



LIZAY

COMPANY PROFILE
2025



ELEGANCE MEETS *Brilliance*

At Lizay, our core philosophy is captured in the motto “Growing Together”—a principle that defines our strong partnerships and shared success.

Guided by this vision, we have developed a meticulously crafted Business Partnership Model, designed not just as a roadmap but as a comprehensive support system that fuels mutual growth and long-term success.



Pioneering Design and Excellence in Jewelry

Lizay, one of Turkey’s most trusted and established jewelry brands, began its journey in 1978 with founder Mahmut Serbes’s first investments in the industry. In 2004, the Lizay brand was officially founded, bringing together decades of experience under a single name. Since then, we’ve grown rapidly, combining the rich traditions of jewelry craftsmanship with modern innovation. Today, Lizay operates over 90 stores in 40 cities across Turkey and serves customers at more than 200 locations worldwide. With our strong technological infrastructure and dedicated team, we remain committed to our core values: trust, sustainability, and consistency.

BOARD MEMBERS



Mahmut SERBES

Founder of Lizay Diamond - Chairman of the Board

Mahmut Serbes, a leading figure in the Turkish jewelry industry, began his career in 1978 and opened his first store in 1994. Today, Lizay has grown to over 80 stores and 250 sales points. With a customer-first approach, technological innovation, and trendsetting designs, he has made Lizay one of Turkey's fastest-growing jewelry brands. His vision now is to elevate Lizay Diamond to global recognition, continuing his legacy of excellence.



Yeliz SERBES AKGÜN

Board Member at Lizay Diamond

Yeliz Serbes Akgün joined Lizay in 2015 after studying in London. She has been key in expanding the product line and implementing innovative advertising strategies. Her modern vision blends contemporary trends with the brand's legacy, strengthening Lizay's industry presence. Akgün continues to drive Lizay Diamond toward greater success and global recognition.



Çağatay SERBES

General Manager and Board Member at Lizay Diamond

Çağatay Serbes has played a key role in Lizay's growth since joining in 2018. Holding a management degree from a U.S. university, he initially focused on institutionalizing the company. Under his leadership, a new system propelled Lizay to over 300% growth, expanding its market presence. Now, his goal is to position Lizay Diamond on a global stage, driving its evolution and success in the jewelry industry.



350+ EMPLOYEES

100,000+ ANNUAL PRODUCT SALES

WIDE-RANGE MARKETING SCOPE

CUSTOMER SATISFACTION FOCUSED
CRM OPERATIONS

ERP SYSTEM

PROFESSIONAL DATA & INFOMATION FLOW



LIZAY

M I L E S T O N E S

Company founder Mahmut Serbes laid the foundations of Lizay with the store he opened under his own name in Adapazarı.

1978

2000

With its stores in different locations, Serbes group aimed to move its position in the sector to the upper levels.

2004

Lizay brand was created by Mahmut Serbes inspired by the names of his children Yeliz Serbes and Çağatay Serbes.

2007

Our first LIZAY store was opened in Istanbul Viaport Shopping Mall.

2012

Head Office and Headquarters moved to Nuruosmaniye.

It was one of the first companies in the sector to bring its technology vision to the forefront by launching an integrated resource utilization program.

The number of stores reached 11.

Scholarship activities were carried out as part of the Social Responsibility project.

2023

Lizay renewed its concept and rapidly increased the number of stores.

2022

With Burcu Esmersoy, he made a big impact in the sector with the advertising campaign launched with the slogan "There is a love and there is Lizay".

Lizay brand recognition was achieved through participation in international fairs.

2017

The number of stores reached 15.

2014

Lizay started its activities in the e-commerce sector with its e-commerce site.

2024

The "BARONI" brand was created.

