

VAULT

GO NATURE

#1 MULTIBRAND
OUTDOOR FRANCHISE CONCEPT

∨ OLGAR

∨ VAULT FRANCHISE

∨ BRANDS

∨ STORES

∨ STORE CONCEPT

∨ MARKETING

∨ APPLICATION CRITERIA

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OLGAR GROUP

"Our common point is our passion for nature; It brings us together. It is a great pleasure for us to be a part of this family..."

Founded in 1989 by former national volleyball player and combat veteran naval officer Güven Olgar and his wife Kadriye Olgar, with their love for sports, OLGAR continues to specialize in individual sports since the day the first SPX store in Bakırköy was opened. The aim of OLGAR, which is in a leading position in the outdoor retail industry, is to offer people who are passionate about nature, clothing, equipment and accessories that will make them compatible with nature in all four seasons. Today, OLGAR is the distributor of many global brands, especially Quiksilver, Billabong, Salomon, Merrell and Jack Wolfskin. OLGAR stores are the market leader in alternative sports with 50 stores across Türkiye.

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ABOUT US

1989



Beginning of the story!!

First Store
Bakırköy/İstanbul

ROSSIGNOL

1995

Rossignol Türkiye
official distributorship

SPX
SPORT POINT EXTREME

1996

Second Store!
Akmerkez / İstanbul

SPX
SPORT POINT EXTREME

1997

Third Store!
Kızıltoprak / İstanbul

Babolat DUNLOP

2001

Babolat and Dunlop Türkiye
official distributorship

MERRELL

2009

Merrell Türkiye official
distributorship

BILLABONG

2005

Billabong Türkiye
official distributorship

BURTON

2002

Burton Türkiye
official distributorship

SALOMON

2011

Salomon Türkiye
official distributorship

QUIKSILVER ROXY

2013

Quiksilver and Roxy
official distributorship

SPX
SPORT POINT EXTREME

2015

30. Store!

SPX MEGA

2016

First Mega Store!
over 1500 m2

SPX
SPORT POINT EXTREME

2017

First overseas Store!
Galleria Tbilisi / Georgia

VAULT

2022

First VAULT store!



2023

The
Adventure
continues!

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BİZ KİMİZ



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Genel Müdür

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Onur Ulaş Gültekin
Franchise Direktörü

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Okhan Şentürk
Franchise Satış Müdürü

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VOLT

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VAULT FRANCHISE

Everyone who likes to spend time in nature, does sports, adopts an active style and sports-life style products; It is an innovative retail concept that appeals to all audiences and offers inspiring experiences, where they can easily access the world-brand shoes, textiles and equipment they need to carry out their activities comfortably and effectively.

VAULT; It specializes in outdoor sports, extreme sports, running, sailing, swimming, tennis, skiing and sports-lifestyle. It aims to provide the best service with the power of Olgar's deep-rooted retail experience and the power of its brands.

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MARKALARIMIZ



SALOMON



TRESPASS

MERRELL



EMU Australia.

ROXY



SLAM

SUUNTO

DLX
DESIGNED FOR LIFE IN EXTREMES

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Since its founding in 1969, Quiksilver has been designing youth products by adhering to the roots of the mountain and the wave.

Quiksilver, which is considered a premium youth lifestyle and cultural clothing brand in the sports market, produces all types of alternative lifestyle and snow sports clothing products, especially boardshorts, together with its high-tech partners.



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ROXY

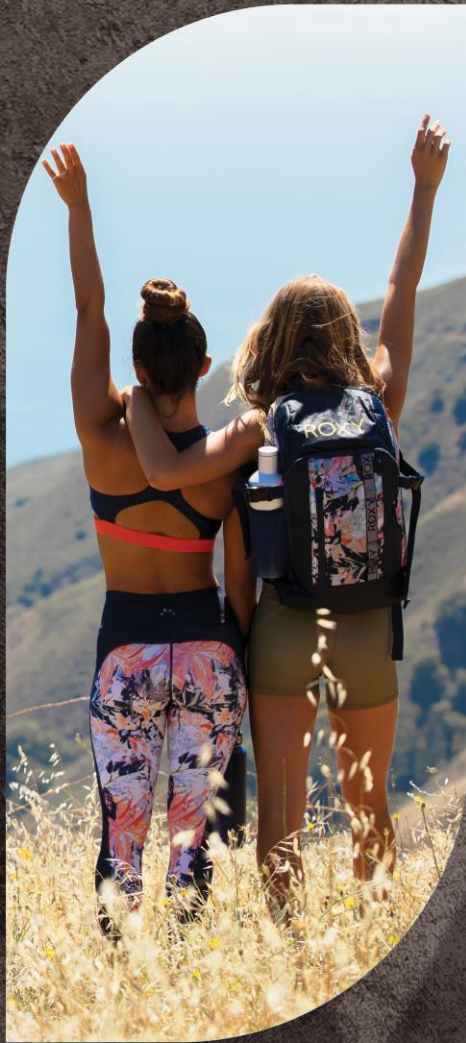
Roxy, the women's brand created by Quiksilver in 1990, has now become a global brand that meets all the needs of an active woman.

