

Speak out the
vision of Orix
with

**Kevser
& Halit
ÇİLE**_(s.4)

A brand-new
serial from Orix ;
Metropolitan_(s.12)

Minimal
Decoration
at 2024_(s.28)

orix
modern furniture

“24
ak-
tüel



Our TV sponsorship
streams in full swing._(s.52)

Take a look
to the new releases._(s.30)

Orix
Timeless
Classics
_(s.36)

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Chairman of
the Board of
Directors

Kevser
& Halit
ÇİLE

The extraordinary furniture of modern homes Orix; combines the original and iconic lines that create brand character with minimalist details in 2024. We are listening Orix's brand new series Metropolitan and 2024 vision, from Chairman of the Board of Directors Kevser & Halit Çile.

Kevser ÇİLE

First of all, hello. Let us convey our greetings to all consumers, dealers and stakeholders who follow Orix closely by occasion of this interview.

Year 2024 is a brand new key for succession at Orix. We are excited to carry the knowledge that we have gained so far in sector to 2024 with a brand new vision and actualise the Metropolitan Series to life.

As you mentioned, the Metropolitan Series is consisting of simple and modern collections dominated by minimal details. One of the points that we care to mention here is; Minimalism creates the perception of "mini" furniture in a dimensional sense in the furniture industry. The minimalism we adopted and applied in this series; It is about producing aesthetic and modern furniture that is free from unnecessary details and away from design complexity. In summary; With the Metropolitan Series, we will demonstrate that it is possible to create a minimal series with bulky furniture. This year, with our design and production approach that responds to the needs and expectations of city life we will release the name of Orix much more popular.

Halit ÇİLE

As Mrs. Kevser mentioned Metropolitan is a serial that takes its name and inspiration from modern city life. Functional furniture that emphasises design simplicity, will continue to attract attention in 2024. When you examine our collections as Metropolitan Series, you can see that each of them is a unique part of the same whole and that they complement each other perfectly.

Although Orix is a relatively young brand compared to many of its competitors, it has proven itself in a short time with its strong vision and total quality. If we put aside the pros and cons of being a brand that is always followed and imitated in its sector; Managing Orix, which moves forward on the path it knows is right, is always a great source of excitement and motivation for us.

I wholeheartedly believe that 2024 will be a year of great success for the entire Orix family, and I wholeheartedly thank all our valued stakeholders who will be with us on this journey.

“modern furniture”

With its renewed face a brand-new Orix at the new year.

Orix accelerated its visionary moves and switched to a new style in its corporate identity with the year 2024.. Discover the renewed logo and transformation of Orix.

The Orix logo with the iconic bird emblem and its quoted font, which has been used since 2011 until today, has taken on a brand new look in line with the brand's transformation and current goals. The logotype, which combines angular and curved forms with a modern approach, has been given a unique style with creative touches. Likewise, the bird emblem has a more modern form, free of design flaws.



orixhome.com is online with its new face!

Orix corporate website orixhome.com was launched with its renewed face within new year. With its user experience-oriented design, modern interface and software, the website brings together the searched product with consumer in a practical way and contributes greatly to Orix's accessibility in online media with its strong technical infrastructure.

