

JIMMY KEY



Lookbook '26

JIMMY KEY



JIMMY KEY

at a Glance



ESTABLISHED IN 1997

Born in İzmir, Jimmy Key has evolved into one of Türkiye's leading contemporary womenswear brands, creating timeless collections rooted in effortless elegance.



POWERED BY SUN GROUP

Supported by a vertically integrated textile infrastructure with over four decades of manufacturing, sourcing and fabric expertise.



RETAIL & GLOBAL REACH

74 stores across Türkiye, 17 international stores, a growing digital presence and partnerships with global marketplaces reflect a scalable retail ecosystem.



JIMMY KEY



MILESTONE

1997

Foundation

2007

First Store in İzmir

2012

First Online Store

2020

31 Stores in Türkiye

2022

First International Offline Store
First International Online Sales Platform
(Zalando)

2026

74 Stores in Türkiye
17 International Stores
4 Online Sales Channels in Türkiye
Online Sales in 18 Countries

JIMMY KEY

A woman with long, wavy blonde hair is the central figure, wearing a vibrant red, sleeveless, button-down dress with a matching belt. She is posed with her left hand resting on her chin and her right arm crossed over her waist. The background is a scenic view of a coastal town at sunset, with warm orange and yellow light illuminating the scene.

MONTHLY COLLECTIONS

Fresh product stories.

New arrivals every **15 days.**

New Themes **Every Month**

Keeping stores fresh and
customers engaged.

1500+ Options

developed annually
Ensuring a dynamic and
continuously evolving
assortment.

**Faster Product
Refresh, Stronger
Sell-Through**

Driving repeat visits and
supporting store performance.

JIMMY KEY

A woman with long brown hair is standing in a dark, possibly indoor or nighttime outdoor setting. She is wearing a black jacket over a white top with a geometric pattern. She is holding a white garment in her left hand. The background is dark with some blurred lights and a plant on the left.

THE
JIMMY KEY
WOMAN

Designed for women who embrace **the energy of the city** while staying true to **their natural essence** and who see fashion as **a form of self-expression**, Jimmy Key brings together **comfort and elegance**, blending **exceptional quality** with **accessible luxury** in perfect harmony.

JIMMY KEY



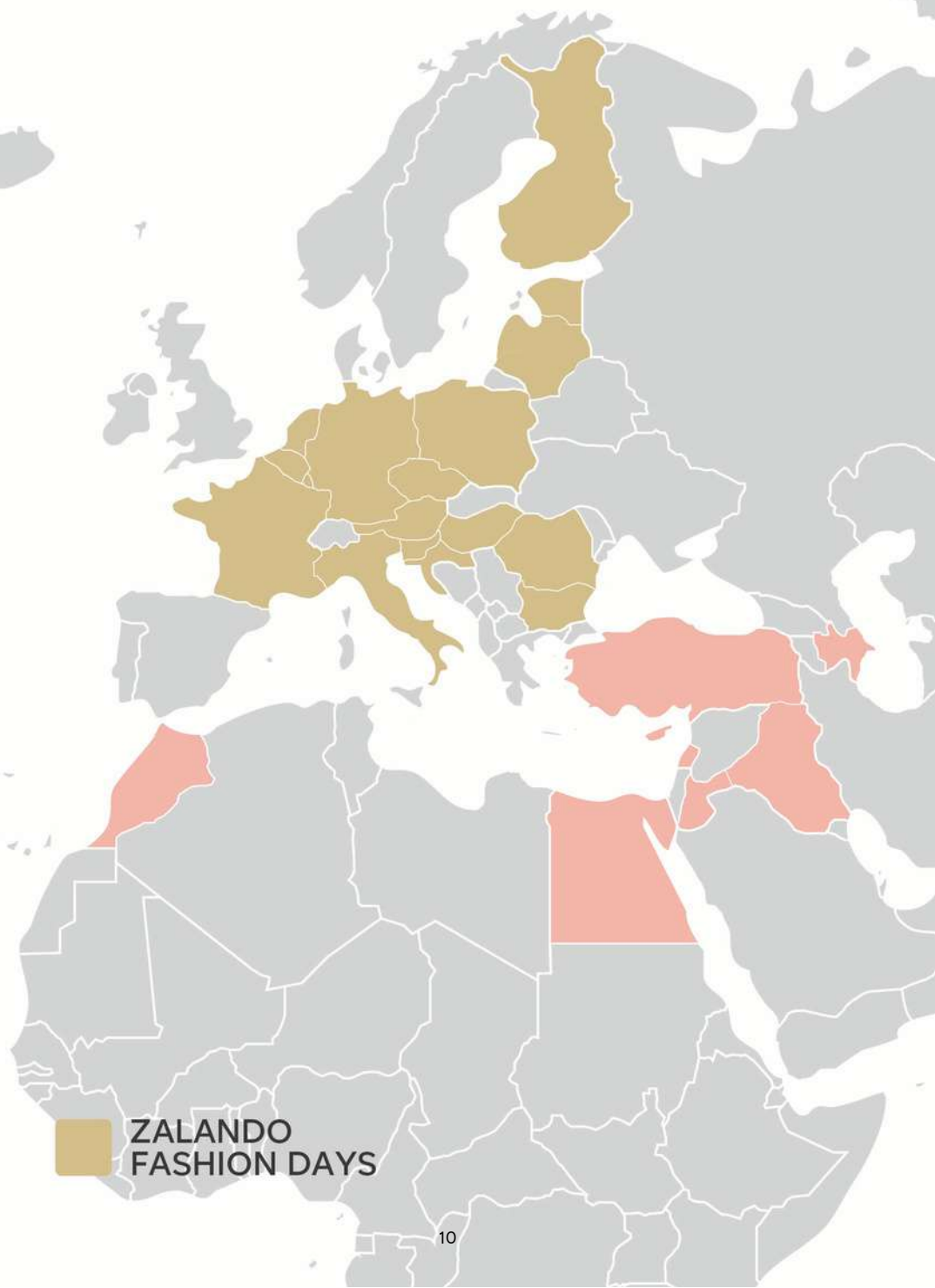
RETAIL EXPERIENCE

Modern retail architecture built around warm materials, brass details and elevated visual merchandising.

