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ALIX AVIEN

Company
Profile

ALIX AVIEN

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BRAND

OUR BRAND

Who We Are?

Alix Avien's a makeup brand born in the cradle of aesthetic and elegance Paris and nurtured at the crossroads of cultural richness in Istanbul. Founded on the legacy of the Parisian musician Alix Avien from whom it draws its name, this brand represents a harmonious fusion at the juncture of Paris and Istanbul crafted for makeup enthusiasts. It offers an elegant synthesis of the East and West, classic and modern, through the perfect harmony of Paris's chic packaging and Istanbul's warm color palette

Alix Avien continues to enchant the world under a new structure that makes every moment a part of an amazing experience. Modern production facilities, high-tech laboratories, unique product range and continuous R&D activities enable Alix Avien to carry the global brand codes in its DNA.

Always comfortable, vibrant and eternally attractive. **Alix Avien** is here to achieve this balance, drawing inspiration only from you to reflect your style and reveal your beauty in every aspect of your life.

Alix Avien is not just a makeup brand, it is a lifestyle that allows you to express your unique story, style and philosophy of life.

Every product is designed to highlight the details that make you special. Because the beauty within each of us flourishes and shines through our differences. **Express yourself with Alix Avien.**

Our Difference



Alix Avien is a formidable player in the color cosmetics market, distinguishing itself with unique features:

- 01 — Modern Production Facilities**
We embrace a sustainable beauty philosophy with innovative and eco-friendly production processes
- 02 — High-Technology Laboratories**
We explore the perfect union of science and aesthetics with our state-of-the-art equipment
- 03 — Advancing R&D Efforts**
Anticipating market trends and consumer needs, we continuously develop innovative products

Our Difference

04

Revitalized Brand Identity

Blending timeless elegance with modern lines, we reflect our brand's character in every detail

05

Enhanced Formulas

We focus on health and beauty by working on more effective and skin-friendly formulas

06

Rich Color Spectrum

With our extensive color range catering to every skin tone and preference, we broaden the boundaries of personal expression

07

Stylish and Sophisticated Packaging

We present our products in original packaging that combines aesthetics with functionality

08

Close Relationships with Partners

By establishing strong and lasting relationships with our partners, we aim to be a reliable collaborator in the industry

09

Accessibility Across All Sales Channels

We make our products available through a broad distribution network, ensuring accessibility to every consumer

With these attributes **Alix Avien** represents more than just a cosmetic brand; it embodies a lifestyle that celebrates the unique beauty of every individual

Mission

At **Alix Avien**, our mission is to enrich the lives of makeup enthusiasts with art, elegance, and color, drawing inspiration from the aesthetic and cultural wealth of Paris and Istanbul

While producing high-quality products with professional touches, maintaining a balance between price and quality for our consumers is our top priority

We aim to provide a platform where every individual can reflect their own uniqueness and style, enabling them to express their beauty perceptions in the best possible way

Vision

The vision of **Alix Avien** is to become a leading brand in the global makeup industry and the first choice for makeup lovers worldwide. By opening monobrand stores around the world, we aim to offer our customers higher quality and more personalized makeup services

We aspire to push the boundaries of makeup art with innovation, sustainability and trendsetting, encouraging, inspiring and unleashing the imagination of our users with every product

With **Alix Avien**, beauty is not just about how you look, but how you feel and a reflection of your lifestyle

VALUES

Our Values



Our Values

01

INNOVATIVE

Continuous development through R&D efforts and modern production facilities

02

ELEGANT

Products inspired by the aesthetic and cultural richness of Paris and Istanbul

03

COSMOPOLITAN

Born in Paris and raised in Istanbul, offering a synthesis of East and West, classical and modern

04

HIGH-QUALITY

High-quality products and professional touches

05

SUSTAINABLE

Environmentally friendly production processes, promoting sustainable beauty concepts

06

PERSONAL

A range of products that allows individuals to reflect their uniqueness and style

07

BOLD

Pushing the boundaries of makeup artistry with innovation and trendsetting products

08

INSPIRING

A mission to encourage, inspire and unleash the imagination of customers

09

AUTHENTIC

Always sincere and vibrant brand personality, establishing genuine connections with users