Give an eye to new orixhome.com

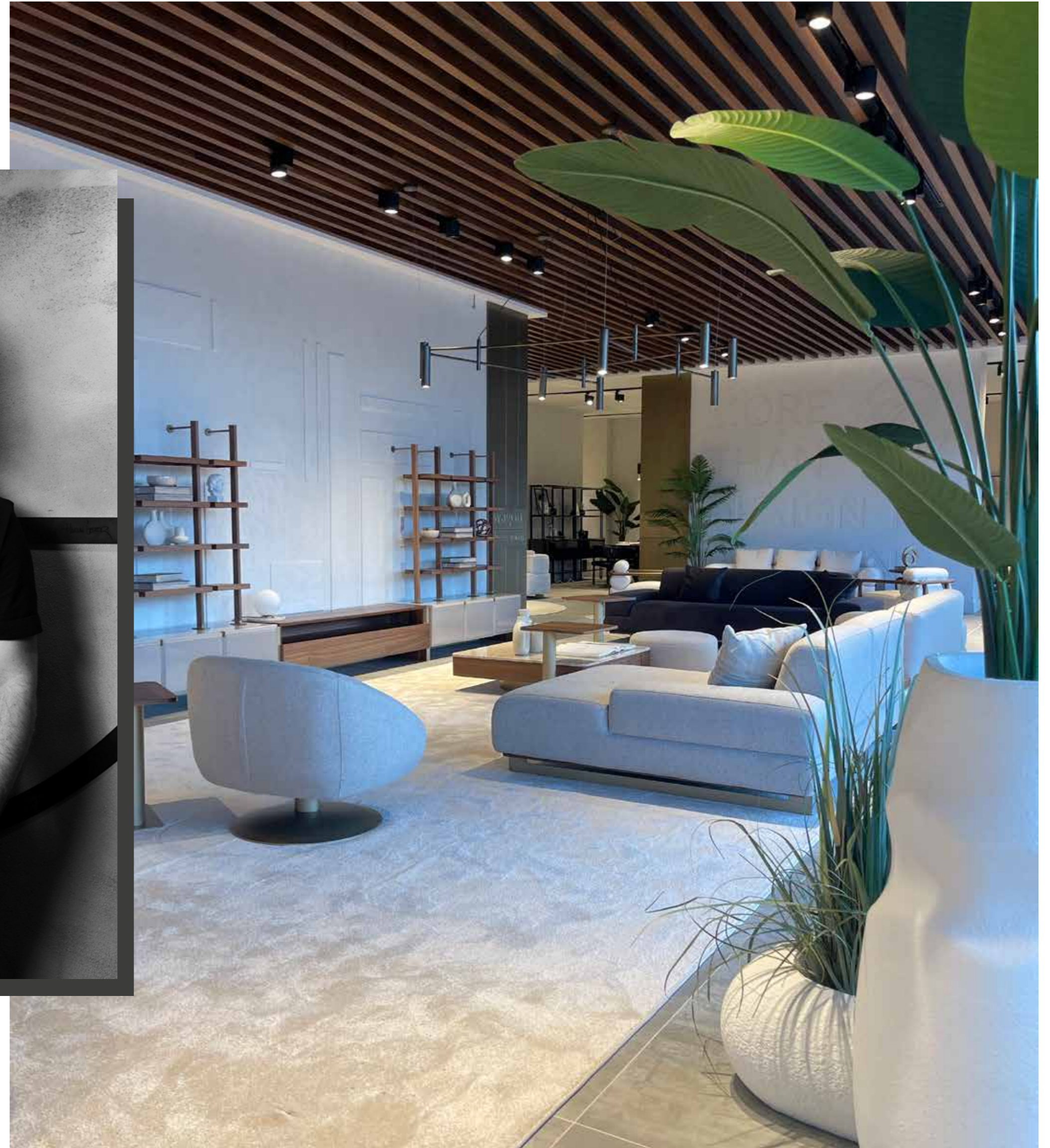


Showroom Concept Designer

● Harun ÖZLER

We wanted to reflect the timeless splendour of simplicity, while creating the visual concept of ORIX stores. This concept work, in which we emphasized modernity and simplicity; combined with Orix product designs that are far from exaggeration and emphasize naturalness, also made us enjoy the result.

I would like to thank to the Orix family for trusting and supporting us throughout this process on behalf of my team and individually.





Interior Architect And Designer

● Emre KAR

We reinterpret Orix's conventional aesthetic approach from a minimalist perspective within Metropolitan Series. ; It hosts eye-catching collections that con-substantiate design simplicity and functionality in the same pot. Each module plays a key role which arouse with contemporary and elegant lines is shedding light on the Orix 2024 vision.

Simple,
aesthetic
and
functional
furniture...

