

Sagist Group Chairman Metin Durmaz Redefines Global Luxury: The Rise of the 'Turkish Standard' from Hollywood to Africa

An exclusive conversation with Architect Metin Durmaz on why Kings, NBA Stars, and African Leaders are turning to Turkey for their most private sanctuaries.

İSTANBUL, İSTANBUL, TURKEY,
February 16, 2026 /EINPresswire.com/
-- THE ARCHITECTS OF DIGNITY: HOW [SAGIST GROUP](#) REDEFINED [LUXURY](#) FOR THE GLOBAL ELITE

In the sophisticated landscape of international interior design, a significant power shift is underway. For decades, the heritage brands of Paris and Milan held a monopoly over the tastes of the world's ultra-wealthy. However, a new titan has emerged from Istanbul, successfully penetrating exclusive circles from the hills of Hollywood to the rapid-growth capitals of Africa. Sagist Group, led by its visionary Chairman [Metin Durmaz](#), has become the preferred partner for the "Black Elite," global moguls, and heads of state who are increasingly bypassing Western giants.

In a candid recent interview, Metin Durmaz deconstructed the reasons behind this global shift, suggesting that the era of impersonal luxury is coming to an end. For Durmaz, Sagist Group's success is rooted in a principle often ignored by the West: the restoration of dignity through design.



To my brothers and sisters in Africa and the Americas, I say this. We are ready. You have the vision, and you have the power. We have the tools to build the throne you deserve. Let us build the future together.



Redefining the Art of Luxury Living. Sagist Group: Where Elegance Meets Excellence. Not Just Furniture, A Masterpiece. Experience the Summit of Design. Timeless Luxury for Modern Spaces.

The Soul of Success: Beyond the Market Demographic
The rise of the "Black Elite"—a powerful group of politicians, superstars, and business moguls—as a primary client base for Sagist Group is no accident. Durmaz explains that while many Western firms view Africa or the African-American community through the cold lens of market demographics, Sagist Group approaches these relationships with a sense of shared history and brotherhood.

"When we sit at the table, we do not see a transaction; we see brothers and sisters," Durmaz stated. He noted that these clients have often fought immense battles to reach their positions of power. Consequently, they demand an environment that reflects that triumph. Durmaz critiques Western minimalism as being "reminiscent of a hospital waiting room"—sterile and personality-free. In contrast, Sagist designs spaces that "roar." For a president in Accra or a record mogul in Atlanta, a home must be a monument to their conquest. This emotional resonance is what sets Sagist apart.

Shattering the "Classic" Myth: The Sagist Standard

One of the most significant misconceptions regarding Sagist Group is that the firm is strictly a purveyor of gold-leaf, Ottoman-style furniture, modern style luxury and ultra modern furnitures. While Durmaz acknowledges their mastery of the "Royalty Aesthetic," he emphasizes that the company is, in fact, an architect of the future.

"Yes, we are masters of the classic royalty aesthetic because sometimes that is what a legacy requires," Durmaz remarked. "But Sagist is a master of the avant-garde., modern and ultra modern" Today, the majority of the group's projects are ultra-modern, characterized by sharp lines, futuristic materials, and seamless technological integration. In Nigeria, for instance, Sagist is developing smart villas with architectural silhouettes as sharp as diamonds. For NBA stars in the United States, the firm creates "futuristic sanctuaries" using concrete, glass, and exotic leathers to create high-tech serenity. This versatility defines the "Sagist Standard." The style is a fluid response to the client's dream, whether it is Baroque gold or futuristic minimalism.

The "Turkish Difference": A Legacy of Trust

A central pillar of the Sagist Group's expansion is the historical standing of Turkey on the world stage. Durmaz argues that European brands often enter developing markets with "invisible baggage"—a legacy of colonialism that fosters arrogance.



From the heart of Istanbul to the skylines of Dubai and California—crafting the "Fortress Luxury" of the future.

"The Ottoman Empire never colonized Africa," Durmaz emphasized. "We had a relationship of brotherhood and protection. In our culture, there is no color." He points out that in the Ottoman court, merit was the only currency. This DNA of equality is still vibrant today. Furthermore, Durmaz credits the modern leadership of President Recep Tayyip Erdoğan for reinforcing these ties. Under Erdoğan, Turkey has built schools and infrastructure across Africa to uplift rather than exploit. This geopolitical trust translates into business. When a client shakes Durmaz's hand, they are trusting a partner who views their rise as a shared victory.

The Turnkey Model: Privacy and Peace of Mind

Operating on a global scale requires logistical perfection. This is where Sagist's "Turnkey" model becomes a game-changer. For a busy head of state or a world-touring artist, managing a construction project is impossible. Sagist Group takes complete control—from initial grey construction to the final installation. They even select the cutlery on the dining table, ensuring that when the client receives the keys, every detail is flawless.

Crucially, this service is backed by a "religion-like" devotion to privacy. Having worked in the private quarters of the world's most famous individuals, Sagist maintains a "vault" of discretion. In a world where personal data is constantly compromised, the absolute confidentiality offered by Sagist is a core part of the luxury experience.

A Club of Excellence: The Power of Validation

The growth of Sagist Group has been fueled by a powerful referral network within the global elite. Durmaz describes the brand as a status symbol that spreads through validation. When a leader observes that a peer's residence possesses a quality that surpasses the most expensive hotels in Paris or London, the question is always: "Who did this?"

"We make our clients look good," Durmaz said. "We validate their status." This has created what he calls a "Club of Excellence." Possessing Sagist-designed interiors has become a marker of having graduated from being simply "rich" to being "wealthy with taste."

A Vision for Healing and Hospitality

As Sagist Group looks toward the future, the firm is revolutionizing the hospitality and healthcare sectors. Durmaz envisions hospitals that feel like 7-star hotels because "healing requires high morale," and modern hotels that maintain human warmth despite cutting-edge designs.

Metin Durmaz's message remains clear: "To my brothers and sisters in Africa and the Americas, we are ready. You have the vision, and you have the power. We have the tools to build the throne you deserve. Let us build the future together. The Ottoman Empire never colonized Africa; we had a relationship of brotherhood. Under the leadership of President Recep Tayyip Erdoğan, this brotherhood is now a modern policy. Our clients trust Sagist because they trust Turkey. We are partners in their rise, not exploiters of their resources."

SAGIST GROUP LUXURY

SAGIST GROUP LUXURY FURNITURE FACTORY

+90 553 720 66 17

info@hotelmobilya.com

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/892535964>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.