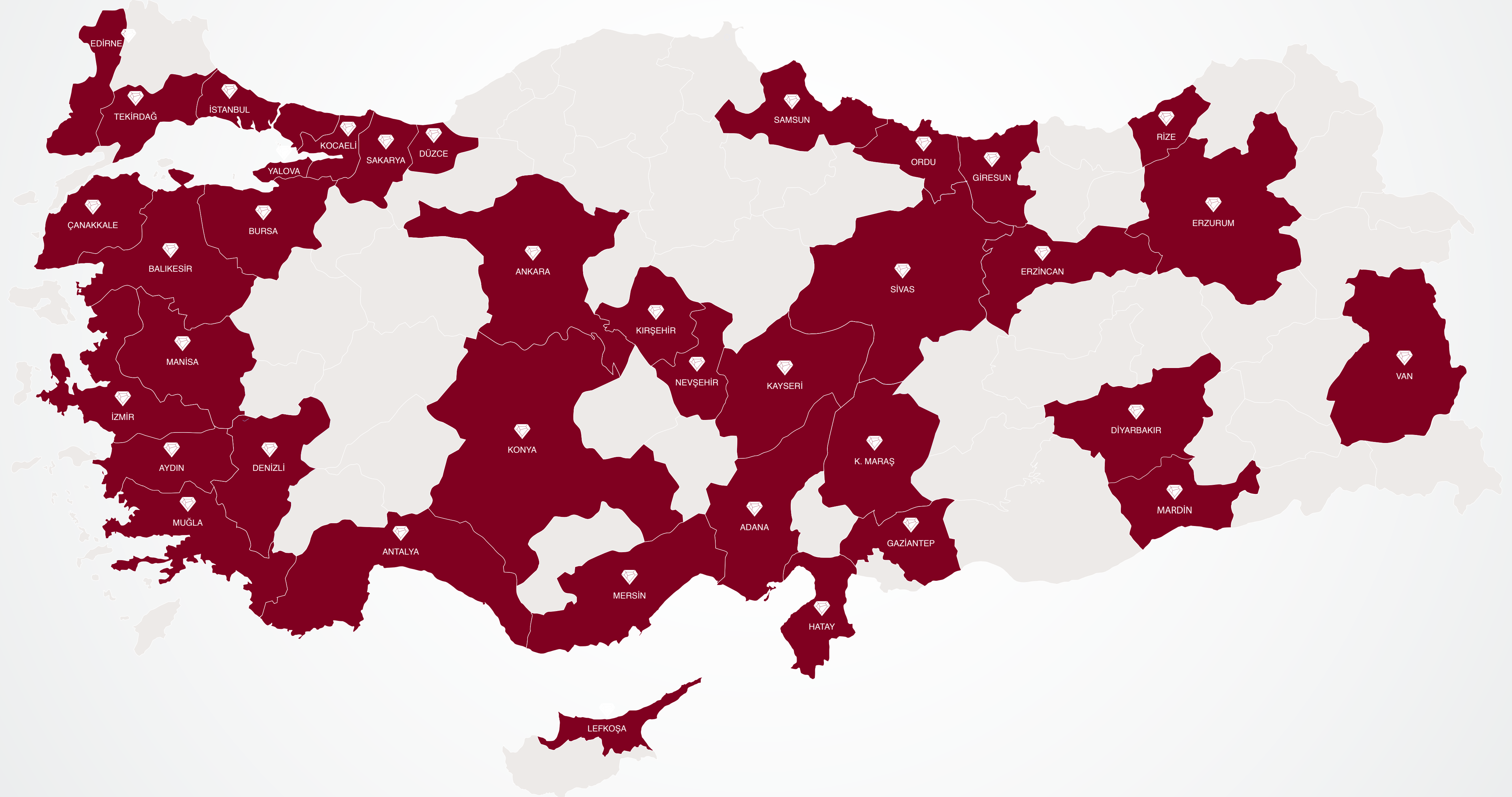
2025

Our first Overseas Store started its operations in Berlin, Germany.

The company has 200 Points of Sale, 90 Stores and the domestic and international retailing process continues rapidly.