Interior Architect And Designer

● Yeliz YILDIRIM

Design and R&D processes are periods that require great labor and dedication in every industry, also they can be exhausting processes. The brands that take this standard few steps further, you can clearly see the difference in the final product. The superior design and production quality we have achieved in Orix collections is a product of the perfectionist approach adopted by all the units that shape the brand. We invite you to see this passion first-hand, both in the Metropolitan Series and in all the models we will present this year.

A deep
fashion for
perfection...



A brand new
series from
Orix to 2024:
**metro—
politan**

Orix **Metropolitan Series**,
It's designed with passion for who
desire to drift apart from complex
details in the field of comfort.

Adopting simple spirit of minimalism
with its schematic details, the metropolitan
series invites you to a peaceful experience
with its elegant lines and clear concept.

Are you
ready to
explore?

passion • soho • code • icon

passion collection

Allocating time with your loved ones or being alone with yourself... Passion is designed for pleasant moments at home, is ready to be discovered with its minimal style and strong structure.

One of the eye-catching pieces of Orix 2024 collection Take a closer look at Passion.



“
Passion spring
to life with it.”



Olcay Şen
Designer



Within iconic three-legged design and the outstanding chairs at first glance with their color choice are undoubtedly the most striking elements of Passion. The strong contrast created by the wood and marble texture as well as the continuity of the curved forms give it a privileged style.

The brand new Passion Dining Room, with its original lines that will shape 2024 only at Orix.



Be ready to be spoken about at 2024.



soho collection

Japandi style which combines the contemporary simplicity of Scandinavian design and Japanese rustic minimalism, carries modern living spaces with the Soho Collection. Soho tells a totally different story about freedom with each piece, where you can show off your style strongly with its minimal design that centers on aesthetics and functionality.



Take a closer look to Soho

as one of the impressive collections of Orix Metropolitan Series





code bedroom

Tickets to the peak of minimalism are ready. The perfect simplicity in Code's bed and headboard creates perfection with functional modules that are stripped of unnecessary details.

The modern wardrobe with black glass can be shaped in line with consumer expectations. Discover the Code Bedroom with a style that will suit your home very well from Orix 2024 collection.

