Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.

Brand Name	Al karam studio
Company	Al Karam Textile Mills
Category	Fashion & Apparel - Womens Clothing
Market	urban_major_cities,semi_urban_areas,nationwide,international_market
Rating Updated	23rd Apr 2026

Brand Audit Summary for Al karam studio

Alkaram Studio is a leading Pakistani textile and fashion brand known for its affordable and diverse Eastern wear collections. It offers unstitched and ready-to-wear clothing featuring seasonal prints, casual wear, and formal designs. The brand targets middle-income consumers with a focus on value, accessibility, and consistent seasonal variety, supported by a strong retail and online presence across Pakistan.

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

Final Brand Story
Alkaram Studio is a well-known Pakistani fashion brand offering affordable, stylish Eastern wear with strong availability, consistent quality, and wide customer reach.

Quality Score : 84.5%
Consistent fabric quality and stitching, suitable for everyday and seasonal wear.

Familiarity : 95%
Widely recognized brand with strong presence across Pakistan.

Affordability : 95%
Offers competitive pricing, making it accessible for middle-income consumers.

Availability : 95%
Strong nationwide availability through retail outlets and online platforms.

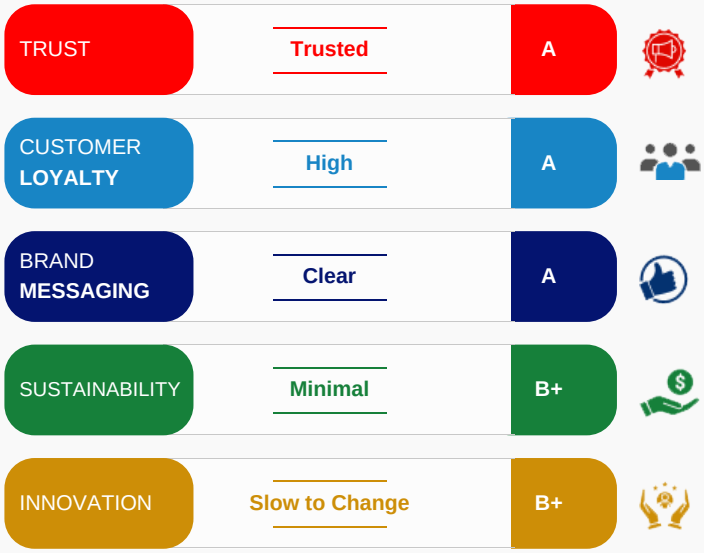
Trust : 84.5%
Reliable brand with stable quality and positive consumer perception.

Customer Loyalty : 84.5%
Strong repeat purchases driven by affordability and seasonal collections.

Brand Messaging : 84.5%
Simple and consistent messaging focused on value,

Overall Score **A** 85.78%





Brand Index Analysis

Alkaram Studio maintains a strong position in the mid-market segment due to its affordability, wide availability, and consistent product range. It appeals to budget-conscious consumers seeking variety and reliability. However, compared to premium competitors, it is less innovative and design-driven. Its strengths lie in value for money and distribution, while brand perception is more functional than fashion-forward.

Credit: This Report is auto generaated by brandsindex.org

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tradition, and everyday fashion.

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Sustainability : 74.5%
Limited visible sustainability efforts or structured initiatives.

Innovation : 74.5%
Focuses on traditional designs with gradual updates rather than trend-driven innovation.

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