

Péra Napa



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Péra is the historical name of Istiklal Avenue, which has been one of the most famous avenues in Istanbul since the Ottoman era. At the second half of the 19th Century, *Grande Rue de Péra* was Istanbul's most elegant street and home to the city's smartest shops, various embassies and churches as well as fashionable residences, theatres and renowned patisseries. The street was a fashion centre and a cosmopolite settlement for the merchants, businessmen, bankers, foreigners and rich people who followed Paris fashion. The whole street was considered so distinguished that people wouldn't dream of taking a stroll on it wearing an ordinary clothing.

Prima Deri's *Péra Napa* is designed to reflect this special character of *Grande Rue de Péra*. With its chic and natural look as well as excellent silky touch, *Péra Napa* brings the spirit of the distinguished lifestyle of 19th Century Istanbul into the stylish shoes which are made up of itself. Waiting to be worn by elegant people who care about how they look as much as the inhabitants of *Grande Rue de Péra* who would dress up even just to take a walk or do some shopping in the avenue...