

2024
SUSTAINABILITY NEWSLETTER



KEY FOR LIFE

JIMMY KEY



At Jimmy Key, we focus on sustainability to help create a better future.
We reflect our respect for nature and people in every collection and process, and take pride in designing with a clean production approach.



Under our **Key for Life** vision, we embrace processes that benefit nature, the environment, and society — continuously striving to do better every day. Aware of the fashion industry's impact on climate change, we are committed to improving everything from our production methods to product quality, and we expand these efforts year after year.

Key Figures About Jimmy Key

33,68%

Total Sustainable Products

14,31%

Linen

19,37%

Modal/Lyocel

// In 2024, a total of 13 high school and 7 university students completed their vocational internships through our Young Talent Programs.

// During the 2024 academic year, we supported 83 students through our educational assistance program for the children of Jimmy Key employees.

557

Total Number of Employees

80

Number of Female Managers

427

Number of Female Employees

76,7%

Percentage of Female Employees

Social Benefits

- Daycare Support
- Childbirth Allowance
- Marriage Allowance
- Bereavement Support
- Holiday Bonuses
- Eid Al-Fitr Holiday Bonus
- Eid al-Adha Holiday Bonus



Sustainability Approach

//With our nature-conscious production approach, we continuously improve our processes to consume **less water and energy** while minimizing environmental impact.

//By supporting circular economy practices in the fashion industry, we implement sustainability-focused initiatives that protect our resources and move forward with the goal of becoming an inspiring brand for the sector.

//On our sustainability journey, we aim to address the climate crisis in all its dimensions. We shape our strategies in line with the Paris Agreement and continuously work to **reduce our carbon footprint**. By extending the life cycle of our products and acting with a strong sense of environmental responsibility, we remain committed to protecting nature.

//We take pride in having **76% of our workforce made up of women**, supporting projects that promote equal opportunities in education, and leading fashion with practices shaped by our respect for nature.

//We believe that energy efficiency is a key component of environmental sustainability, and we implement measures across our workplaces to **reduce energy consumption**.

//Through our recycling and waste reduction efforts, we protect natural resources and **sort our waste to help reduce environmental pollution**. We also manage our paper consumption with care to support the preservation of forests, ecosystems, and biodiversity.

Our Projects

// Through our **Key for Life** program, we embrace processes that benefit nature, the environment, and society — and we strive to improve ourselves every day.

// We support eco-conscious fashion with our collections designed using **TENCEL™** fibers and fabrics sourced from renewable materials. By reducing water and energy consumption during production, we contribute to **the circular fashion movement**.

// We prioritize ethical sourcing across all our processes, invest in our people to promote a culture of sustainable living, and implement eco-friendly, responsible practices at every stage of our business.

// We integrate innovative raw materials and production techniques into our processes. Believing that **digital transformation goes hand in hand with sustainability**, we utilize 3D design software to reduce raw material usage during the design phase.

//By expanding the use of **RFID** technology in our store and warehouse operations, we enhance process efficiency and workforce performance through new investments.

//Through **Jimmy Key Academy**, we provide all our team members with sustainability training, adding value to our business processes through our eco-friendly lifestyle approach.

//We embrace the United Nations' 17 Sustainable Development Goals, with a particular focus on **Gender Equality, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, and Responsible Consumption and Production**.





Jimmy Key & İzDoğa World Environment Day

In collaboration with İzDoğa, a subsidiary of the İzmir Metropolitan Municipality, we organized the İzmir Southern Delta Waste Recycling Event on June 5th to mark World Environment Day.

[Click Here For More Information](#)



Jimmy Key - EÇEV Pedal for Education

We are proud to support the "Pedal for Education" event organized by the Aegean Contemporary Education Foundation (EÇEV) as the main sponsor.

[Click Here For More Information](#)



Jimmy Key Universail

With the 13th edition of the Jimmy Key Universail 2024 Sailing Race held this year in Urla Pier, we brought students together through the unifying power of sports.

[Click Here For More Information](#)





RFID

We are enhancing our operational efficiency by digitalizing our business processes. With the implementation of the RFID system, we have accelerated stock tracking in our stores and warehouse, making our control processes faster, easier, and more reliable.

