us embrace life with more determination and high energy. Inspired by the dark hues of precious stones such as emerald, ruby, and sapphire and simulating their flamboyant enchantment, the collection embodies a contemporary romance with its forms and patterns.



PRIMITIVE AESTHETICS

To catch the accelerating rhythm of life, we look into our shared creative heritage; And we reinterpret primitive symbols and translate them into social trends. This approach will appear as one of the main reference points for all of us, from architecture to fashion, in the upcoming days. With this collection, we pay tribute to the ancient wisdom of artisans and the collective design culture persevering and evolving for centuries. While the hand-drawn color blocks let us converge on the transformation of nature with their irregular and flawed forms, the inclusiveness of earth tones from olive green to terracotta and cappuccino brings mother earth's healing power to our tables.



SOFT METALS

In 2022, virtual and physical reality dissolve into each other and enter our lives with a new understanding of truth. To add meaning to the new world infiltrating our living spaces, we employ more active, hybrid, and unconventional methods than before. While we make your dining tables stylish, we do not compromise on entertainment and settle for less fun. We also greet and say hello to the digitalized world with the optical illusions we create. Organic textures embedded with metallic glittery, grainy effects and fine lines meet with pastel color tones, resulting in a futuristic look.



QUIET LUXURY

In a period of social emancipation, where concepts such as freedom of expression, gender equality, and bodily awareness come into our lives, we suddenly learn to adapt our lives with restrictions. By turning this process into a part of our lifestyles, we open our doors to the beauty, innovation, and opportunities of living with less. Focusing on subtle forms for a minimalist aesthetic, the collection, with its timeless retro manner, allows versatile modern designs to be appreciated in any space. Inspired by the aesthetics of the 70s and 80s, graceful curves and narrow lines blend with neutral tones to reflect a gentle spirit.



LAV DESIGN TEAM:
Beste Pelin Akbulut, Nezrin Bakar,
Yaprak Yıldız, Yeliz İçöz

THE NEW OLD WAYS

Humanity has developed food preservation methods long before they start settling. First preserved food examples are believed to be 14000 years old. The sun and the wind have let our nomad ancestors learn the ways of preserving food simply by drying their foods. Old as the human civilization, various techniques with similarities and mind-blowing differences can be seen worldwide in every possible culture.



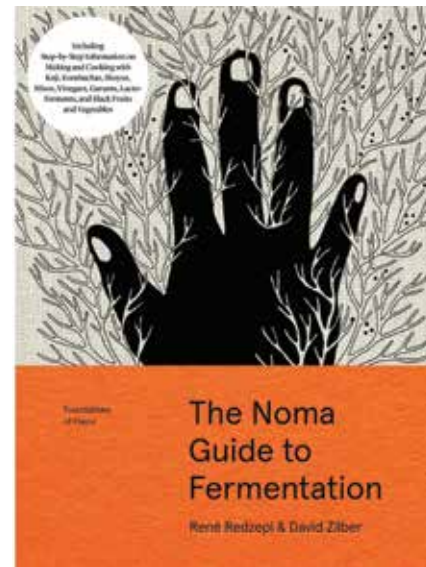
More Plants, Less Waste

This one is not actually about food preservation methods but preserving the food in a different manner. Chef Max La Manna is a climate activist, a sustainability advocate, and a master of low waste cooking. The recipes are easy to approach, the ingredients are accessible for the majority of the population. You will eat some delicious, wholesome food if you follow them. And the tips he gathered will pave the way to a more sustainable life.

