Brand Spotlight : Insights and Ratings

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

Brand Name	Generation
Company	Generation clothing
Category	Fashion & Apparel - Womens Clothing
Market	urban_major_cities,semi_urban_areas,nationwide,international_market
Rating Updated	23rd Apr 2026

Brand Audit Summary for Generation

Generation is a contemporary Pakistani fashion brand that focuses on concept-driven and artistic apparel. It blends cultural heritage with modern design aesthetics to create unique, expressive clothing for women. The brand is known for its bold storytelling, innovative collections, and strong identity in urban fashion markets. It targets style-conscious consumers who value creativity, individuality, and meaningful fashion design.

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

Final Brand Story
Generation is a design-led Pakistani fashion brand known for artistic, cultural, and expressive clothing with a strong focus on creativity and modern Eastern wear.

Quality Score : 84.5%
Strong design quality with focus on creativity and artistic detailing in fabrics and stitching.

Familiarity : 95%
Recognized urban fashion brand with strong presence among young, fashion-conscious consumers.

Affordability : 74.5%
Positioned in premium segment with higher pricing due to design-led fashion identity.

Availability : 84.5%
Available in major cities and select outlets with limited rural reach.

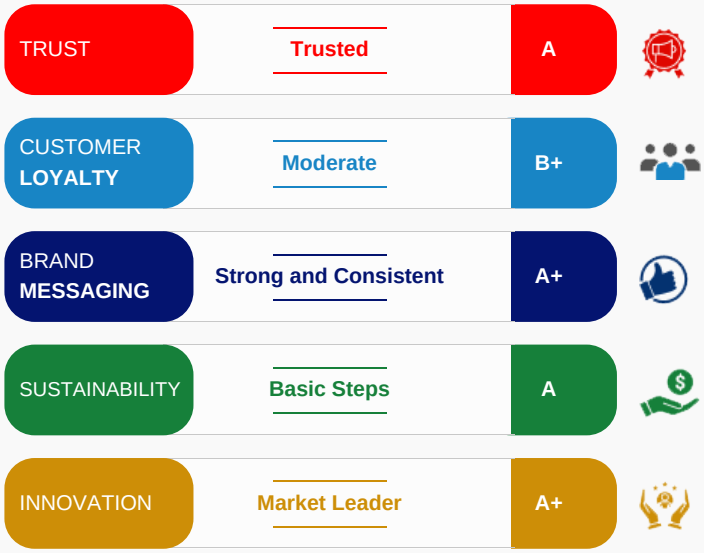
Trust : 84.5%
Strong brand reputation supported by consistent design quality and creative positioning.

Customer Loyalty : 74.5%
Loyal customer base exists but switching is common due to niche fashion appeal.

Brand Messaging : 95%
Clear storytelling focused on creativity, culture, and

Overall Score **A** 85.78%





Brand Index Analysis

Generation holds a strong niche position in Pakistanâ€™s fashion industry due to its creative and concept-based approach. It is highly innovative and design-focused, making it stand out from mainstream brands. However, its premium pricing and niche appeal limit mass-market reach and customer loyalty. While it excels in branding and storytelling, it competes more on creativity than affordability or accessibility, positioning it as a distinctive fashion-forward brand.

Credit: This Report is auto generaated by brandsindex.org

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self-expression in fashion.

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Sustainability : 84.5%
Limited but emerging focus on responsible fashion practices.

Innovation : 95%
Strong innovation in design concepts, artistic collections, and cultural fashion storytelling.

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