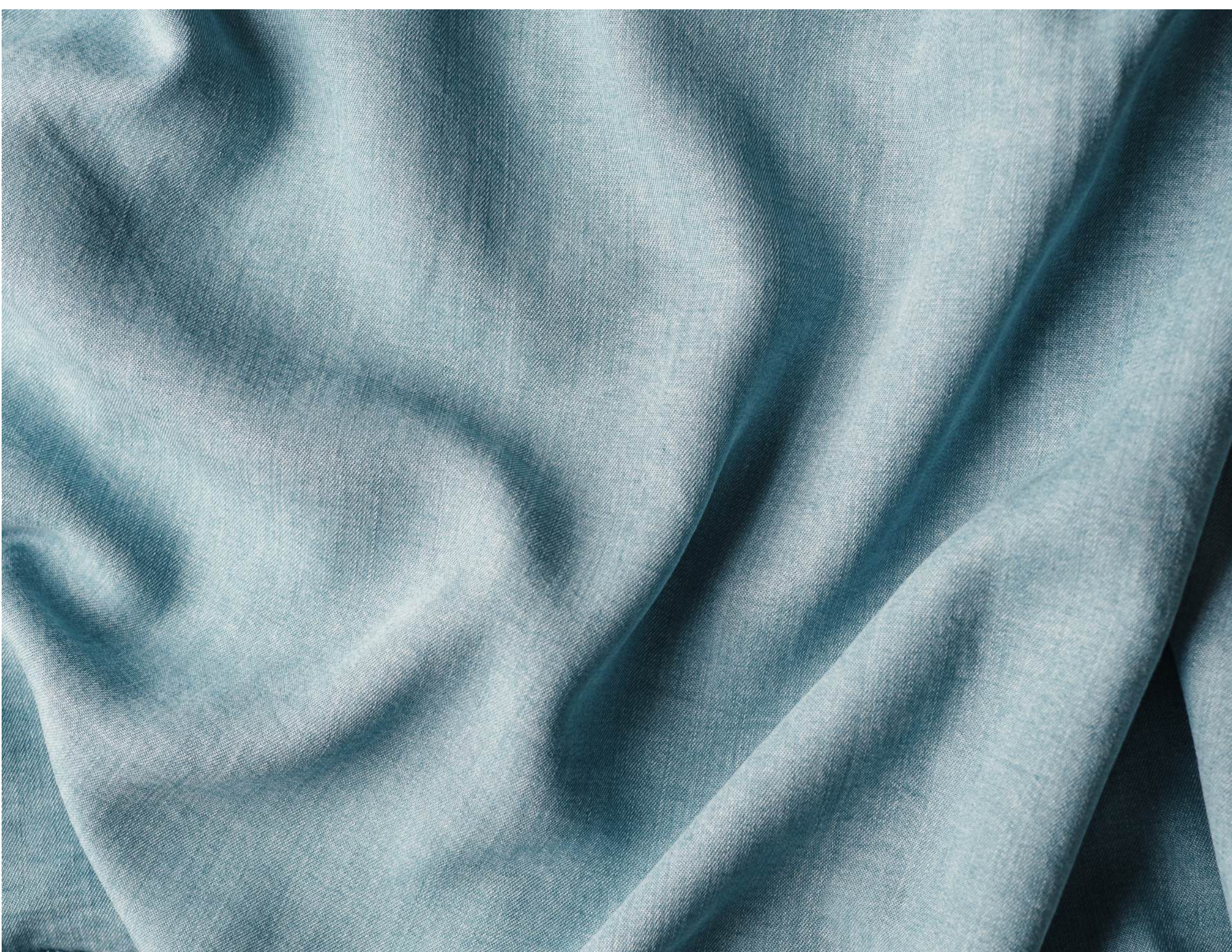
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Jimmy Key - TENCEL™

The ComfyMood Collection is crafted through production processes that respect both nature and people. Designed with sustainable TENCEL™ fibers and fabrics derived from renewable resources, the collection embraces an eco-friendly approach to fashion.

