Brand Spotlight : Insights and Ratings

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

Brand Name	Cambridge
Company	Cambridge garments
Category	Fashion & Apparel - Mens Clothing
Market	urban_major_cities,semi_urban_areas,nationwide
Rating Updated	27th Apr 2026

Brand Audit Summary for Cambridge

Cambridge is a well-established menswear brand in Pakistan specializing in formal and semi-formal clothing, including shirts, suits, and corporate wear. Known for its consistency and reliability, the brand caters mainly to working professionals and middle to upper-middle income consumers. With a strong retail presence nationwide, Cambridge has built a reputation for offering quality products at reasonable prices.

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

Final Brand Story
Cambridge is a trusted Pakistani menswear brand known for formal and semi-formal clothing, offering reliable quality, professional styling, and good value for money.

Quality Score : 84.5%
Consistent and reliable formal wear quality, especially strong in office and corporate clothing.

Familiarity : 95%
Strongly recognized formal menswear brand across Pakistan, especially among professionals.

Affordability : 84.5%
Mid-range pricing suitable for working-class and corporate customers.

Availability : 95%
Widely available in major cities with strong retail presence.

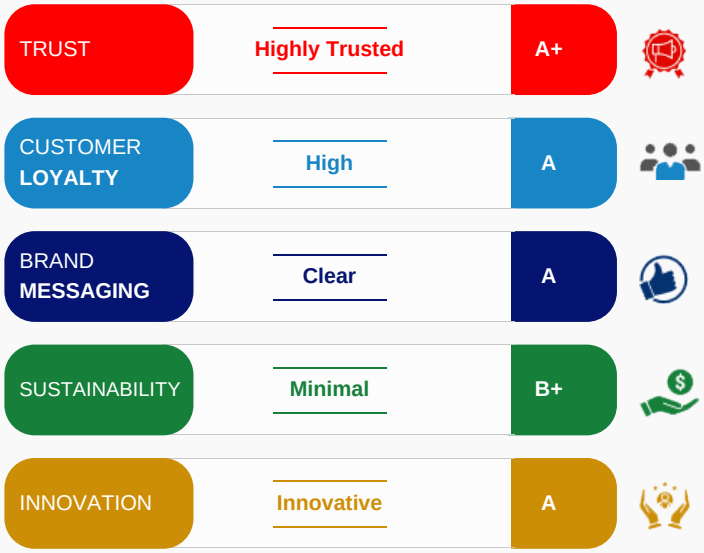
Trust : 95%
Long-standing brand reputation builds strong consumer confidence in formal wear.

Customer Loyalty : 84.5%
Strong repeat purchase behavior among office-going and professional consumers.

Brand Messaging : 84.5%

Overall Score **A** 86.89%





Brand Index Analysis

Cambridge holds a strong position in the formal menswear segment with high trust and consistent product quality. Its focus on professional attire makes it a preferred choice for office wear. However, the brand is less innovative and trend-driven compared to newer fashion brands, and its appeal is more functional than lifestyle-oriented. It competes effectively on reliability and value rather than fashion-forward design.

Credit: This Report is auto generaated by brandsindex.org

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Focused messaging on formal, professional, and corporate menswear.

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Sustainability : 74.5%
Limited visible sustainability initiatives in branding or communication.

Innovation : 84.5%
Focuses on traditional formal wear with gradual design updates.

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