Author: Max La Manna
Publisher: Mitchell Beazley



LAV Lal



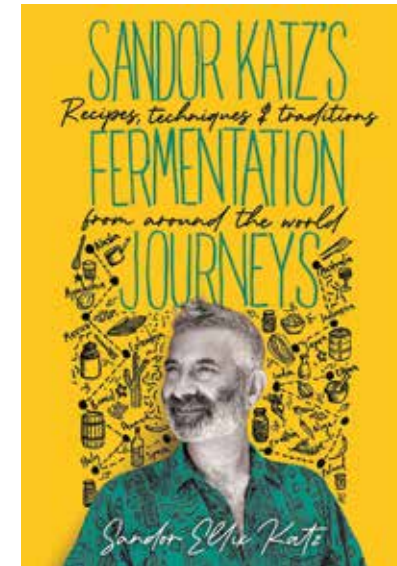
The Noma Guide to Fermentation

Our second guest is New York Times Bestseller; it also has many more medals hanging on its neck. Why? Because it is fermented in gastronomic mecca: Noma. The co-authors are René Redzepi, chef and co-owner of Noma, and David Zilber, the chef who's behind Noma's world-known fermentation lab. They shared never-before-revealed methods of preparing acclaimed ferments of one of the world's top restaurants. The Noma Guide to Fermentation will take you far beyond the cut-and-dry kimchi and sauerkraut recipes to a whole new galaxy of food preservation.

Author: René Redzepi, David Zilber
Publisher: Artisan



LAV Empire



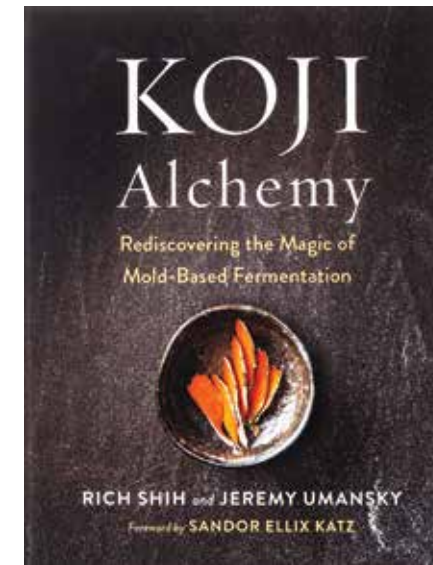
Sandor Katz's Fermentation Journeys

This book is a through and through fermentation guru Sandor Katz's masterpiece. He has been traveling all around the world to learn and teach the ways of fermentation for the last 20 years. Sandor Katz's Fermentation Journeys is a magical gateway to the highlights of these two decades of pilgrimage. This book is not just recipes or instructions; you will have the chance to look centuries back, learn the culture and rituals surrounding food and preservation.

Author: Sandor Katz
Publisher: Chelsea Green Publishing



LAV Lapis, Mercan



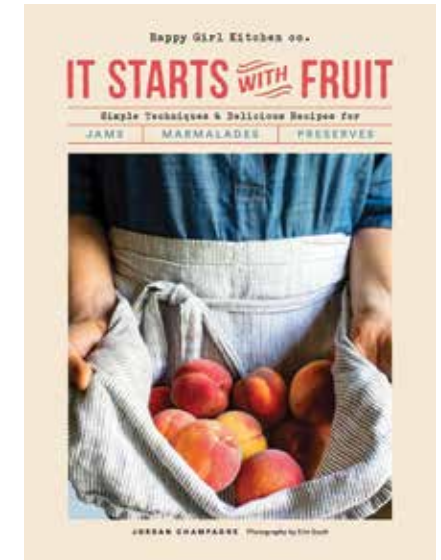
Koji Alchemy

The ancestor of modern chemistry, Alchemy, was once famous for trying to create gold. Still, their goals were far more ambitious: to transform and bend nature to the will of human imagination. When we look at Koji, we can see the same approach. Koji Alchemy is the first book devoted to processes, concepts, and recipes for fermenting foods with Koji, the microbe behind the delicious umami flavors of soy sauce, miso, mirin, and many other ingredients that Japanese cuisine was built upon.