Stylish and minimalistic architectural details







JIMMY KEY

AROUND THE WORLD



Türkiye

75 stores

Online Sales Channels in Türkiye (4)

jimmykey.com

trendyol.com

hepsiburada.com

boyner.com

Other Countries

Azerbaijan: 6 stores

Egypt: 6 stores

Iraq: 3 stores

Morocco: 2 stores

Cyprus: 2 stores

Lebanon: 2 stores

Jordan: 1 store

A woman with long brown hair is standing outdoors, leaning her right hand on a dark grey railing. She is wearing a grey double-breasted coat with large lapels and dark buttons over a light blue and white striped dress. A white shoulder bag is slung over her right shoulder. She is holding a small object in her right hand. The background features a modern building with large glass windows and some green foliage hanging from above.

COAT
\$188



A full-page fashion photograph of a woman with long, wavy brown hair and blue eyes. She is wearing a black leather jacket with gold-tone buttons and flap pockets over a white button-down shirt. The shirt is open at the collar and has a small white tag on the left chest. Underneath, she wears a black crop top. Her accessories include a gold-tone choker necklace and a long, thin gold-tone tassel earring. She is standing on a cobblestone street in front of a building with arched windows. The lighting is warm, suggesting late afternoon or early morning.

SHIRT
\$83





SWEATER

\$63

SKIRT

\$65





BLOUSE

\$52

TROUSERS

\$63





JACKET

\$63

BLOUSE

\$50

SKIRT

\$63



DRESS

\$73





A woman with long, wavy blonde hair is sitting on a metal railing on a boat deck. She is wearing a white sleeveless top with a scalloped hem and a matching white skirt with a wide, flared hem and large circular cutouts. She is also wearing a white baseball cap, a chunky necklace, and a gold bracelet. She is holding a pair of sunglasses in her hands. The background shows a marina with many sailboats and a clear blue sky.

BLOUSE

\$52

SKIRT

\$73



A full-page fashion advertisement featuring two models in a classical courtyard. The model on the left is wearing a dark, vertically striped short-sleeved top and matching wide-leg trousers. The model on the right is wearing a dark purple long-sleeved dress with a side slit and black thigh-high boots. They are standing in front of a building with large columns and a stone balustrade. The lighting is warm, suggesting late afternoon or early morning.

BLOUSE
\$50

TROUSERS
\$58

DRESS
\$56





SWEATSHIRT

\$63

TROUSERS

\$63





BLOUSE
\$58

SKIRT
\$63





DRESS
\$83



SHIRT
\$63

SHORTS
\$52









KIMONO

\$73

TROUSERS

\$63



CONTACT US

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Our Stores in Türkiye

Antalya

Ziyapaşa Street
Gazipaşa Street
Optimum Mall

Ankara

Taurus Mall
Ankamall
ACity Mall
Cepa Mall
Optimum Mall

Antalya

Agora Mall
Terracity Mall
Alanya Liman Street
Alanya Atatürk Street
Alanya Yekta Mall
Fenix Mall

Aydın

Aydın Forum Mall
Söke Novada Outlet Mall
Kuşadası City Mall
Kuşadası Street
Ops Mall

Balıkesir

Edremit Yasa 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

Diyarbakır

Forum Mall

Edirne

Erasta Mall
Margi Outlet

Gaziantep

Sanko Park Mall

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
Nişantaşı Osmanbey Street
Kozzy Mall
Palladium Mall
Maltepe Park Mall
Metropol Mall

İzmir

Agora Mall
Optimum Mall
Mavibahçe Mall
Hilltown Mall
İstinyepark Mall
Menemen Novada Mall
Efesus Mall
Alsancak Street
Westpark Mall

Kahramanmaraş

Piazza Mall

Kırklareli

Lüleburgaz 39 Burda Mall

İzmit

41 Burda Mall

Manisa

Magnesia Mall
Salihli Luna Mall

Mersin

Mersin Forum Mall

Muğla

Muğla City Mall
Fethiye Şemsiyeli Street
Fethiye Dispanser Street
Marmaris City Center
Bodrum Cevat Şakir Street
Rüya 48 Mall

Samsun

Piazza Mall
Yeşilyurt Mall

Şanlıurfa

Piazza Mall

Trabzon

Mercure Hotel

International Stores

Azerbaijan

Baku, Park Bulvar Mall
Baku, Deniz Mall
Baku, Crescent Mall
Baku, City Park Mall
Baku, 28 Mall
Baku, Metropark Mall

Lebanon

Beirut, City Center
Beirut, Centro Mall

Egypt

Cairo, Al Maza City Center
Cairo, Citystars Mall
Cairo, Mall of Arabia
Cairo, Point 90 Mall
Cairo, Mall of Egypt
Cairo, Al Marasim Mall

Cyprus

Nicosia, Dereboyu Street
Kyrenia, Street

Iraq

Erbil, Gulan Mall
Erbil, Grand Majidi Mall
Sulaimaniah, Majidi Mall

Jordan

Amman, Taj Mall

Morocco

Casablanca, Morocco Mall
Casablanca, Aeria Mall

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www.jimmykey.com