

JIMMY KEY

KEY Mag

Spring/Summer
2025

**GÖKÇE
BAHADIR**
SPRING/SUMMER 2025

A SEASON
LIKE NO OTHER

A Sophisticated Touch
*For Every Moment Of
The Day*

**MARINE
SPIRIT**

100% **LINEN**
COLLECTION

Gökçe Bahadır
Answers Our Questions

JIMMY KEY

Spring / Summer 2025

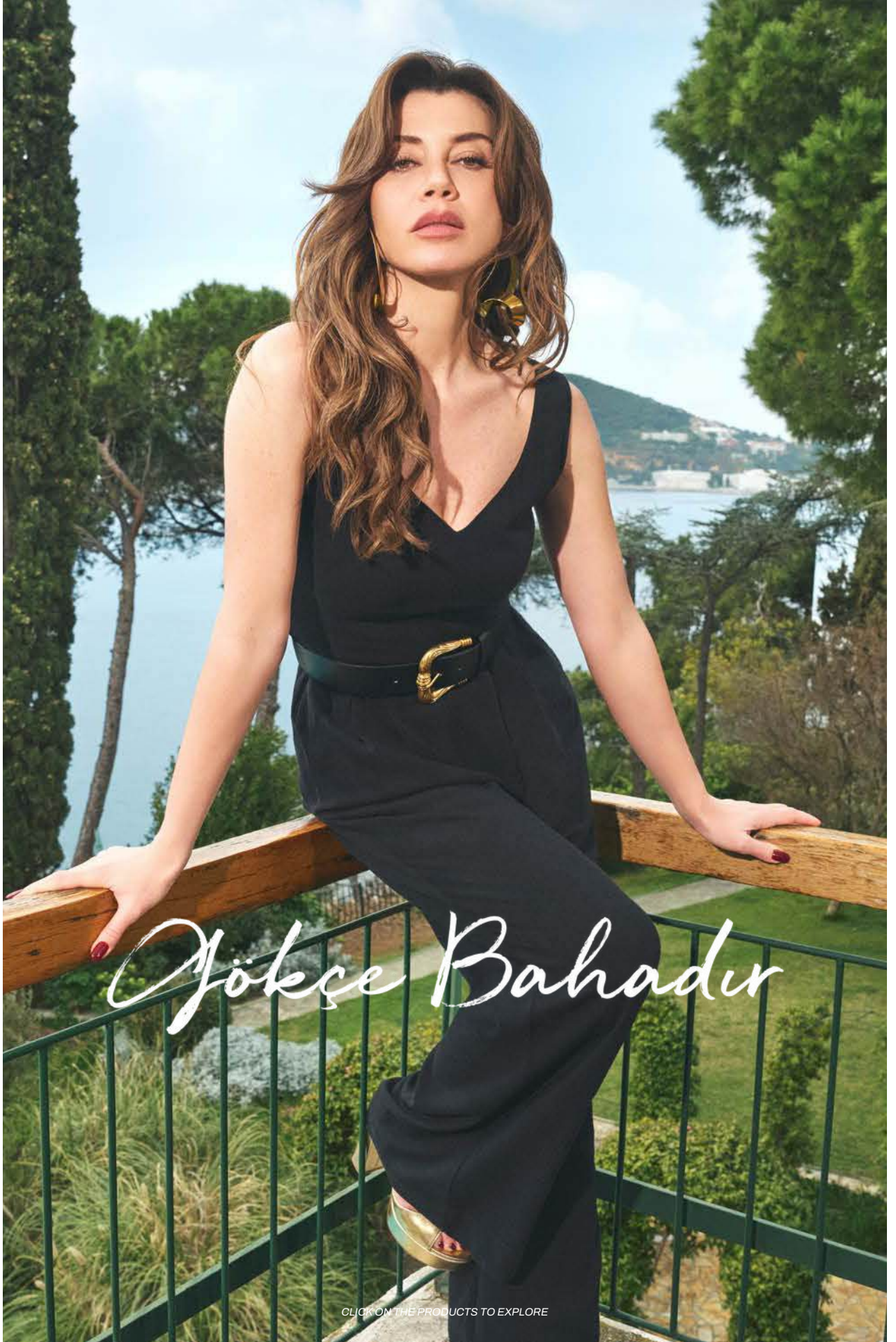
Jimmy Key's Spring/Summer 2025 Collection channels the season's natural elegance through warm hues, airy fabrics, and relaxed silhouettes. Linen's purity, the understated romance of subtle florals, and breezy drapes move effortlessly from the fast pace of the city to seaside escapes.