Author: Rich Shih and Jeremy Umansky
Publisher: Chelsea Green Publishing



LAV Diamond, Elegan, Liberty



It Starts with Fruit

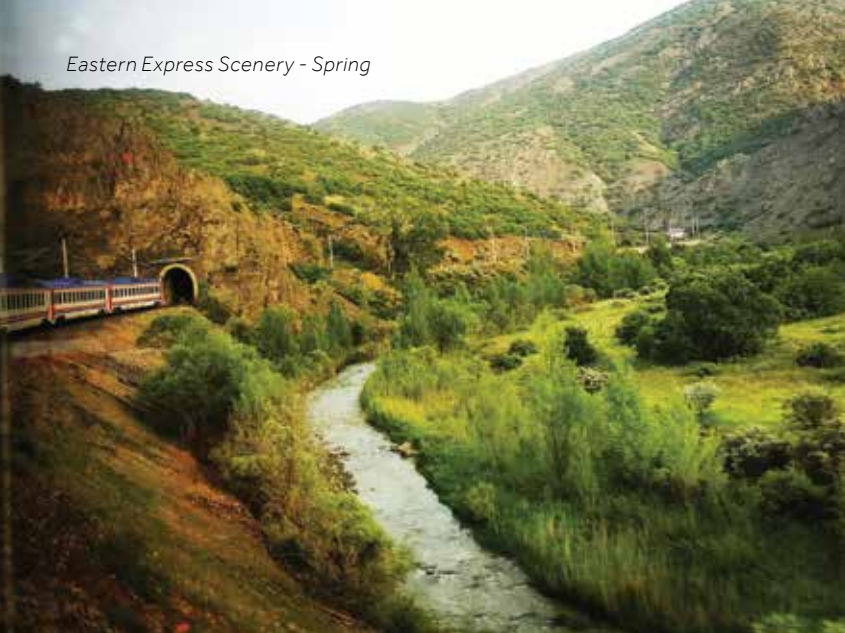
Jam making gets a bad rap for being highly technical, complicated, messy, hot, and sticky, but preserving fruit can be simple and easy. Jordan Champagne unlocks the secrets of mouthwatering fruit sauces and fruit butters, delicious whole-fruit preserves, and fresh-tasting jams and marmalades from the comfort of your home kitchen. A must-have for anyone who wants to learn about making jam and other preserves, likes experimenting in the kitchen, or enjoys DIY projects.

Author: Jordan Champagne
Publisher: Chronicle Books



LAV Karen

Eastern Express Scenery - Spring



Ani Ruins



Railway to tranquility

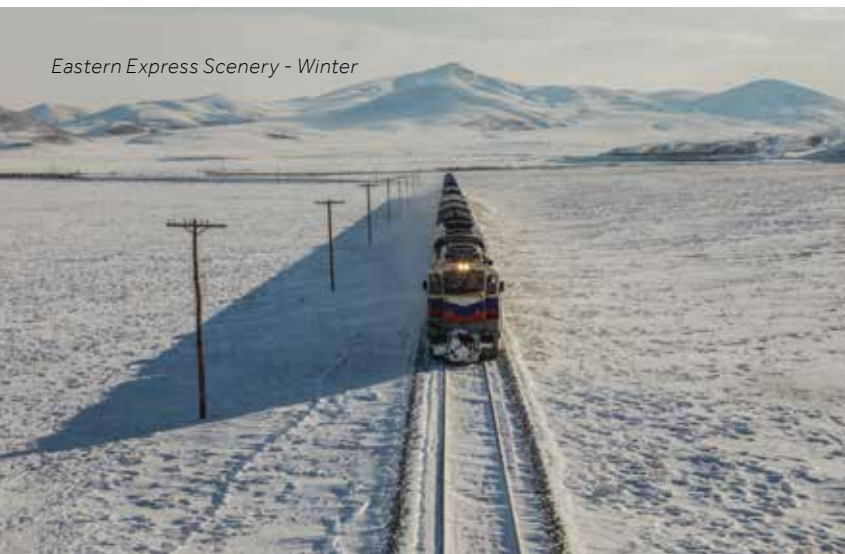
We are in the times when we regained our freedom of movement, and traveling begins to regain the meaning of pleasure rather than being a risky phenomenon made under compulsory conditions. Now is the time to look at both our present and our future from a more transparent window. To renew, "reset," and fill our mental batteries; It is time to go on journeys where we can pamper our palate with calm, natural, and unique tastes.