LİZAY

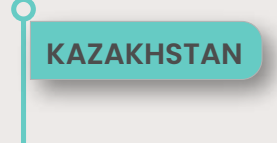
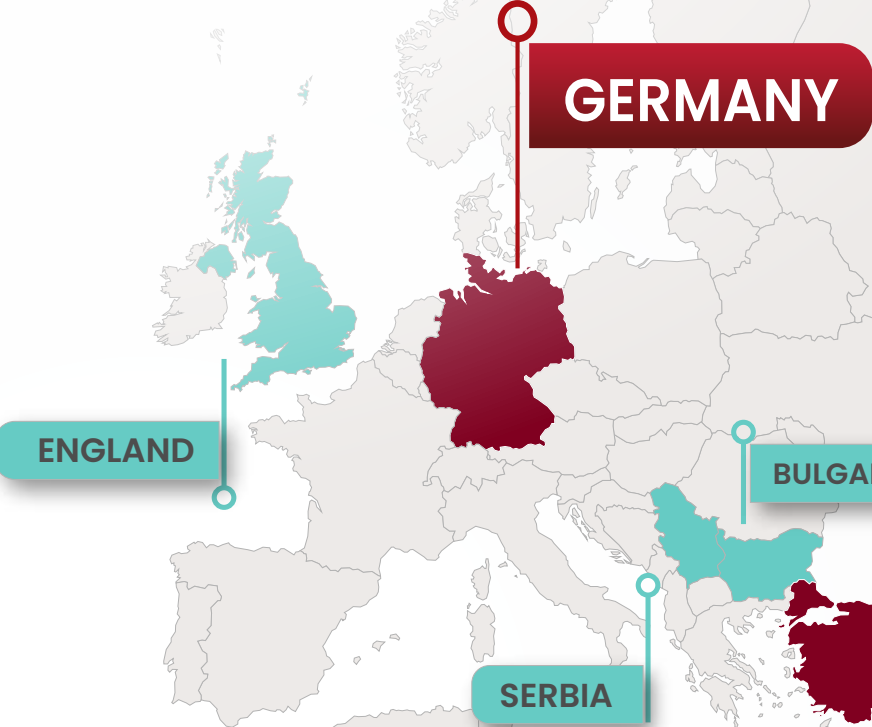
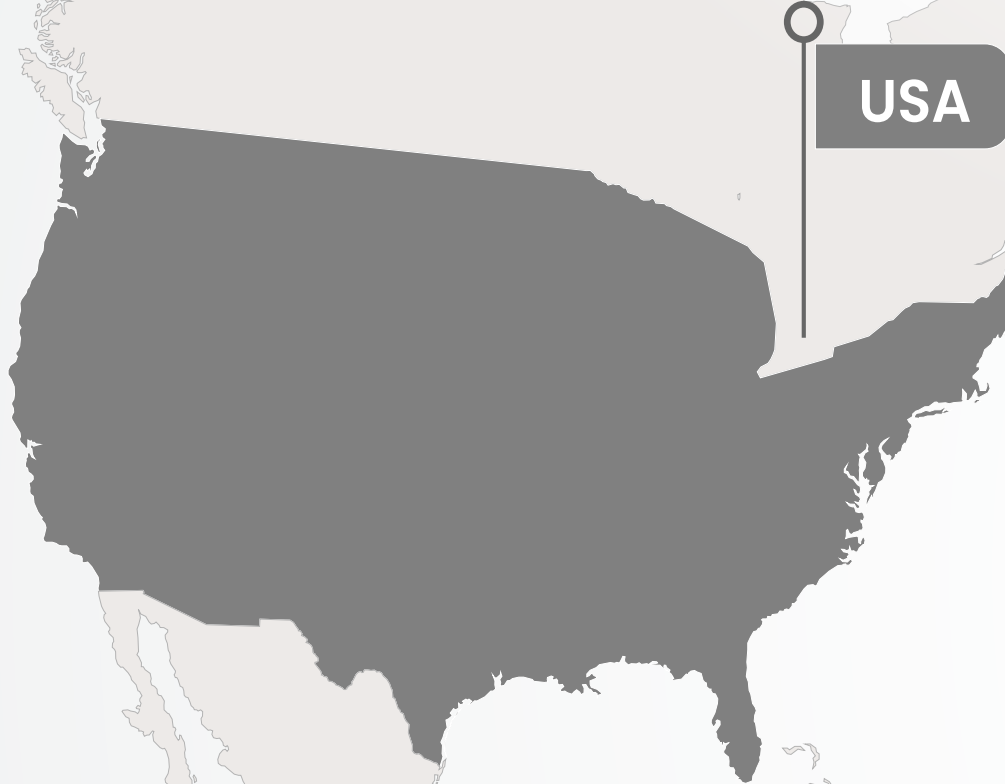
TURKEY SCOPE OF SHOPS