A soft yet striking palette—earthy browns, khaki, and sand-beige—reimagines minimal chic with clean, modern lines. Flowing dresses, feather-light shirts, and polished pieces built for comfort are crafted for women who want to navigate summer with ease and style.

Returning as the face of the campaign, Gökçe Bahadır fuses the collection's graceful simplicity with her own confident presence. In vibrant, contemporary looks, she inspires a summer wardrobe where refinement meets ease.

For the woman seeking lightness, simplicity, and an original point of view, Jimmy Key delivers fashion in its most natural form.

*This summer, redefine your style with natural ease.
#ASeasonLikeNoOther*





Spring / Summer 2025

Jimmy Key's refined and sophisticated style meets Gökçe Bahadır's effortless elegance, marking a powerful and inspiring start to the new season.

The brand's modern and understated aesthetic is elevated by Bahadır's confident presence, reflecting not only comfort but also the grace, self-assurance, and distinctive style of the contemporary woman.

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We asked Gökçe Bahadır about her collaboration with Jimmy Key and her go-to winter style tips:

How would you describe your personal style? What are your everyday essentials?

My style often shifts depending on my mood. Some days I go for vibrant colors, while other times I prefer more neutral, basic pieces. In my daily life, I gravitate toward leggings, classic white t-shirts, denim jackets, leather outerwear, crop tops, and relaxed, pleated trousers.

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The Spring/Summer 2025 Collection, shaped around the “A Season Like No Other” motto, perfectly responds to the needs of the modern woman.



Jimmy Key



Style or comfort? How do you strike the balance in your everyday looks and special occasions?

To be honest, the question of style versus comfort is something I often find myself torn between. Stylish pieces aren't always the most comfortable—but when you find something that combines both, it becomes a wardrobe essential. Dresses, for example, are real lifesavers—whether it's a chic mini or a flowy maxi. Or a relaxed pair of wide-leg trousers with a cropped top. I also love shorts, blazers, and vest sets. When styled right, they let you feel both elegant and at ease.

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Minimalist designs enriched with subtle yet striking details come together with Gökçe Bahadır's graceful presence, creating an irresistible choice for women with a refined sense of style.



Your collaboration with Jimmy Key continues. How would you describe the spirit and style of the brand?

I have a happy and fulfilling partnership with Jimmy Key. I truly love their fabrics and fits. That perfect balance of elegance and comfort we talked about — you can really find it in Jimmy Key. Their designs are minimal, yet the quality of the tailoring and fabric makes them effortlessly chic. Every piece I wore in the campaign reflects exactly that — I think it speaks for itself.



For example, the red shirt and trousers — they're simple pieces, but the color, cut, and fabric instantly elevate the look. You can wear them with flats during the day and switch to heels for an effortlessly chic evening style. The same goes for the orange dress; it transitions beautifully from daytime elegance to evening sophistication. The navy shorts set works just as well. That's the beauty of Jimmy Key — the pieces adapt seamlessly from day to night, and there's something to suit every taste.

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Which designs from the Jimmy Key Spring/Summer Collection stood out to you the most?

We completed our summer collection shoot a while ago, and it was during this shoot that I got to experience the collection firsthand — I absolutely loved it. As someone who adores bohemian prints, I was especially drawn to those pieces. Burgundy isn't a color we usually associate with summer, but its use in linen was stunning. The burgundy long skirt and top I wore quickly became some of my favorite pieces. The halter-neck burgundy linen dress was incredibly elegant as well. The navy shorts set is fantastic, and when I wore the orange dress, I felt confident and radiant. Of course, I couldn't wear every look for the shoot, and selecting the perfect outfits with Jimmy Key and our stylist, Ece Öğütoğulları, was quite a challenge. There are still so many pieces I didn't get to wear but keep thinking about.

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How did the shoot go? What was it like to be in Büyükada and pose in that atmosphere?

We did have some challenges with the weather — the forecast showed rain and clouds for the days we planned to shoot. On the day of the shoot, it was cloudy at first, but thankfully the sun came out, creating perfect conditions. The location was stunning, surrounded by greenery, nature, and the sea. Although the temperature wasn't very warm, wearing the outfits there truly made me feel like summer had arrived. I wish a beautiful summer for everyone — for all of us.