Turning a trip that would take only 2 hours by plane into a 30-hour transit journey is a choice that contradicts our lives forced to be built on the hustle and bustle. And precisely because of this contradiction, the Eastern Express is a healing route that will give us the time we need right now. This train route is a rare treasure where we can witness sights that we cannot see with another way of traveling, neither a "full all-inclusive" tour nor the most extraordinary vehicle can provide you. During this journey, you can establish a spiritual connection with Asia Minor-the cradle of the civilizations. You can dive

into a 30-hour dream from Europe to the Caucasus by adding the Istanbul-Ankara YHT to the trip from Ankara and ends at the Kars station. The Eastern Express, which started to become one of the new favorites of domestic tourism in the few years before the epidemic, offers much more than social media content. It will inevitably be an international attraction point like Trans Siberia. Kars, which we arrive at the end of the road, will greet you with an effect of frozen in time. This sense of timelessness, which increases with the buildings remaining from the Russian period, will cover you when you

go out of the city and stretch towards Çıldır Lake. And when you go to Ani Ruins, you will feel utterly exempt from the wear and tear of time. Let's keep in mind that the impact of trains, which became widespread after the middle of the 19th century, on humanity was as significant as the spread of the internet. It is the trains that introduce the concept of being a tourist into people's lives. In a compartment you share with someone you love, you will feel that time is relative, and you will be able to calmly let yourself go with the flow that slows down with your perception.

Eastern Express Scenery - Winter



Frozen Çıldır Lake



soul recharging **LAV**

A Swiss tale in the far east Turkey

Caucasian bees produce Kars honey from the extract of various kinds of plant flowers, some of which are endemic to the region, some of which are unique to Kars geography. Since the flora of Kars is highly vibrant, its honey variations all taste very good. Another essential production of Kars, which is a perfect destination for a gastronomic trip, is cheese. There are many cheese factories, and more than 20 types of cheese have been produced since the 1880s. The most special cheeses of Kars are Kars kashar and Kars gruyere, both of which have deep aromas intense flavors.

Gruyere is indeed a Swiss cheese, and the origins of the Kars gruyere was also a Swiss traveler David Moser, who arrived Kars in 1878 and realized the milk and environment were very suitable for cheese making. In the same group as Emmental, Gruyère, Fontina, Gouda and Edam. It can be pleurably paired with low acid, medium/large-bodied, and intensely flavored wines, especially if served in LAV Tokyo wine glass.



Erişte with Green Lentils *Erişte Aşı*

INGREDIENTS

• 1 teacup of green lentils • 1 coffee cup of chickpeas (optional) • 1 onion • 1 carrot • 1 potato • 2 tomatoes • 45 g butter • 1.5 liters of hot water • 150 g Erişte • fresh or dried basil, thyme or mint • yogurt

For the Erişte dough: • 1 cup of flour • 1 coffee cup of water • 1 pinch of salt

PREPARATION OF THE ERISTE

Erişte is an ancient Anatolian version of noodles, but flat and short-cut. Take the flour into a deep bowl. Add salt. By adding water, start kneading. You need the dough to be on the hard side of the spectrum. The dough is rolled out on the floured counter with a rolling pin. Then cut it into stripes not larger than 1 cm and preferably 6-8 cm long.

PREPARATION

The lentils are washed, boiled, and drained. Vegetables are peeled and diced. In a saucepan, fry the onion with butter. Add the tomatoes and cook together for a few minutes. Add carrots and potatoes. Sprinkle the salt. Cook for 15 minutes on low heat. (If it is desired to have chickpeas, the chickpeas need to be soaked the day before. You need to change the water is occasionally. Then boil till they are soft enough.) Add the hot water, lentils, and chickpeas. Cook for another 20 minutes on low-medium heat, stirring occasionally. At last, add your freshly made Erişte, and cook a few minutes till they get soft. Serve it with the LAV Tokyo bowl, pour some yogurt on it, and finish it with melted butter and chili flakes sauce.



LAV Tokyo Wine Glass



WHISKEY SOUR

By Kevin Patnode
with LAV Brit

A true cocktail classic. One of the oldest ones, and principally unchanged through nearly two centuries.

2 oz bourbon whiskey
1 oz lemon juice
½ oz sugar syrup
1 oz aquafaba or 1 egg white
shake with ice
1 orange twist