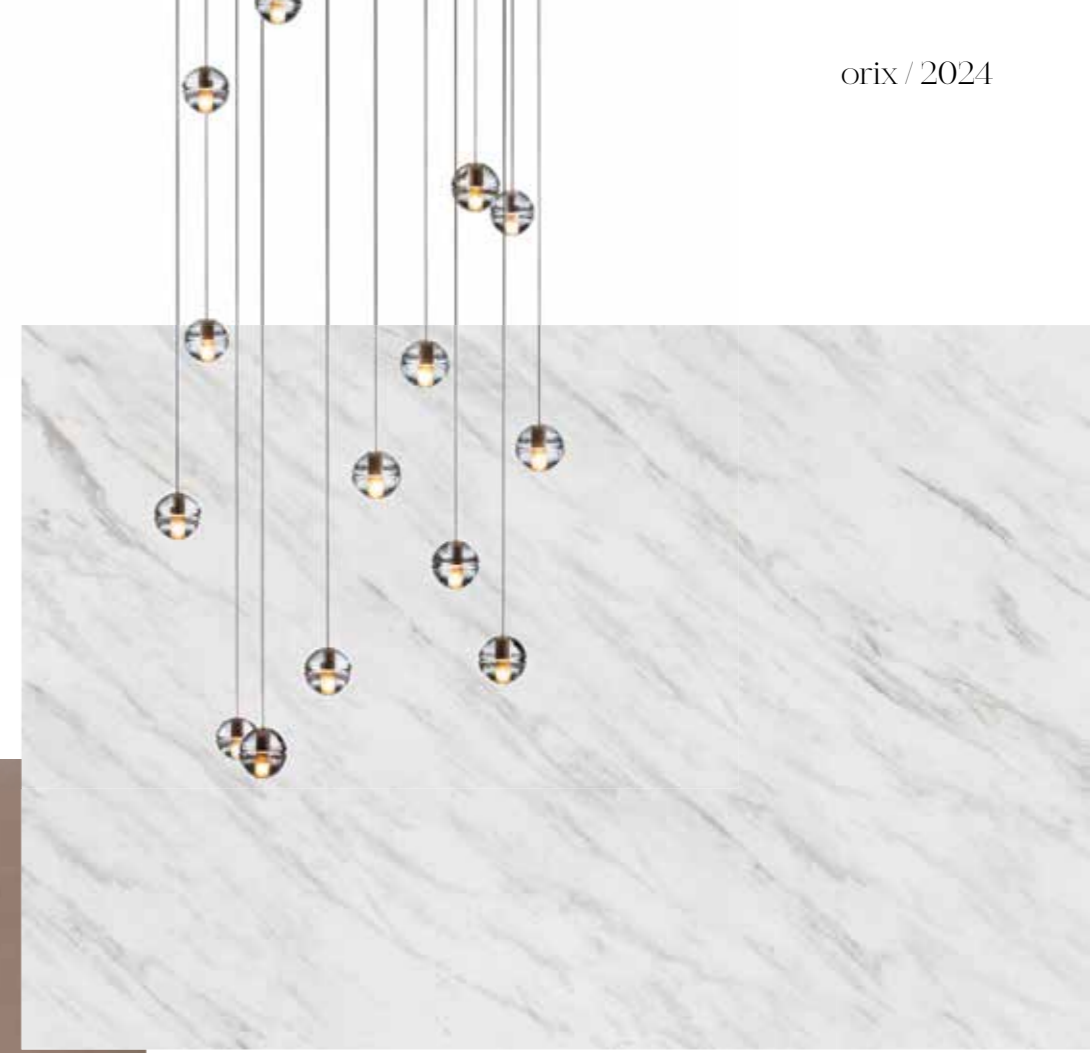


Emre Kar
Designer



Yeliz Yildirim
Designer

We have
been said it,
it's divergent.





icon collection

The Icon Collection conducts brand new interpretation to the modern luxury lifestyle with its unique lines that capture the rhythm of the age, prioritises aesthetic norms in each piece shaped with elegant forms.



Examine one of the most exclusive collections of the Orix Metropolitan Series Icon,

with its design approach and functional modules increments the bar of elegance and comfort of city life.





Minimal decoration at 2024

Minimalism is a powerful trend in design world that has always had a timeless impact. In 2024, it is possible to say that we will see the characteristic effects of minimalism in furniture and decoration trends. This year too; functionality, simple designs, neutral color palettes and natural materials are reshaping our living spaces.



In many areas where minimalism out-stand, simple and far away from complicated forms are at the forefront in furniture. Functionality, simplifies living spaces with combined elegance. In furniture designs, complexity is avoided and the preference of multifunctional products is increasing. Functional modules that preserve the main principles of minimalism also make living spaces more organised and spacious. Neutral tones and natural colours, which have an important place in minimal color palettes, are also on the stage in 2024. White, grey, beige and pastel tones play an important role in creating the calm and peaceful atmosphere of minimalism. These color choices add depth and spaciousness to spaces. Also at the same time attracting attention with their harmony with other decorative elements.

One of the indispensable elements of minimalist decoration which is natural materials, also remains popular at 2024. Natural and durable materials such as wood, stone, glass and metal are used in harmony with the simplicity of minimalism. These materials add a natural warmth and aesthetics to spaces, while also representing an environmentally friendly approach.

Another important aspect of minimalism in furniture and decoration is the dominant effect in creating open and bright spaces. Minimalist designs allow more light and air into spaces and this makes the living spaces energised and vibrant. Large windows is used to support the atmosphere, the usage of mirrors and open-plan arrangements create this light and spacious minimalist space.

As a result, minimalism in the furniture and decoration trends of 2024; simple, functional and continues to reflect a peaceful lifestyle. Simple lines, neutral colors, natural materials and wide open spaces are the hallmarks of minimalism. This trend simplifies and enriches the interiors of homes and offices, offering the perfect option for those who want to get away from the complexity of modern life.