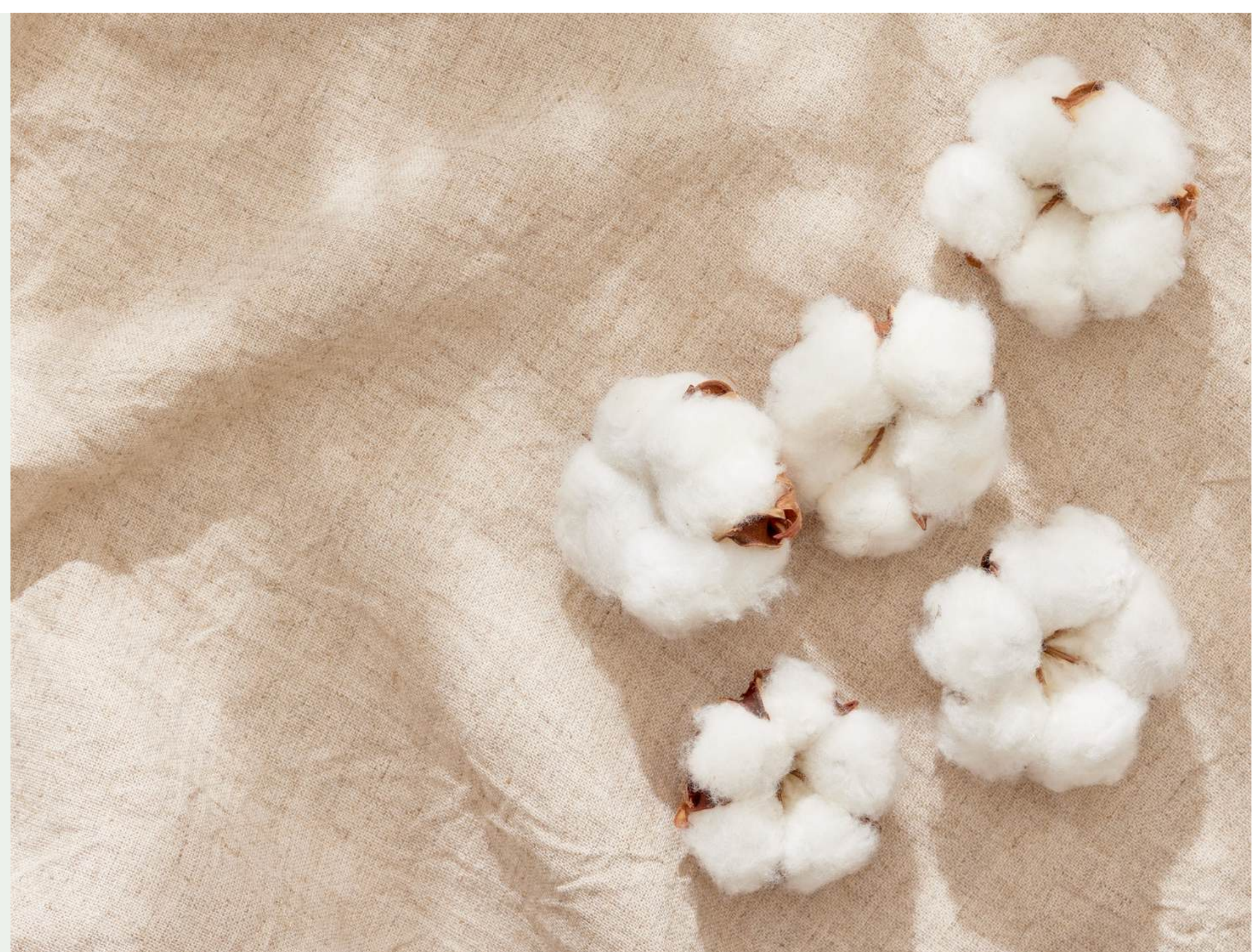
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Jimmy Key - EUROPEAN LINEN

The 100% European linen used in our Key For Life category is grown sustainably from non-GMO, naturally sourced seeds—without artificial irrigation—and cultivated through environmentally friendly production methods.

[Click Here For More Information](#)





