



O X X O[®]

FEEL SPECIAL



CORPORATE

OXXO is a woman apparel brand that creates a unique and sustainable fashion experience with high quality collections in more than 70 stores.

The most valuable vision of OXXO is maintaining the latest fashion collections in its stores through its in-house design team and fast manufacturing abilities in Turkey. OXXO aims to meet its customers' expectations on the highest level of quality and affordable price range via upcoming new collections in stores every week. With the purpose of providing a happy and joyful shopping atmosphere for its customers, OXXO introduces 30 to 40 new styles each week.

OXXO has an online cooperation with Zalando and OTTO in EU, and generating sales in multibrand marketplaces all around the world.

ABOUT US

OXXO offers 1750 different types of apparel and 9000 variations annually.

OXXO presents accessories, shoes, bags, lingerie product ranges at the stores that fit with seasonal collections also complement the look. With its original and colorful designs, OXXO aims to fulfill all expectations of their customers by its moderate price level and high quality products.

OXXO designs for women between the ages 16 and 45.



OXXO STORES 2024

Turkey

Existing Stores

Istinye Park - Istanbul
 Beyoglu Istiklal Street - Istanbul
 Cevahir Mall - Istanbul
 Forum Istanbul - Istanbul
 Capacity Mall - Istanbul
 Marmara Forum - Istanbul
 Marmarapark Mall - Istanbul
 Pelican Mall - Istanbul
 Capitol Mall - Istanbul
 Bahariye Street - Istanbul
 Istmarina Mall - Istanbul
 Maltepe Piazza Mall - Istanbul
 Kucukyali Hilltown - Istanbul
 Palladium Mall - Istanbul
 Nevcarsi Mall - Istanbul
 Ankamall - Ankara
 Bahcelievler Street - Ankara
 Kizilay Street - Ankara
 Cepa Mall - Ankara
 Optimum Mall - Izmir
 Karsiyaka Hilltown Mall - Izmir
 Korupark Mall - Bursa
 Zafer Plaza - Bursa
 Kentmeydani Mall - Bursa
 Espark Mall - Eskisehir
 Optimum Mall - Adana
 Mersin Forum - Mersin
 Sankopark Mall - Gaziantep
 Midtown Mall - Bodrum
 41 Burda Mall - Kocaeli
 Park Forbes Mall - Iskenderun

Existing Number of Stores : 31

Planned to open in the next 5 years

Terracity Mall - Antalya

Vadi Istanbul - Istanbul

Zorlu Center - Istanbul

Galataport - Istanbul

Mall of Istanbul - Istanbul

Migros Mall - Antalya

Marka AVM - Antalya

17 New Locations

Expected Number of Stores : 55

Saudi Arabia

Existing Stores

Nakheel Mall - Riyadh
 Salaam Mall - Riyadh
 Al Hamra Mall - Riyadh
 Gallery Mall - Riyadh
 Hayat Mall - Riyadh
 Panorama Mall - Riyadh
 Aziz Mall - Jeddah
 Mall of Arabia - Jeddah
 Al Salaam Mall - Jeddah
 Yasmin Mall - Jeddah
 Al Andalus Mall - Jeddah
 Jeddah Park - Jeddah
 Dhahran Mall - Dammam
 Nakheel Mall - Dammam
 Jubail Mall - Dammam
 Jouri Mall - Taif
 Mecca Mall - Mecca
 Alnoor Mall - Medinnah

Existing Number of Stores : 18

Planned to open in the next 3 years

The Village Mall - Jeddah
 The View Mall - Riyadh
 Riyadh Front - Riyadh
 Granada Mall - Riyadh
 City Walk - Jeddah
 Jawharat Mall - Jeddah
 Jawharat Mall - Riyadh
 Riyadh Park - Riyadh
 Medinah Hub - Medinnah
 Red Sea Mall - Jeddah
 Mall of Saudi - Riyadh
 Avane Mall - Riyadh

11 New Locations

Expected Number of Stores : 41

Qatar

Existing Stores

Vendome Mall - Doha
 Villagio Mall - Doha

Existing Number of Stores : 2

Expected Number of Stores : 2

United Arab Emirates

Existing Stores

Dubai Mall - Dubai

Existing Number of Stores : 1

Planned to open in the next 3 years

Mall of Emirates - Dubai
 Zahia Mall - Sharjah
 Dubai Hills - Dubai
 Reem Mall - Abu Dhabi
 Mirdif City Centre - Dubai

Expected Number of Stores : 6

Jordan

Existing Stores

City Mall - Amman

Existing Number of Stores : 1

Planned to open in a year

Taj Mall - Amman

Expected Number of Stores : 2

Lebanon

Existing Stores

City Center - Lebanon
 Abc Ashrafiyah - Lebanon

Existing Number of Stores : 2

Expected Number of Stores : 2

Egypt

Existing Stores

Citystars - Cairo
 The Alley Marassi - Alexandria
 District 5 Mall - Cairo
 Mall of Arabia - Gizia