New
Releases
merlin
opera

opera sofa set

If you are one of those who care about modern and simple forms in the sofa set, here you are: Opera from Orix 2024 collection.

Comfortable with its wide seating areas, durable with its strong structure and useful with its practical additional modules. Take a closer look at Opera Sofa Set, one of Orix's newest ones.



Unite with
simplicity.





merlin

sofa set

Merlin displays a remarkable stance with its Scandinavian style armchair, which has a peaceful integrity with its simple design line and serene color usage.



Meet with Merlin, one of the unique pieces of Orix collections.



orix classics

grande • eva • wagon
capella • naturel



grande collection

Grande is a modern masterpiece in the dining room with its console that catches the eye at first glance with LED backlighting on its circular shaped mirror, the impressive contrast of its strong colors, curved forms and eye-catching sparkle.

The sofa set of the collection is positioned in a special place with its ergonomic design that will bring your home comfort to the summit, stylish wing chair options and finely thought-out functional details. With its aesthetic touches that bring art together with furniture, Grande Wall Unit stands out with its dazzling design reflecting the Orix line.



Mehmet Özdurak
Designer



powerful
modern
arcuated



collection *eva*

Eva Dining Room; simple design table and console that catch the eye at first glance, stands out as the new representative of elegance in the dining room with its modern chairs.

The sofa set of the collection ; an impressive elegance that complements the strong contrast in Scandinavian wing chairs with simple design and bright colours. Eva Wall Unit, which draws attention with its modern lines strengthened by LED lighting, differs from its counterparts with its modular pieces that can be combined according to your liking.



plain
chic
aesthetic

Mehmet Özdurak
Designer



wa- gon collection

Wagon Bedroom, is an icon of perfect simplicity in your bedroom with its simple lines designed with a minimal approach. The collection's dining room will carry your home beyond aesthetic norms with every module. Wagon Dining Room attracts attention with its voluminous mirror and creates practical areas of use with its functional console.

Wagon Sofa Set impresses with its modern design that does not compromise on elegance and functionality while considering your comfort, while Wagon Wall Unit is waiting for you with its wide usage areas that respond to your storage and decoration expectations at the same time.



Mehmet Özdurak
Designer



capella collection

Capella Dining Room attracts attention with its elegantly curved aesthetic chairs, powerful table and large storage areas, captures an impressive harmony with the sofa set that will meet all your expectations with its high-strength structure, simple design and ergonomics.

Capella Wall Unit is the center of attention with its strong style with its wooden elegance, useful blocks and decorative complementary modules, crowns this harmony with functionality. Capella Bedroom has a serene atmosphere with the impressive harmony of cream and walnut, boldly reveals its own style with its delicately thought-out details and functional usage areas.



Mehmet Özduvak
Designer



Mehmet Altay
Designer



naturel collection

The dining room of the collection features create a strong harmony with large wooden console, unusual console mirror, modern table and chairs.



Natural Wall Unit draws attention with its practical modules that respond to storage and decoration needs at the same time also which emphasizes wood texture and rectangular forms.