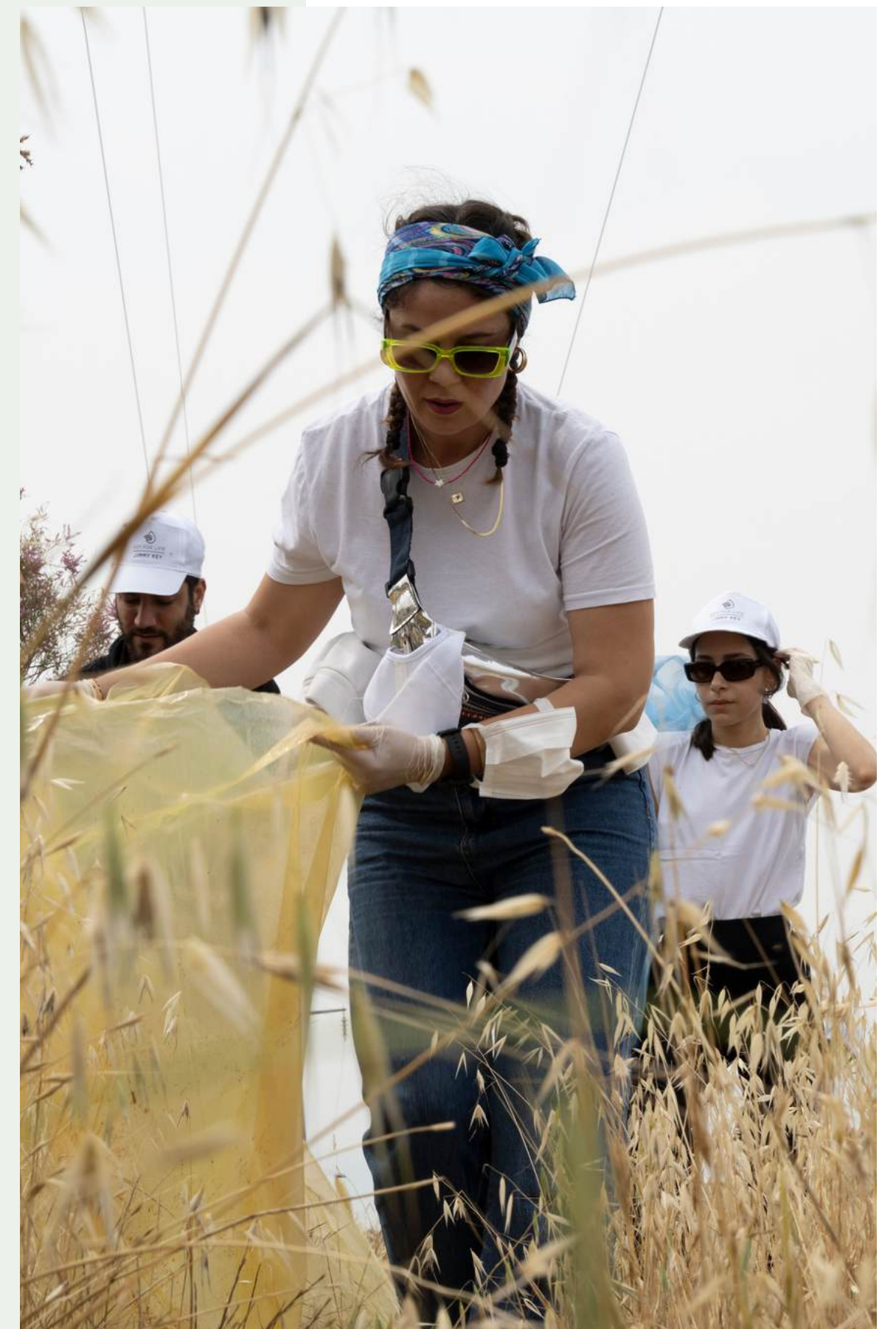
Jimmy Key - June 5/World Environment Day

In collaboration with İzdoğa, a subsidiary of İzmir Metropolitan Municipality, we organized a Waste Recycling Event in the İzmir Southern Delta on June 5th to mark World Environment Day.



We Took Action for Flamingos in the Southern Gediz Delta of İzmir. Approximately 30,000 greater flamingos and hundreds of other bird species call the İzmir Southern Gediz Delta home. Unfortunately, increasing environmental pollution is putting the future of these precious species at serious risk.

Together with our colleagues at Jimmy Key, and in collaboration with İzdoğa and İzdönüşüm, we carried out a large-scale clean-up in a 20,000 m² area. Through this initiative, we successfully prevented 198 kg of carbon dioxide emissions. By clearing the region of waste, we also helped reduce the environmental threats faced by these unique species, supporting their chances to thrive and reproduce in their natural habitat.



