



All contents contained herein constitute confidential information belonging to Çilek Mobilya A.Ş., including trade secrets, know-how, internal technical information, and intellectual property to be kept confidential. Such information is protected particularly under the provisions on unfair competition set forth in the Turkish Commercial Code No. 6102, the Industrial Property Law No. 6769, the Turkish Code of Obligations No. 6098, and other applicable legislation. Any unauthorized acquisition, use, disclosure, reproduction, sharing with third parties, or direct or indirect commercial use of such information may constitute an infringement of intellectual property rights and/or unfair competition.



# MODERA

## A Calm and Modern Living Space

Modera is designed as a calm and balanced living solution for modern lifestyles. Inspired by Scandinavian design principles, it focuses on simplicity, functionality and emotional comfort.

In contrast to the visual complexity of daily life, Modera creates a clean and peaceful environment where users can relax, focus and feel at ease. Its design combines minimal forms with warm material effects, offering a refined and timeless atmosphere.



## VALUE PROPOSITION

Modera offers a refined and balanced living experience by combining premium materials, functional design and modern simplicity. It creates a space where comfort, organization and aesthetics come together seamlessly.

### **Premium European design perception**

Strong alignment with Scandinavian and modern design trends.

### **High perceived quality**

Visible material and hardware quality increase trust and value perception.

### **Strong in-store positioning**

Clean and minimal look supports premium retail presentation.

### **Complete room solution**

Encourages full-room purchases rather than single-item buying.

## KEY BENEFITS

What the product offers for the child, the parent, and the store.

### **Creates a calm living space**

Clean design language reduces visual clutter and supports a more peaceful environment

### **Balanced aesthetic and function**

Combines visual simplicity with practical everyday usability.

### **Supports focus and productivity**

Integrated study solutions and organized layouts enhance concentration.

### **Adapts to modern lifestyles**

Supports both digital habits and daily routines with smart integrations.

### **Premium material and hardware quality**

High-quality components such as Blum and Hettich systems ensure long-term performance.





## KEY FEATURES

Which design and construction elements create these benefits.

### **Minimal and refined design language**

Clean lines and balanced proportions create a modern and elegant look.

### **Warm material combination**

Mat white surfaces combined with wood textures create a soft and inviting atmosphere.

### **Smart living details**

USB charging units, cable management systems and integrated organizers support daily use.

### **Advanced storage solutions**

Multiple configurations provide efficient organization for different needs.

### **User-centered modular structure**

Modules can be combined to create personalized living spaces.



## MODERA COMMUNICATION TIPS

The Modera Collection should be positioned not as a single design style, but as a flexible living space that can adapt to different lifestyles—across both digital communication and in-store experiences. With its clean white base and minimal design language, it can easily shift into different moods through colors, accessories, and styling. This allows the same room to take on completely different characters depending on the user, the context, and the presentation.

**Based on this approach, the content strategy can be built as follows:**

**Different Style Scenarios:** The same room can be styled as modern, romantic, or playful by changing textiles, accessories, and colors.

**Before / After Content:** Showing a clean Modera room and its styled version helps highlight its transformation power.

**User Style Focus:** The focus should not be the room itself, but the user's personal style. Message: "This space is shaped by you."

**Function + Aesthetic Balance:** Not only the look, but also an organized and practical living space should be highlighted.



## COLLECTION STRUCTURE

Modera offers a complete room setup including:

### Wardrobes

- Hinged and sliding door options
- Adjustable shelves and hanging systems
- Integrated ventilation systems for air circulation

### Beds & Bunk Beds

- Multiple bed options including storage beds
- USB charging units and functional headboard details
- Optional pull-out bed solutions

### Study Areas

- Ergonomic desk designs
- Integrated lighting, USB and writing boards
- Organized storage for study materials

### Storage Units

- Dressers, bookcases and modular storage units
- Anti-tip safety systems
- Drawer organization systems

[Click this link to discover more](#)

# TECHNICAL HIGHLIGHTS

## Material Structure

- E1 standard melamine coated particle board (8 mm, 16 mm, 25 mm)
- PVC edge banding with rounded edges for user safety
- Natural wood handles (beech & walnut)

## Hardware & Functionality

- Blum soft-closing hinges and tandem drawer systems
- Hettich sliding door mechanisms
- Adjustable hinges and shelf systems

## Safety Standards

- Designed in accordance with TÜV GS (EU) standards
- Compatible with GS and TSE standards
- Anti-tip safety systems for modules