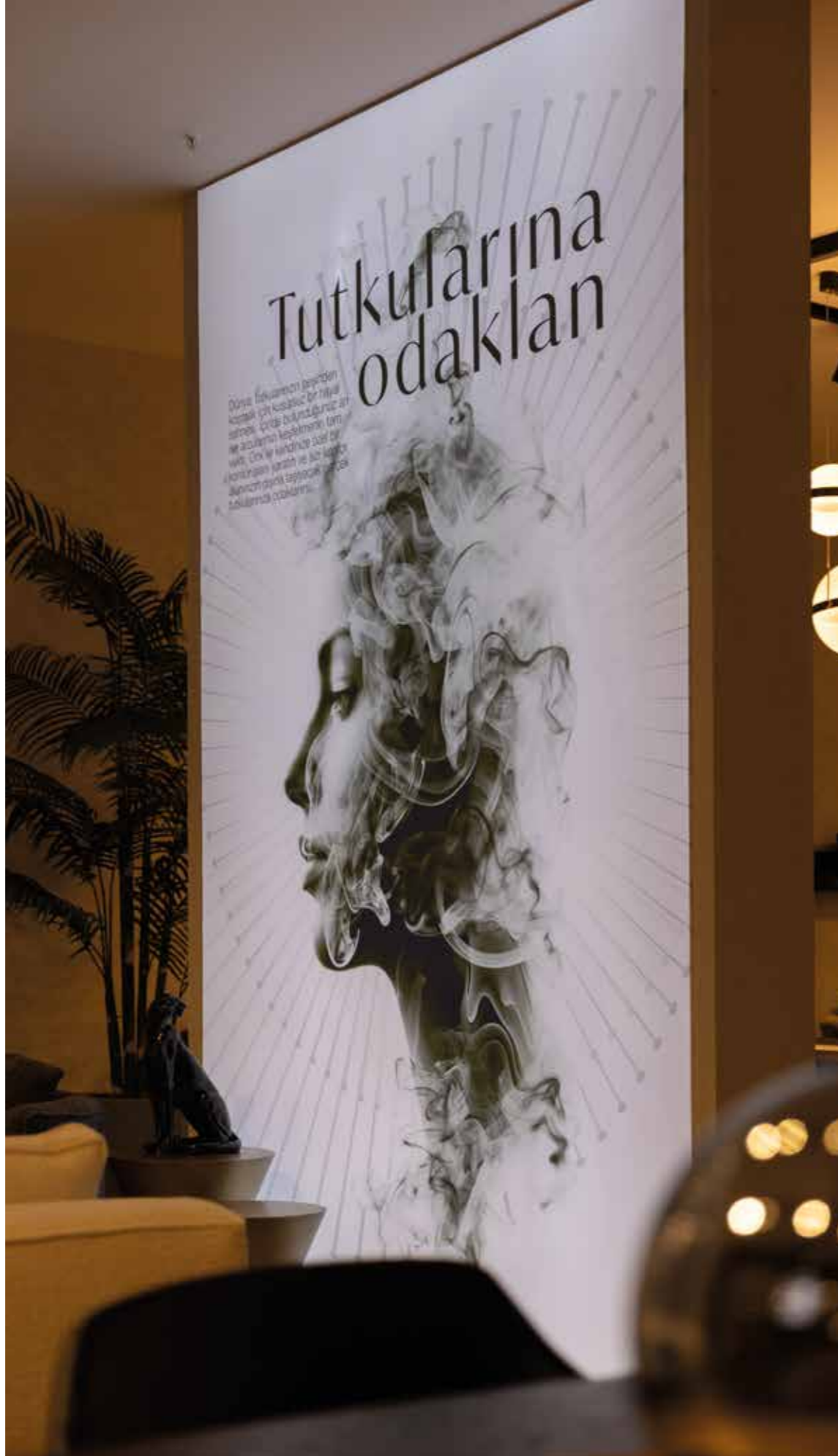


Olcay Şen
Designer

Focus to Your Passion with Orix

We hosted our valued guests at our Orix Mobiliyum store during the 49th Inegöl Furniture Fair, which It took place between 02-07 October 2023 and it is known as one of the leading organizations of the furniture industry.

