Minoa is empowering local manufacturing and women-led design with Google AI

MINOA
TORONTO
conscious comfort

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>
> Fatih Tandogan, Founder

Challenge
After a 17-year career in luxury retail, Fatih Tandogan lost his job during the pandemic. While staying home to care for his two young daughters, he saw firsthand the 'invisible labour' of caregiving. This experience sparked a mission: to build a business that supports women. He launched Minoa to bring premium, ethical linens to the global market while empowering female artisans. As a small Toronto team, they faced the immense complexity of managing a global supply chain, navigating international customs, and building a luxury brand all at once. He needed a way to compete with large companies without a C-suite of his own.

Solution
Fatih integrated Google AI as what he calls his 'silent co-founder'—a versatile thinking partner that helps him navigate the complex demands of his global business. To streamline supply chain logistics, Fatih uses Gemini as a collaborative guide to research customs regulations and identify potential HS codes, helping him avoid costly errors. In logistics planning, Gemini supports him by analyzing lead times from Turkey and France, calculating landed costs, and comparing shipping routes. To celebrate his weavers, Fatih works with Gemini to help translate technical weaving specifications into the rich, sensorial stories required for a luxury brand.

Impact
By using Google AI to handle the operational details of global trade and some of his day to day tasks, Fatih says Gemini has reduced the time he spends on administrative tasks by 50-70%. This dramatic increase in speed was proven when he launched their 'Made-in-Canada' project, moving from concept to production in just days—a process that would normally take months. 'Calling Google AI a silent co-founder isn't hyperbole. It's how we run the business every day,' Fatih says. This efficiency frees up his time to focus on the human aspects of the brand: mentoring female artisans and supporting women's shelters.



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