Existing Number of Stores : 4

Planned to open in the next 3 years

Almaza City Centre - Cairo

City Center - Alexandria

Cairo Festival City - Cairo

Mall of Egypt - Cairo

Open Air Mall - Cairo

Makan Mall - Alexandria

Mall of Tanta - Tanta

Expected Number of Stores : 11

Azerbaijan

Existing Stores

28 Mall - Baku

Crescent Mall - Baku*

Existing Number of Stores : 2

Planned to open in the next 3 years

Ganjlik Mall - Baku

Expected Number of Stores : 3

Bahrain

Existing Stores

City Centre Bahrain - Manama

Marassi Galleria - Manama

Existing Number of Stores : 2

Expected Number of Stores : 2

Uzbekistan

Existing Stores

Tashkent City Mall - Tashkent

Existing Number of Stores : 1

Expected Number of Stores : 1

Cyprus

Existing Stores

Bedrettin Demirel Caddesi - Girne / Kyrenia*

Existing Number of Stores : 1

Expected Number of Stores : 1

New countries to open by the end of 2027

India : 50 Stores + 50 Department Store Corners
 Kuwait : 2 Stores
 Oman : 1 Store
 Morocco : 3 Stores
 Kazakhstan : 5 Stores
 Mongolia : 2 Stores

Number of Stores in 2027 : 192 Stores



OXXO E-COM 2024



DESIGN

Before creating the OXXO collection, OXXO design team reviews the seasonal trends, takes a close look at catwalks and street fashion. OXXO design team creates the theme in harmony with its brand style. OXXO theme products are all designed as a part of the product range, which all complete each other. In that sense, products always come with a product range which is capable to combine the look.

OXXO designers prepare inspirational boards, together with the seasonal theme of the color palette which is also prepared by the designers during this work. OXXO designers always try to obtain the seasonal trends together with the view of fashion and aim to offer its customers a fashion language that is capable of combining the seasonal trends with its unique brand range.







BASIC TOPS

With its texture, fabric structure, molds, various and colorful models, Basic Collection is the most powerful and vital pieces of OXXO.

Each color is adapted in a theme, especially for the basic products.

OXXO is preferred thanks to its color quality and originality enabling customers to combine different pieces through its color palette.

BASIC BOTTOMS

Basic products are divided into two parts as Basics and Fashion Basics. Each seasonal collection comes up with nearly 25 basic models.

Basics include top and bottom basics which help women to create various different styles. Being offered in different color and model diversities, colorful Basics Collection is one of the most essential pieces of OXXO's product range, setting OXXO apart from other brands.





DENIM

OXXO Denim Collection consists of two types as Fashion Denim that includes the most popular trousers of the season, and Basic Denim which is of an essential nature and easily combined that should be present at every closet.

Basic Denim is offered within the Basics Collection at all stores. In addition, apparel offered within OXXO Reborn Collection tight-fits the body as a second skin and gives at least one smaller size look, as well as enabling both comfortable and feminine denim look.

Combined and restyled with seasonal trends, OXXO Denim Group is offered at all stores. Denim products can easily be combined with Basics Collection and help women between ages 16 to 35 to create their unique styles through its stylish and various designs.

Denim Collection includes different colors of jackets, shirts, pants and washings.

ESSENTIALS

BAG & FOOTWEAR & ACCESSORIES

Designed diligently for every season by OXXO designers' touch, shoes are unique pieces complementing OXXO style. Intended to complete every style, shoes come with a wide range as boots, sneakers, sandals and slipper models that are inspired by the seasonal trends and reach out to women at OXXO stores, as well as online shopping.

OXXO bags are designed to complete the whole look which are inspired by the collections every new season. Assortment of clutches are accompanying to elegance from day time to night style, trendy backpacks are the most outstanding street style complements and shoulder bags are one of the most essential items to strengthen the city style of women.

Construed with the latest collections and seasonal trends, OXXO Accessories add discrepancy and stylishness to daily combinations. Customers preferring a piece from OXXO's fashion collection can complement their look with a tasteful jewellery.

OXXO Collection also offers daily style needs for every taste.





ACTIVWEAR

OXXO Activewear Collection is manufactured with high quality seamless technology and consists of long and short leggings, bras, tanks, sweatshirts and shoes.

Seamless pieces designed by OXXO designers provide maximum performance in physical activities for women through their polyamid, breathing and flexible fabric.

OXXO's Activewear Collection that highlights the mobility gives motivation for training with its colors supporting high energy and dynamism.



LINGERIE

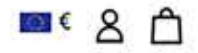
Pure Soul Lingerie Collection reflects OXXO's young, dynamic, energetic and fun style.

Promising a cool, romantic and sexy look at the same time, Pure Soul Lingerie Collection complements deep cleavage, back and arm-cut pieces. Women can easily combine Pure Soul Lingerie Collection with denim shirts, V-necked or backless blouses and define their style.

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Search

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NEW IN

CLOTHING

PANTS

ACCESSORIES



STORE CONCEPT

















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