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#ASeasonLikeNoOther





Is fashion (or style) just about clothes for you, or is it a form of self-expression? How has your style evolved over the years?

Honestly, for me, style isn't just about the clothes—it's also about how I feel. It's as important to me to feel that what I'm wearing truly belongs to me, as it is how I look. Over time, I've gravitated towards simpler pieces that better reflect who I am.

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Jimmy Key





2025 Spring/ Summer *COLLECTION*

The energy of summer, the inspiring colors of nature, and the light spirit of the Mediterranean...

Jimmy Key's new collection welcomes the season with an understated yet striking style, featuring elegant, sophisticated, and modern designs. With natural textures and breezy silhouettes at the forefront, the collection brings the serene essence of the Mediterranean into urban life—adding calm, lightness, and effortless style to every wardrobe.

Discover



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The Graceful Face of Summer

The natural texture of linen meets clean tones and relaxed cuts. Jimmy Key's Spring/Summer 2025 collection offers the perfect balance of elegance and simplicity, style and comfort. Each piece promises a refined lightness for warm days, capturing the spirit of the season with effortless modern lines and a touch of nature.

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Summer Vibes, Pure Textures
Linen-Crafted Summer Silhouettes

Jimmy Key's Spring/Summer 2025 linen collection brings a fresh breeze to the season with natural textures and modern design. Crafted from 100% linen, each piece blends comfort and elegance with refined details—turning into timeless essentials for your wardrobe.

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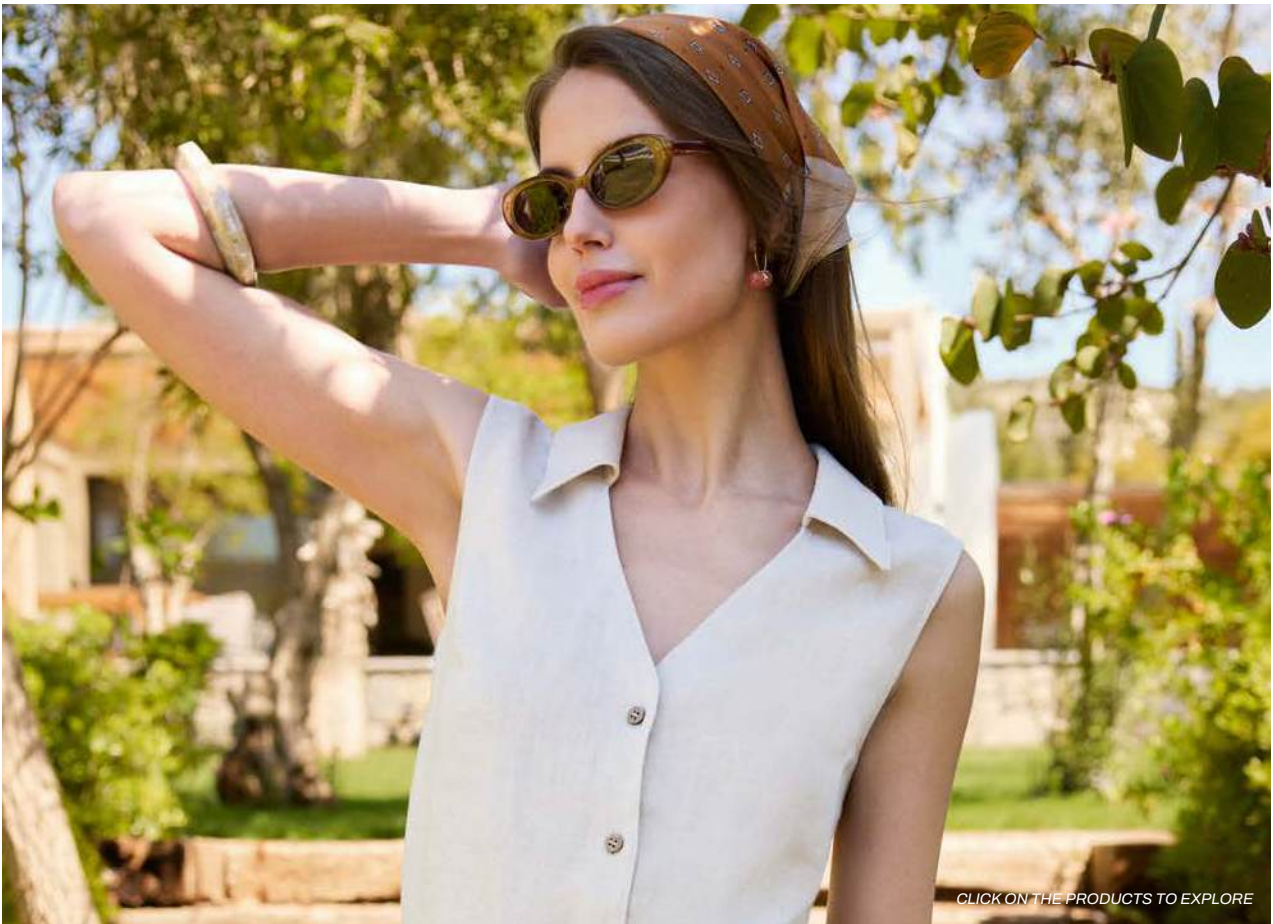
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SS25' LINEN COLLECTION