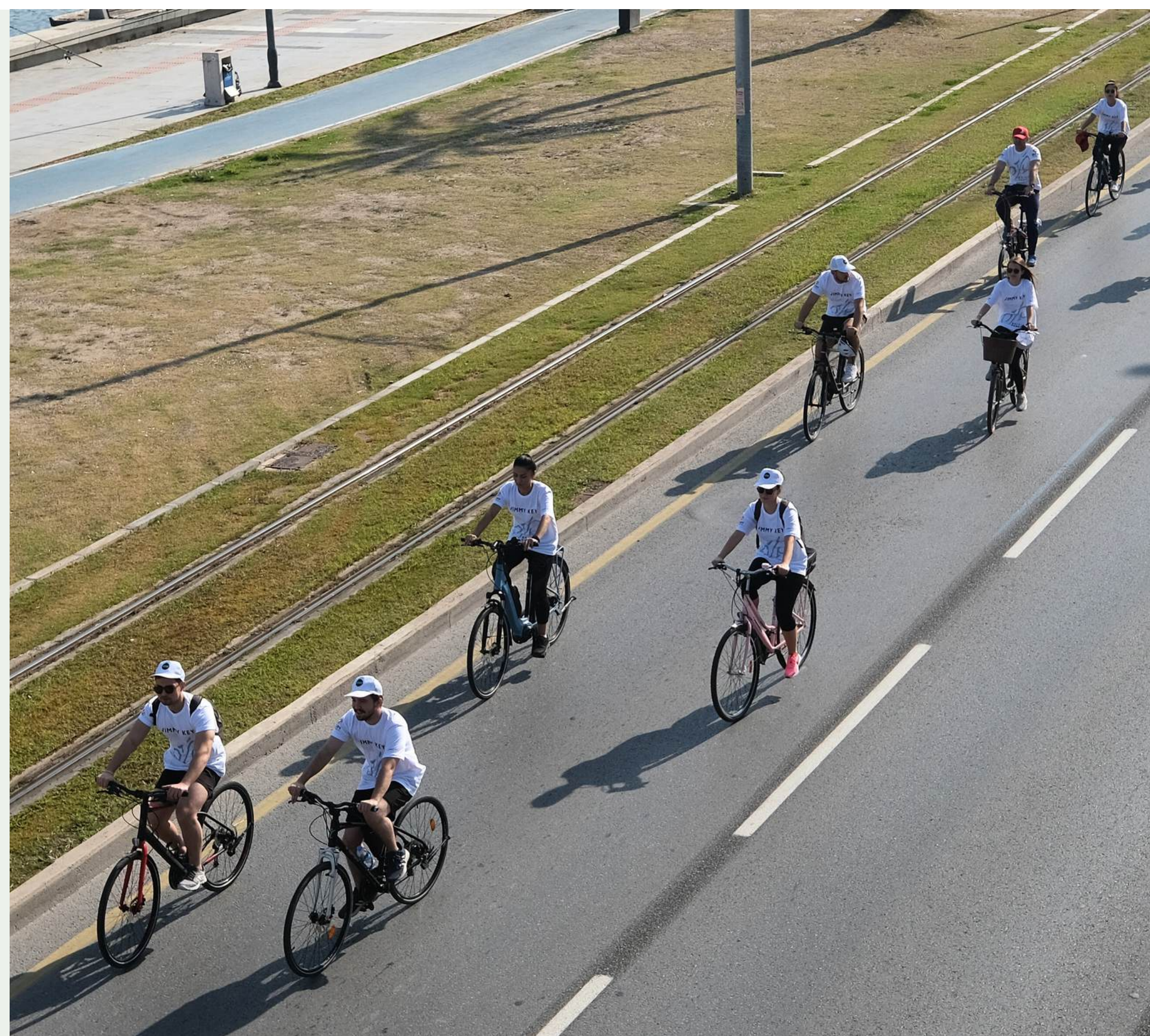


Jimmy Key - EÇEV

We were proud to be the main sponsor of the “**Pedal for Education**” event organized by the **Aegean Contemporary Education Foundation (EÇEV)**.



We were delighted to support the “**Pedal for Education**” event as the main sponsor — an initiative organized by the Aegean Contemporary Education Foundation (EÇEV), which has supported the educational journeys of over thirty thousand children over the past 29 years, raising funds to promote equal opportunities in education.





Jimmy Key - Aegean Contemporary Education Foundation (EÇEV)



We are proud to collaborate with EÇEV on this meaningful event, which embraces the unifying power of sports and contributes to raising enlightened generations who believe in the values of the Republic and democracy, think critically and scientifically, and uphold secularism.





Jimmy Key Universail Sailing Races

At the 13th Jimmy Key Universail 2024 Sailing Race, we enjoyed a vibrant event where we aimed to promote the sport of sailing among university students.



We held the Jimmy Key Universail 2024 Sailing Races in collaboration with the URLA Sailing Community (URİYAT), Urla Yacht Club, and Jimmy Key on April 27–28 in Urla Pier.



15 Universities

30 Teams

285 Students

430 Sailors



Jimmy Key Universail Sailing Races

We set sail on this journey 14 years ago with the aim of introducing young people to the sport of sailing and raising awareness in this field as Jimmy Key.