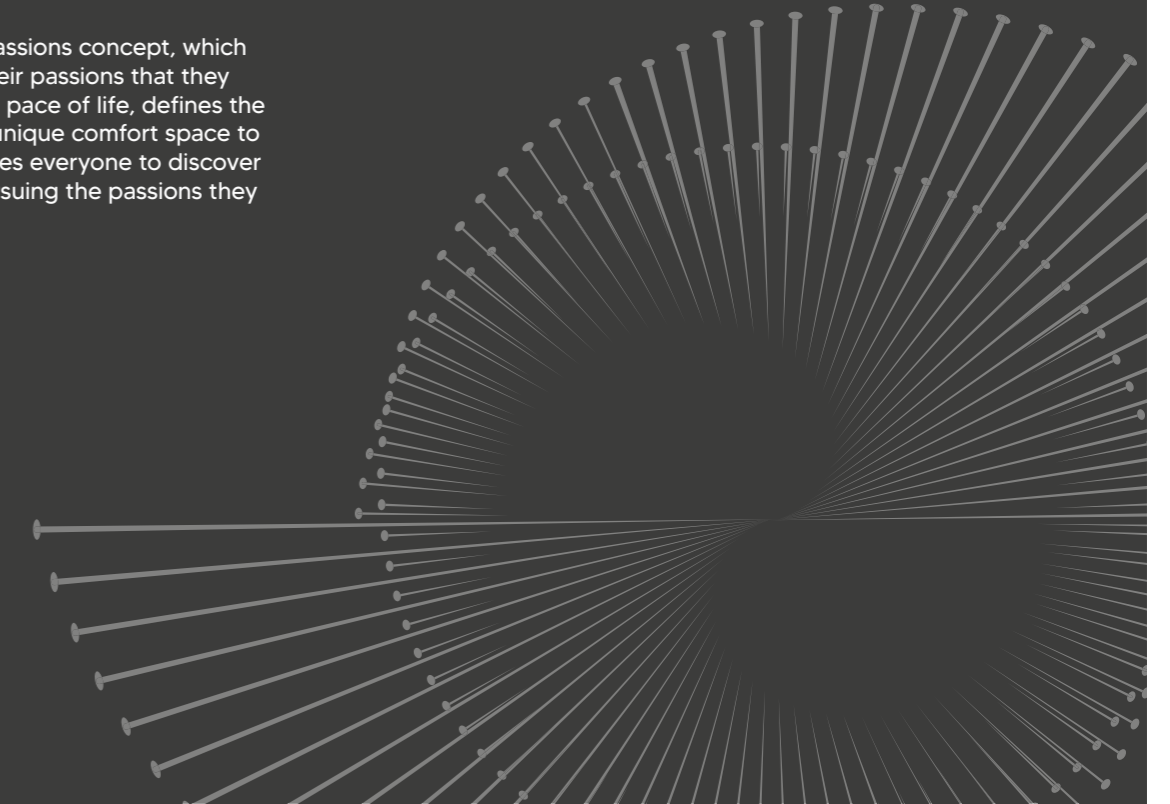
We determined the visual materials prepared in line with the Focus on Your Passions theme and because of the preparation process that started months ago , while it gave our store an impressive appearance it was also appreciated by our visitors.



orix
modern furniture

The world is perfect dream scene for pursuing your passions. Now it's the time to discover your desires. Explore special comfort zone for yourself with Orix and to get out from your comfort zone find real solutions and **focus on your passion.**

Individuals; The Focus on Your Passions concept, which encourages people to pursue their passions that they ignore and postpone in the busy pace of life, defines the houses designed with Orix as a unique comfort space to realise these passions. Then invites everyone to discover the irresistible satisfaction of pursuing the passions they realise.



Corporate Activities: Environmental Cleanup



Within the scope of June 5th World Environment Day, we aimed to contribute to the sustainability of nature with the environmental cleaning event we organized with our colleagues.

Our aim to turn this activity, which raises awareness among our employees, stakeholders, industry and customers, into a traditional event to be held every year, and we continue to work with all our strength for a better future.

Corporate Activities: Panula Site Welcoming Summer Party

We run on at full speed to contribute to our brand awareness with events where we could establish direct contact with our target audience in 2023.

In this context, we took part with our new products at Summer Welcoming Party at Panula Site in Balat, Bursa. In the event, which was full of music and entertainment, we were happy to accept the compliments about our design and comfort approach while offering the participants the opportunity to experience Orix products.



TV Sponsorships

We run on our national channel sponsorships, which we started in order to bring the Orix brand to a wider audience, with brand new projects.

Our collaborations for TV series and TV programs will closely followed by our target audience continue in 2024.





For an exciting brand journey
and a lucrative investment
opportunity Join to the
Orix family now.

Contact us to become an Orix dealer.
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orix
modern furniture