The brand's collection, which was first created for women's surfing and beach wear, expanded to areas such as alternative lifestyle, skiing, snowboarding, outdoor and fitness in 1992 with its high performance.



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SALOMON

Founded in France in 1947; Salomon produces shoes, clothing and equipment for running, winter sports and outdoor sports. Over 50 years, it has succeeded in expanding to 70 stores in France and 160 countries abroad.

Salomon is currently the market leader in the trekking and hiking shoe market with 19%. Salomon, the creator of the trail running concept, maintains its leadership in this category with a 60% market share in the world.



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Jack Wolfskin

Founded in Germany in 1981, Jack Wolfskin now has 4,000 different retail locations and more than 900 stores worldwide. It operates as the leading brand in the outdoor and city outdoor sectors with many stores.

Jack Wolfskin has successfully introduced numerous material and product innovations to the market in recent years; It holds numerous patents in many fields such as clothing, backpacks and tents.



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MERRELL®

Founded in America in 1981, Merrell continues to operate in more than 150 countries today; It is the most valuable brand of Wolverine Group, the world's largest shoe distributor.

Merrell, one of the important players in the outdoor market, offers consumers comfort, aesthetics and performance with high-tech products.



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Billabong, which started by producing surf textiles and equipment in Australia in 1973, quickly became a global brand.

In its adventure until today, it has enriched its product range with winter sports, outdoor and lifestyle products as well as surf culture. Billabong, which has existed as a premium youth brand in our country for many years, creates its designs by combining its brand culture with nature-friendly and advanced technologies.



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SLAM

Founded in Genoa in 1979, Slam is a marine clothing brand that revolutionized the sailing world.

The brand, which specializes in sportswear, perfectly brings together history and avant-garde lines.



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▲ SUUNTO

Suunto provides real sports experiences with the performance and outdoor watches it has developed since 1936 and offers users the opportunity to record and analyze all their activities.

It brings sports lovers one step closer to nature, thanks to wrist-based heart rate measurement, long battery life, high data flow from GPS /GLONASS satellites and many other technical features.



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Traverse alpha
woodland



Core all black



Spartan sport
WHR

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It is a custom snowboard manufacturing company founded in 1977 by Jack Burton Carpenter.

It specializes in products such as snowboards, boots, outerwear and accessories.



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ROSSIGNOL

Founded in the French Alps, Rossignol is a manufacturer of ski, snowboard and winter sports equipment that has inspired the mountain experience since 1907, as well as outerwear and accessories suitable for winter sports.



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TRESPASS®

Founded in Scotland, Trespass is an international sportswear brand specializing in ski textiles, waterproof jackets, fleeces, hiking boots, event accessories and camping equipment categories.



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DLX[®]

DESIGNED FOR LIFE IN EXTREMES

DLX products are carefully selected designs to provide the best performance and features for those who want more from their equipment.

It has a wide sales network in many countries and is sold in many stores, especially in the UK and Europe.



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EMU Australia®

EMU Australia is an Australian lifestyle brand that designs, manufactures and markets footwear and accessories. The brand is best known for its sheepskin and Merino wool products.

Their signature product is fur boots, which have been a popular fashion trend for young women since the 2000s. They also have a wide selection of men's and children's products.



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Karrimor is a British backpacking, outdoor and sports equipment and clothing brand, founded in 1946 as the Karrimor Bag Company.

It stands out with its running, hiking, outdoor and camping textiles, shoes and accessories.