Throughout this journey, our greatest motivation has been to support young people, introduce them to the sea, and raise awareness for a more sustainable future.



Through sailing, we discovered the true meaning of courage, team spirit, and pushing boundaries together. The award ceremony, held with the participation of Jimmy Key Chairwoman of the Board Elvan Ünlütürk, stood as a strong testament to our support for both athletes and students.



Through events that fostered new friendships among university students, encouraged a sense of achievement, and strengthened team spirit, we not only supported solidarity among young people but also contributed to the reinforcement of social bonds.



İZMİR MARATHON

On April 21, at the İzmir Marathon, the Jimmy Key Team ran for a cause.

We proudly joined the race in support of the **Turkish Spastic Children's Foundation** (TSÇV), taking meaningful steps to help provide earthquake-affected children with disabilities access to essential services such as special education, physiotherapy, and psychological counseling.





FESTIWELL

We were honored and delighted to take part as a platinum supporter in the first-ever **Festiwell** event, organized by **Rotary District 2440 Wellbeing Club**, with the valuable support of **İzmir Metropolitan Municipality**, and in benefit of the **Turkish Education Foundation (TEV)**.

Contributing to education and being part of a socially impactful event centered on wellbeing was deeply meaningful for us.



AN INSPIRING JOURNEY FROM JIMMY KEY TO YOUNG TALENTS!

We are proud to announce the successful completion of our **Key for Future Young Talent Program**, created to inspire and empower the next generation in the world of fashion and retail.

Open to 3rd and 4th year students from Fashion Design, Graphic Design, Industrial Engineering, Mathematics, and Statistics departments, the program offered young talents the opportunity to work on real-life projects with mentors, gain in-depth insights into the retail industry, and present their creative ideas to our executive team. At Jimmy Key, we believe in the potential of young minds and are delighted to be part of their career journey.

With **Key for Future**, we will continue shaping the future of fashion with the power of new ideas.



IMA PROJECT

As Jimmy Key, we are truly pleased to have been the subject of this valuable industry project and to come together with the fashion professionals of the future.

Throughout the program, the fresh perspectives, creative projects, and energy of the young talents we worked with have once again strengthened our confidence in the future of fashion.





RFID

In 2024, our digital transformation efforts gained momentum across our stores and warehouse operations. With the implementation of RFID tunnels in our receiving and shipping areas, we now manage stock tracking much faster, more accurately, and efficiently. Through the RFID system, we are able to monitor our products in real time, enhance inventory accuracy, and save both time and labor. By integrating technology into our operations, we are not only increasing efficiency but also delivering a faster and higher-quality shopping experience to our customers.



Jimmy Key - TENCEL™

Developed in collaboration with TENCEL™, the ComfyMood collection brings together sustainable, natural fibers with timeless, long-lasting styles.



The ComfyMood Collection is crafted under the Key for Life program with a commitment to environmentally and socially responsible production processes. Designed with sustainable TENCEL™ fibers and fabrics derived from renewable resources, the collection supports an eco-conscious approach to fashion.



Jimmy Key - TENCEL™

Crafted with reduced water and energy consumption, each piece in the ComfyMood Collection supports the circular fashion movement while encouraging a conscious wardrobe with its timeless, long-lasting designs. With eco-friendly fibers and comfort-driven silhouettes, ComfyMood adds value not only to your style, but also to the planet.



With our sustainable collection, we embrace environmental responsibility in the fashion world, offering conscious consumers both ethical and stylish choices. Through high-quality production, these pieces promise long-lasting wear while reflecting our commitment to preserving natural resources—working toward a more livable world for future generations.



[Discover the Collection](#)



Jimmy Key - European Linen

A Touch of Nature and Quality with European Flax® Certified Linen



This premium fabric, crafted from 100% European linen, is made exclusively from non-GMO seeds and cultivated without the use of pesticides or defoliants.

Grown under natural conditions in carefully monitored and certified fields across Europe, it stands out with its environmentally conscious production process.

European Flax® linen relies solely on natural rainfall, requiring no additional irrigation — helping preserve precious water resources.

Its long fiber structure provides a smoother surface and ensures exceptional fabric quality.



European Flax®
Premium linen fibre





Jimmy Key - Linen



Crafted from fibers grown in certified and safeguarded fields across Europe.



Smooth fabric surface



Free from pesticides and defoliant chemicals



Irrigated with natural rainwater only



Helps preserve water resources



Non-GMO seeds





KEY FOR LIFE

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