

This year, a textile toy in the shape of a Turkmen horse has emerged as one of the best-selling items produced by the Ashgabat Textile Complex. These small pouches in the form of a cheerful horse serve not only as toys but also as unique and creative packaging for gifts and oriental sweets, capturing the interest of shoppers. According to the “Turkmenistan: Altyn asyr” news outlet, functional sets for newborns, including bathrobes made from eco-friendly cotton, are also in high demand within the children’s product line.

Among the season’s highlights are specialized bath sets designed for football fans. Ahead of the AFC Champions League Round of 16 matches, there has been significant interest in sets featuring the branding of the “Arkadag” football club, as well as the “7” series, created in honor of the world-renowned footballer Ronaldo. Simultaneously, the company’s specialized stores offer a wide variety of goods, ranging from elegant accessories to export-quality bedding sets that bring a unique personality and warmth to home interiors.

Currently, shoppers’ favorite accessories at the “Goza” textile store include tote bags made of thick fabric with exquisite embroidery and compact pouches for smartphones. The defining feature of these items is the traditional “alaja” decoration, which transforms a modern product into a unique traditional talisman. These initiatives are recognized as successful steps by the complex in integrating national heritage with contemporary fashion.

Established in 2007 and considered one of the largest textile enterprises in Central Asia, the Ashgabat Textile Complex continues its steady growth. Exporting its products to the USA, Europe, Turkey, and CIS countries, the company maintains a strong commitment to environmental sustainability in its production. Consequently, the enterprise effectively supplies the domestic market with high-quality goods while consistently strengthening its global reputation.