LIZAY

GLOBAL MARKETS & TARGETS

- ACTIVE MARKETS
- PRIMARY TARGET MARKETS
- SECONDARY TARGET MARKETS



LIZAY

GLOBAL SALES POINTS





ON SOCIAL
MEDIA



ON SOCIAL
MEDIA







SHOPS
DESIGN
CONCEPT



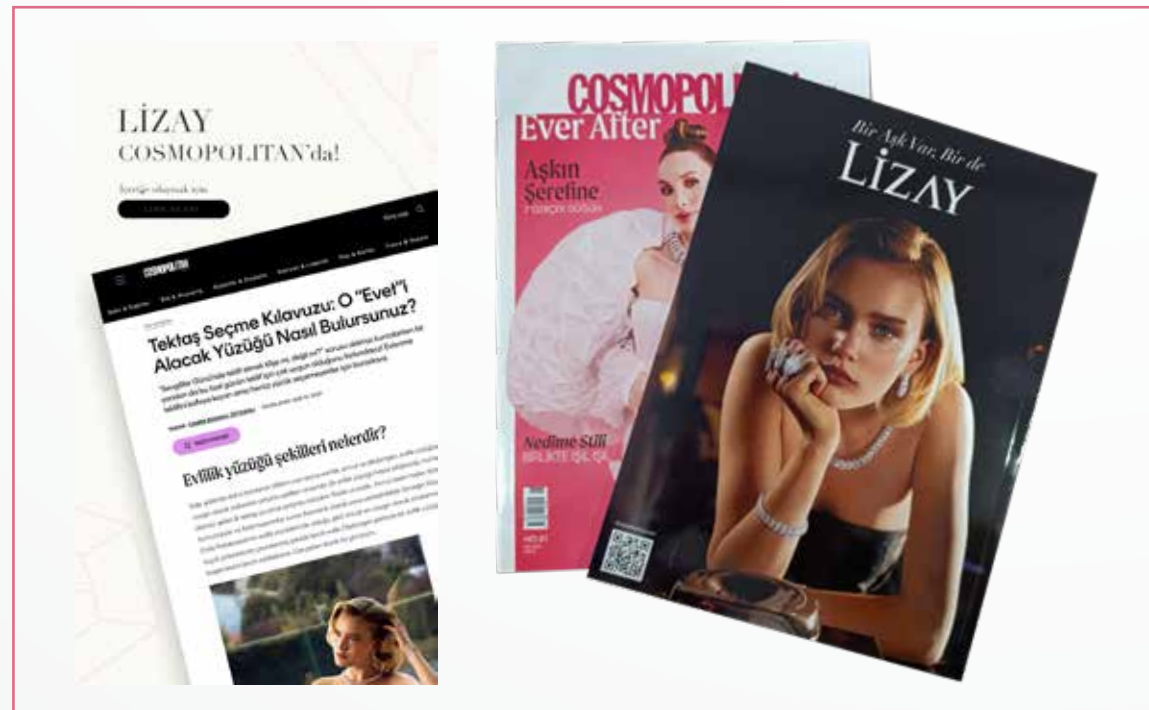




MEDIA & TVC SPONSORSHIPS



S P O N S O R S H I P S





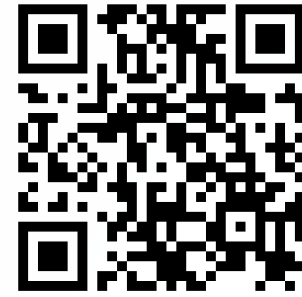