10

STYLISH

Chic packaging and product designs, timeless elegance with modern lines

PERSONA

Personality



Vision

(INTERNAL & FIXED)

Alix Avien, as a visionary and leader, possesses a dynamic personality. It is innovative, sustainable and sets trends. Constantly challenging the boundaries of makeup art, it always aims for greater goals

Mission

(INTERNAL & VARIABLE)

Alix Avien enables every individual to maintain their authenticity and style. It is supportive, accessible and inclusive, encouraging people to express themselves and showcase their beauty in the best possible way

Essence

(EXTERNAL & FIXED)

Alix Avien, rich with aesthetic and cultural assets, like the synthesis of Paris and Istanbul, presents an elegant fusion of the East and West, and the classic and modern

Position

(EXTERNAL & VARIABLE)

From the outside, Alix Avien celebrates everyone's unique beauty, representing an honest, vibrant and striking lifestyle. It is perceived as someone who reflects their style in every aspect of life and seizes every opportunity to reveal their beauty

Personality

MAP

Brand Perceptual Map



BRAND PERCEPTUAL MAP



Premium but Attainable

Alix Avien's a distinguished makeup brand that makes luxury and high-quality accessible to all. By offering elegance and superior performance at an affordable price, it ensures a premium beauty experience within reachable for everyone

Competitive in product performance and modest in price positioning

R&D

Research and Development



Research and Development



The R&D Department of **Alix Avien** consists of determined, investigative and innovative cosmetic chemists, engineers, and staff reshaping the makeup world

This dynamic team targets excellence for makeup enthusiasts by combining the highest quality ingredients, cutting-edge technology and top-tier equipment

Each product is meticulously produced, maintaining unchanging quality standards with harmless formulas that are respectful to health and nature

Respectful to
Health and Nature





Research and Development

Alix Avien explores the best of nature and blends it with innovative science. Our cosmetic series, celebrating personal tastes and supporting authentic self-expression are the latest fashion products

Alix Avien continually evolves in every category of color cosmetics, including face, eyes, lips and nails, perfectly emphasizing the concept of healthy beauty with renewed concepts, ecological balance and nature-conscious vegan formulas

The R&D Department of **Alix Avien** doesn't just create makeup products. At the intersection of beauty and science, it shapes the concept of sustainable beauty

Each formula is designed to add elegance, health, and awareness to users daily rituals, turning every application into an environmentally harmonious beauty experience

R&D



production
capacity of

150 million

With the mission of spreading beauty and elegance worldwide, **Alix Avien** holds a formidable position in the global market with an annual production capacity of 150 million products

This impressive production capacity ensures the brand's presence at every corner, symbolizing its ability to reach makeup lovers all around the world

QUALITY

Quality Certificates



Quality Certificates

Alix Avien has crowned its commitment to international standards and the highest quality norms in production processes with ISO quality certificates

These certificates assure that each product is at the highest level in terms of reliability, performance, and customer satisfaction, serving as a tangible indicator of the brand's commitment to quality and pursuit of excellence

Quality



ISO 9001

Quality Management
System-Requirements



ISO 10002

Quality Requirements
For Customer Satisfaction



ISO 27001

Information Security
Management

Production Certifications

The foundation of product safety and claims of **Alix Avien** is built on extensive scientific research, clinically proven and reported in accredited European laboratories

Our brand proudly states that none of its products are tested on animals, respecting ethical values deeply

This approach allows us to commit not only to providing high-quality and reliable makeup products but also to a conscientious and responsible beauty philosophy

Production



ISO 22716 GMP

Good Manufacturing
Practices



ISO 14001

Environmental
Management System



Dermatology
Tested

SALES

Sales Channels



Sales Channels



MONO-BRAND SHOPS

All our stores are designed by our architects according to local store's dimensions. The furnitures are produced by our producers with high quality materials and high end technology. The installment can be done by our technical staff or can be done locally

SHOP IN SHOP

Different sizes of stands are available for shop in shop stores. The stands are locally produced in Turkiye There are sizes for different preferences and availabilities in stores. Product prepacks are available for on top desks or cashiers

HAIR SALONS

Hair saloons can display the products on their own shelves and apply makeup at their makeup corners or they can use special Alix Avien locker shelves

ONLINE SALES

The official e-commerce domain and template are given by Alix Avien The products can also be sold at local market place sites

