Brand Spotlight : Insights and Ratings

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

Brand Name	Zellbury Women
Company	Al rahim textile group
Category	Fashion & Apparel - Womens Clothing
Market	urban_major_cities,semi_urban_areas,nationwide
Rating Updated	23rd Apr 2026

Brand Audit Summary for Zellbury Women

Zellbury Women is a Pakistani fast-fashion brand focused on providing affordable and trendy Eastern wear for mass-market consumers. It offers unstitched and ready-to-wear collections with frequent seasonal launches. The brand targets price-sensitive customers who prefer variety and low-cost fashion. With strong retail presence across Pakistan, Zellbury is positioned as a value-driven alternative to mid-tier and premium fashion brands.

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

Final Brand Story
Zellbury Women is a budget-friendly Pakistani fashion brand offering affordable Eastern wear with wide availability and fast-fashion seasonal collections.

Quality Score : 74.5%
Basic fabric and stitching quality suitable for budget fashion segment.

Familiarity : 95%
Strong recognition in Pakistan as a low-cost fashion brand.

Affordability : 95%
Very budget-friendly pricing targeting mass-market consumers.

Availability : 95%
Widely available across cities, towns, and online platforms.

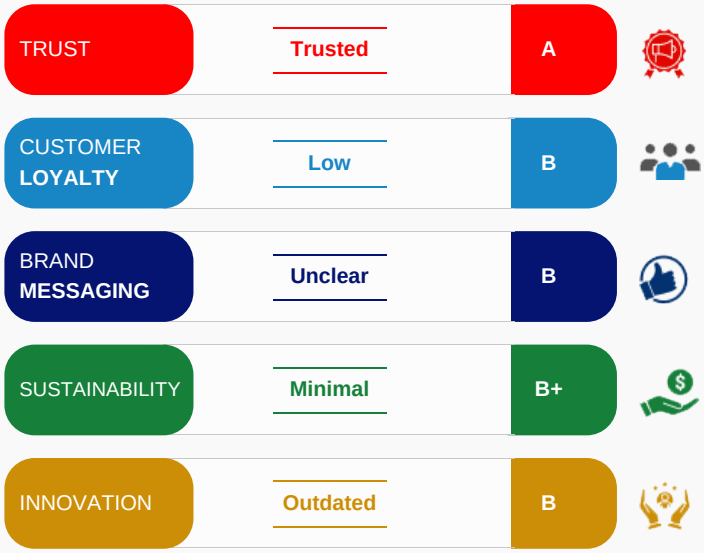
Trust : 84.5%
Moderate consumer trust due to affordability and wide usage

Customer Loyalty : 64.5%
Customers frequently switch due to low quality and fast-fashion nature.

Brand Messaging : 64.5%
Simple messaging focused on affordability and trendy

Overall Score **B+** 79.11%





Brand Index Analysis

Zellbury Women holds a strong position in the budget fashion segment due to its affordability and wide accessibility. It attracts mass-market consumers but faces challenges in quality perception and customer loyalty. While it performs well in variety and pricing, it is weaker in innovation and premium appeal. Overall, it competes on cost advantage rather than design excellence or brand prestige in the Eastern wear market.

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Sustainability : 74.5%
Very limited visible sustainability initiatives.

Innovation : 64.5%
Basic fashion updates with limited design innovation compared to competitors.

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