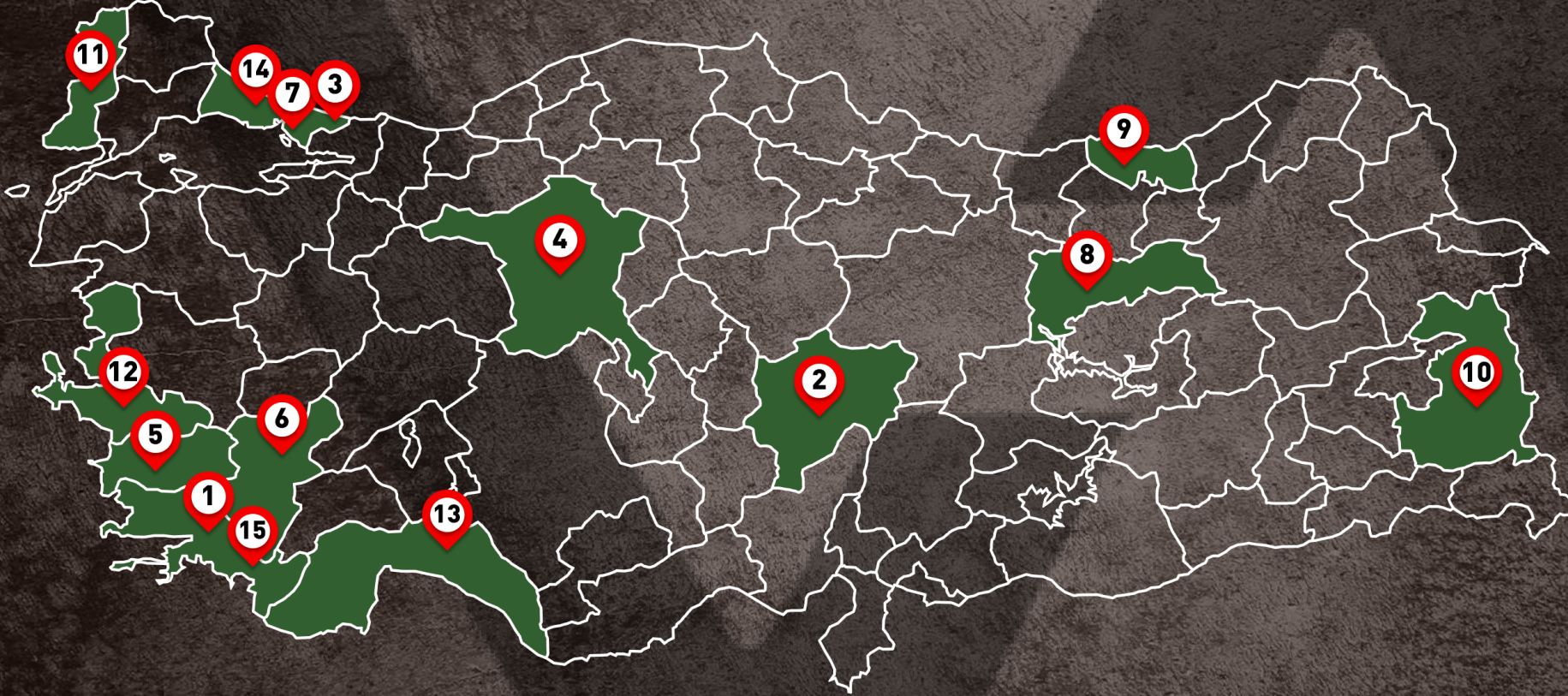
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Mağazalar



- 1- FETHİYE VAULT
- 2- KAYSERİ PARK AVM VAULT
- 3- İSTANBUL CITY'S KOZYATAĞI VAULT
- 4- ANKARA GORDION AVM VAULT
- 5- SÖKE VAULT
- 6- DENİZLİ VAULT
- 7- İSTANBUL MEYDAN AVM VAULT
- 8- ERZİNCAN VAULT
- 9- TRABZON VAULT
- 10- VAN VAULT
- 11- EDİRNE ERASTA AVM VAULT
- 12- İZMİR WESTPARK AVM VAULT
- 13- ALANYA AKDENİZ PARK AVM VAULT
(Çok yakında hizmetinizde)
- 14- LEVENT VAULT (Çok yakında hizmetinizde)
- 15- MUĞLA RÜYA 48 VAULT
(Çok yakında hizmetinizde)

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Store Concept



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Marketing & Events

Events



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Marketing & Events

Digital Marketing

Wolfest'23
VAULT LOUNGE



Camp & Caravan'23



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Marketing & Events

Influencers



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Application Criteria

Features Required in Franchise Requests:

- * Commitment to outdoor sports
- * Experience in retail sales of global brands
- * Experience in the outdoor fashion and retail industry
- * Experienced, high energy, sales and administrative staff that can ensure continuity
- * Strong financial structure



Contact us

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