Modern dresses defined by refined details take your style from sunlit beach days to summer evenings. With lightweight textures and elegant silhouettes, embrace effortless sophistication wherever you go.

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The New Face of Sustainable Elegance: *European Linen*

As one of summer's most beloved fabrics, linen stands out not only for its comfort and aesthetic appeal but also for its sustainability. The linen featured in Jimmy Key's collection is crafted from fibers produced in Europe, offering an eco-conscious choice through environmentally friendly production processes and the efficient use of natural resources.







The Elegance of Nature: *Effortless Lightness with Linen*

As one of summer's most beloved fabrics, linen stands out not only for its comfort and aesthetic appeal but also for its sustainability. The linen featured in Jimmy Key's collection is crafted from fibers produced in Europe, offering an eco-conscious choice through environmentally friendly production processes and the efficient use of natural resources.



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Modern and Effortless

Jimmy Key's Spring/Summer 2025 collection captures a simple yet striking harmony through linen's natural texture, a muted color palette, and relaxed cuts.

These elegant pieces, reinterpreted with modern lines, blend comfort with a refined sense of style, bringing lightness and sophistication to your summer wardrobe.

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The Marine Spirit **IN YOUR STYLE**

Inspired by the deep blues of the sea, the nautical style meets the warm glow of the sun and a sense of freedom.

As one of the season's standout trends, the maritime look brings a modern breath to summer style with clean shapes, crisp lines, and a natural color palette.

A graceful balance between comfort and elegance allows you to express your style freely—from city life to seaside days.

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Inspired by the Sea

Effortlessly blending the power of elegance with the impact of coordinated sets, these exclusive pieces elevate your everyday office look while seamlessly transitioning to your after-hours plans. Designed for those who demand both comfort and style, they become an indispensable favorite in your wardrobe.

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YOUR DAILY TOUCH OF SOPHISTICATION ***EVERY MOMENT OF YOUR DAY***

Our basic collection, where simplicity meets elegance, breathes new life into your style with timeless and high-quality designs. Carefully crafted t-shirts and tanks, alongside shirts, dresses, and shorts, add a sophisticated touch to every moment. These special pieces effortlessly combine comfort and refinement, making a statement in your wardrobe. A must-have for those who appreciate quality and elegance in every detail.

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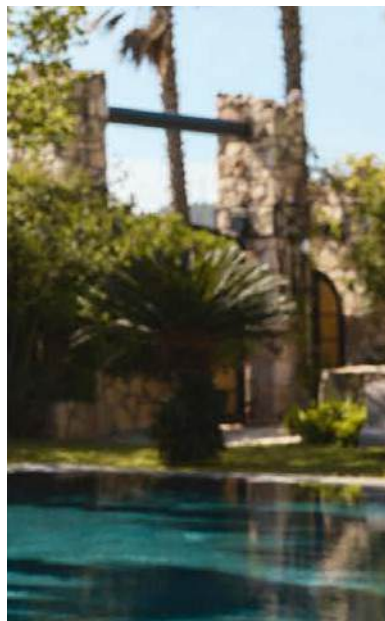
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TIMELESS DENIM ELEGANCE

Denim pieces that deliver exceptional elegance and sophistication for every occasion accompany your most special summer moments. With carefully crafted details, these pieces blend comfort and style, ensuring a sophisticated presence all day long.

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Your Style Essential:
*Effortlessly Modern and
Comfortable Denims*

Denim trends for 2025 bring together classic vibes and modern flair effortlessly. With natural textures and fresh cuts, these pieces redefine what it means to feel comfortable and stylish all day long.