SHOPS



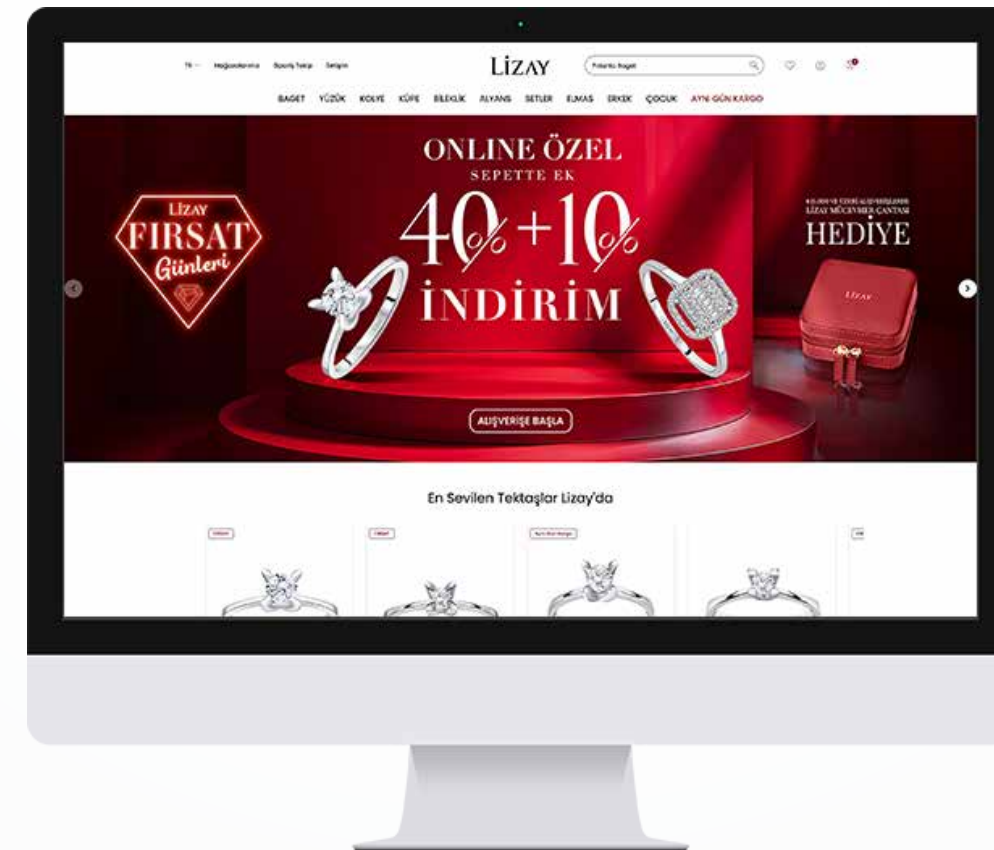
Scan this QR Code to reach our all shops' list and their contact informations.



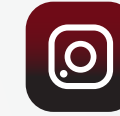
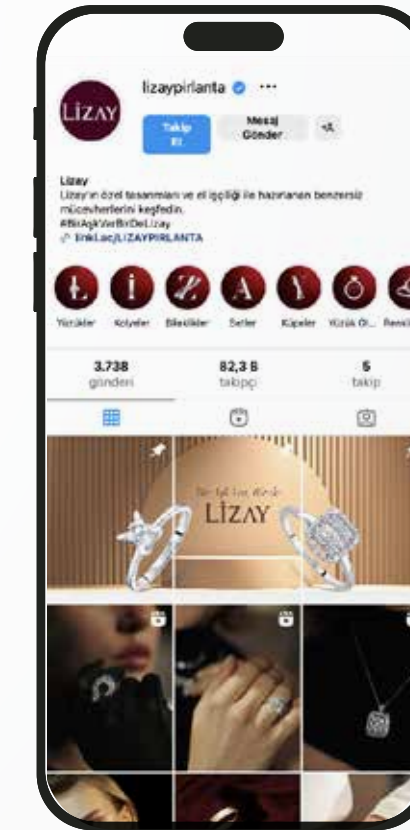
WEB SITE / TURKEY

www.lizaypirlanta.com

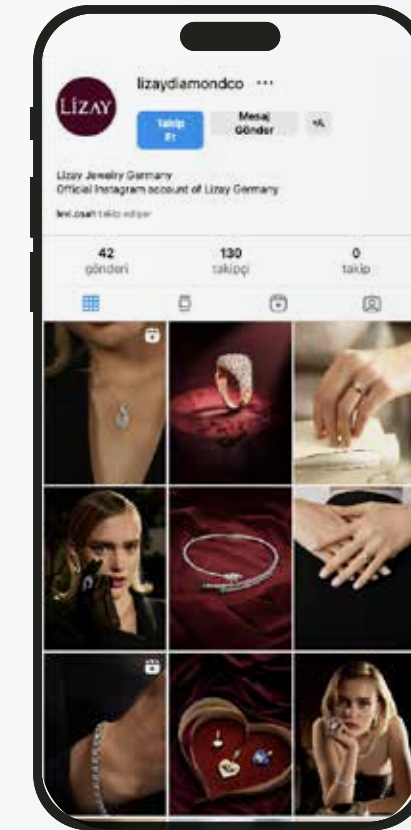
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