

Nomination: 8879

NextGen

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Eren Perakende

[REDACTED]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

NextGen

Category

B01 - B67 Achievement > B48 - Best Talent Acquisition Process

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Eren Perakende is one of Türkiye's leading multi-brand retail companies, operating in the fashion and lifestyle sector for over three decades. The company began its journey in 1990 through a partnership with Devanlay for the licensed production and distribution of Lacoste. Over time, it expanded its brand portfolio to include global names such as Burberry, Gant, Nautica, Converse, and The Kooples, and launched proprietary retail concepts like Occasion and House of SuperStep.

As of 2025, Eren Perakende operates nearly 600 stores and manages over 1,000 points of sale across 25 countries, employing more than 8,000 people. It combines strong brick-and-mortar presence with digital sales through 12 e-commerce platforms, reflecting a commitment to omnichannel transformation and customer-centric innovation.

Historically, the company has achieved consistent growth through operational excellence, agile retail practices, and brand diversification. However, while it had a proven track record in scaling operations and partnering with prestigious global brands, its early-career talent acquisition practices were traditionally decentralized and transactional. This created a need for a more structured and strategic approach to ensure long-term sustainability and leadership continuity—setting the stage for the launch of transformative programs like NextGen Retailers and NextGen Kickstart.

b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since 2022, Eren Perakende has achieved a breakthrough in early-career talent acquisition by launching and scaling its dual-track Management Trainee programs—NextGen Retailers for head office roles and NextGen Kickstart for store leadership. These initiatives marked the company's most strategic investment in Gen Z talent and redefined its approach to hiring, onboarding, and development.

By 2024, the programs had attracted over 4,300 applications and successfully onboarded 97 Management Trainees—up from just 6 hires in 2023—making it the highest intake in company history. In 2025, NextGen Retailers received over 6,000 applications without any advertising, reflecting a surge in employer brand awareness and candidate engagement.

These achievements were enabled by an innovative sourcing and assessment process featuring AI-powered video interviews, gamified personality and aptitude tests, and behavioral simulation games (MaxiManager and Treasure Island) that replaced traditional interviews. Candidates who progressed were placed in a structured 6–10 month journey involving cross-functional rotations, executive mentoring, and strategic project delivery.

Employer branding was elevated through authentic storytelling, platform partnerships, and alumni involvement—driving a nearly tenfold increase in applications. Internally, the programs fostered cross-functional talent ownership, with business units actively requesting MT placements based on performance and cultural alignment.

These results represented more than recruitment success—they signaled a systemic shift toward integrated talent development and future leadership planning. The programs positioned recruitment as a strategic business enabler, embedding capability building into the hiring experience and establishing Eren Perakende as a talent leader in the retail industry.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

The transformation achieved by Eren Perakende is award-worthy because it redefined how early-career talent is sourced, assessed, and developed in the retail sector—particularly in a market where frontline and entry-level roles are often filled through high-volume, transactional methods with limited long-term focus.

The results were unprecedented within the company's own history. In 2023, only 6 Management Trainees were hired through conventional channels. By 2024, that number surged to 97 through the NextGen Retailers and NextGen Kickstart programs. Applications rose from just 309 to over 4,300, and in 2025, NextGen Retailers attracted more than 6,000 applications without any advertising spend. This exponential growth highlighted not only increased reach, but also stronger employer brand equity and a far more engaged candidate pool.

What truly sets this achievement apart is the integration of strategic development into the hiring process. Candidates progressed through AI-powered and gamified assessments, immersive simulations (MaxiManager and Treasure Island), and personalized learning paths co-designed with Boğaziçi University. These elements—rarely seen in entry-level hiring across the retail industry—ensured better cultural fit, faster onboarding, and measurable contributions through real-world projects.

Compared to peers, few regional retailers offer such a deeply embedded, high-touch early-career experience. Eren Perakende went beyond hiring to build a sustainable leadership pipeline—replacing reactive recruitment with a future-focused model. The strategy is not just innovative; it is scalable, impactful, and already reshaping internal mobility and succession planning. This is why Eren Perakende is positioned to win this award.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

This nomination is supported by a robust collection of documents that provide clear, direct evidence of the strategy, design, and impact of Eren Perakende's award-nominated talent acquisition process.

The Best Talent Acquisition Process – Details Document serves as the core evidence base, outlining business needs, strategy design, assessment methodology, and measurable outcomes. It confirms the ninefold increase in MT hires from 2021 to 2024, the 6,000+ organic applications in 2025, and the strategic alignment between sourcing, onboarding, and leadership development.

The NextGen Kickstart and NextGen Retailers Design Process presentations (PDFs) visually support how each program was structured—from announcement to onboarding. These include the competency-based selection flow, use of AI tools, gamified assessments, and real business projects.

The Information Guides for both programs (PDFs) highlight the candidate experience, including simulation day logistics, values-based evaluation rubrics, and the use of personalized feedback—evidence of the programs' human-centered and inclusive design.

Additionally, submitted videos (e.g., First Day, Game Day, Teasers) document the real implementation of program elements, such as onboarding workshops, group games (MaxiManager and Treasure Island), and participant interaction. These multimedia assets validate the scale, energy, and experiential richness of the programs.

Together, these attachments provide comprehensive validation of the claims presented—demonstrating that the strategy was not only innovative in concept, but exemplary in execution and outcomes.

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

Yes

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

Yes

[REDACTED]

Would you like to add an additional supporting document?

Yes

[REDACTED]

[REDACTED]

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