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Fresh & Chic Looks

A breathable linen shirt paired with a timeless denim skirt creates the perfect harmony of effortless chic and everyday ease. This combination channels the natural freshness of linen and the iconic spirit of denim, making it a must-have for your summer edit. Whether you're exploring the city streets or enjoying a sunset soirée, it's the ultimate blend of comfort and sophisticated style.

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THE RHYTHM OF THE DAY
**MODERN
AND
EFFORTLESS
STYLE**

Blending breezy shirt fabrics with the effortless polish of well-cut trousers, these looks are made for summer days that call for comfort without compromising on style. With natural textures and thoughtful details, each piece adds a refined ease to your everyday rhythm — from slow mornings to spontaneous evenings.

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The Allure of Warm Tones

The warm harmony of coffee and beige tones brings a sense of effortless elegance to summer dressing. Rooted in timeless neutrals, this refined palette transitions seamlessly from sunlit days to elevated evenings. Paired with relaxed tailoring and subtle details, it's the modern uniform for those who seek both ease and understated sophistication.





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Jimmy Key



Stores

Adana

Ziyapaşa Street
Gazipaşa Street
Optimum MALL

Ankara

Taurus MALL
Ankamall MALL
ACity MALL
Cepa MALL
Podium MALL
Optimum MALL COMING SOON!

Antalya

Agora MALL
Terracity MALL
Land of Legends
Alanya Liman Street
Alanya Atatürk Street
Alanya Yekta MALL

Aydın

Aydın Forum MALL
Söke Novada Outlet
Kuşadası Merkez Street
OPS MALL
Kuşadası MALL

Bolu

14 Burda MALL

Bursa

Marka MALL
Downtown MALL
Zafer Plaza MALL

Çanakkale

17 Burda MALL

Çorum

AHL Park MALL

Denizli

Çamlık Forum MALL
Horizon Garden MALL

Diyarbakır

Diyarbakır Forum MALL

Edirne

Erasta MALL
Margi Outlet

Gaziantep

Sanko Park MALL
PrimeMall MALL COMING SOON!

Isparta

Iyaşpark MALL

İstanbul

Capacity MALL
City's MALL
İstanbul Forum MALL
Hilltown MALL
Buyaka MALL
İstiklal Street
Erenköy Street
Suadiye Street
City's Kozyatağı MALL
Emaar Square MALL
Tuzla Marina MALL
Nişantaşı Street
Marmara Forum MALL
Nişantaşı Osmanbey Street
Kozzy MALL
Palladium MALL
Maltepe Park MALL

İzmir

Agora MALL
Optimum MALL
Mavibahçe MALL
Hilltown MALL
İstinyepark MALL
Menemen Novada MALL
Efesus MALL
Selway Outlet MALL

Kahramanmaraş

Piazza MALL

Kırklareli

Lüleburgaz 39 Burda MALL

İzmit

41 Burda MALL

Konya

Enntepe MALL

Manisa

Magnesia MALL
Salihli Luna MALL

Mersin

Mersin Forum MALL

Muğla

Muğla Street
Fethiye Şemsiyeli Street
Fethiye Dispanser Street
Marmaris Merkez Street
Bodrum Cevat Şakir Street
Rüya 48 MALL

Samsun

Piazza MALL

Şanlıurfa

Piazza MALL

Trabzon

Mercure Hotel

International Stores

Azerbaijan - Baku

Park Bulvar Mall
Deniz Mall
City Park Mall
Crescent Mall
28 Mall COMING SOON!

Iraq

Gulan Mall Erbil
Grand Majidi Mall Erbil
Grand Majidi Mall Sulaimani
Family Mall Erbil COMING SOON!

Saudi Arabia

Othaim Mall Hail
Othaim Mall Dammam
Othaim Mall Rabwa
Othaim Mall Al Hasa

Cyprus

Lefkoşa Dereboyu Street
Girne Street COMING SOON!

Egypt - Cairo

Al Maza Mall
Citystars Mall
Mall Of Egypt COMING SOON!

A woman with long brown hair is standing outdoors next to a swimming pool. She is wearing a brown, sleeveless, knee-length dress with a subtle pattern and a dark brown choker necklace with large, light-colored beads. She is holding a small, round, woven straw bag in her right hand. The background features a lush green lawn, palm trees, and a building with a red-tiled roof under a blue sky with scattered clouds. The overall atmosphere is warm and tropical.

JIMMY KEY

Spring / Summer 2025

www.jimmykey.com