PHARMACIES

For pharmacies smaller display units are available



AIRPORT



GALATAPORT



MALL OF ISTANBUL



ZORLU AVM



TRABZON FORUM



NİŞANTAŞI



BAKIRKÖY



DUBAI



KOSOVO



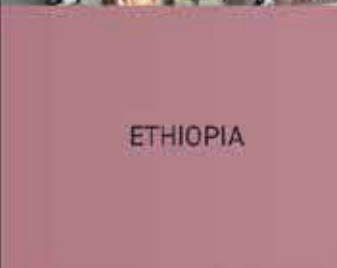
BULGARIA



CYPRUS



CHINA



ETHIOPIA



MOROCCO



OMAN



A GLOBAL LOVE BRAND



60 COUNTRIES 5 CONTINENTS

PRODUCTS

Makeup & Cosmetic Products



Products



PRO LINE



VEGAN LINE



FACE
214 SKU



EYES
87 SKU



LIPS
207 SKU



NAILS
226 SKU



**GRAY LINE
PRODUCTS**

754 SKU



BODY
7 SKU



ACCESSORIES
22 SKU



CLEANSING
4 SKU

NEW



FACE

Face Primers (Luminous & Pro Matte & Pro Glow)

Concealer (Liquid & Supreme)

Anti Aging Foundation

Liquid Foundation

Matte Foundation

Ultra Closer Foundation

Care Enhancer Foundation

BB Cream

CC Cream

Compact Powder

Baked Powder

Bronzing Powder

Powder Blush

Baked Blush

Contour Palette

Compact Highlighter

Baked Highlighter

Liquid Highlighter

Loose Powder

TOTAL: 214 SKU



EYES

Mono Eyeshadow

Duo Eyeshadow

Eyeshadow Palette

Dipliner (Ultra Black & Black Matte)

Inkliner

Intense Gel Liner

Eyelineer Pencil

Smoky Eye Pencil

Extreme Lasting Effect Eye Pencil

Inner Eyeliner

Eyebrow Pencil

Brow Expert Powdery Liner

Brow Liner

Retractable Eyebrow Pencil

Perfect & Fix Brow Palette

Brow Mascara

Mascaras (Silicone Brush)

Mascaras (Fiber Brush)

Mascaras (Blue & Brown)

TOTAL: 87 SKU



LIPS

Lipliner Pencil

Staying Power Lip Pencil

Glossy Lipstick

Matte Lipstick

Matte Liquid Lipstick

Satin Touch Lipstick

Beyond Care Lipstick

Lip Gloss

Silky Care Lip Gloss

Maxi Volumizer Lip Gloss

TOTAL: 204 SKU



NAILS

Nail Lacquer

Nail Wellness

Nail Gel (P*)

Primer (P*)

Base Coat (P*)

Top Coat (P*)

Matte Top Coat (P*)

UV Gel System (P*)

TOTAL: 226 SKU

*Professional usage



BODY

Leg & Body Foundation

Shimmer Spray

Pre & Post Makeup Fixing Spray

Fixing Spray

TOTAL: 7 SKU



CLEANSING

Rejuvenating Face Base Cream

One-Step Makeup Cleansing Oil

Multifunctional Makeup Remover

All Over Makeup Remover

TOTAL: 4 SKU

ACCESSORIES

Brushes

Eyelashes

Make up Fixing Spray

Brush Cleaning Spray

Make-up Chair

Make-up Cases With Trolley

Make-up Toolbelt

Travel Brush Set

Make-up Bag

TOTAL: 22 SKU



Products

VEGAN LINE PRODUCTS

Face

Eyes

Lips

TOTAL:66 SKU

ALIX AVIEN
Vegan



FACE

Face Primer
BB Cream
CC Cream
Liquid Foundation
Matte Foundation
Liquid Concealer
Mineral Powder
Mineral Blusher
Highlighter

TOTAL

27 SKU



EYES

Eyeshadow
Touch of Natural Mascara
Volumatic Mascara
Dipliner Extreme Black

TOTAL

11 SKU



LIPS

Shiny Lipstick
Matte Lipstick
Matte Liquid Lipstick
Lipgloss
Lipliner Pencil

TOTAL

28 SKU

20
25

Company Profile

