Brand Spotlight : Insights and Ratings

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

Brand Name	Borjan men
Company	Rafum retail pvt ltd
Category	Fashion & Apparel - Footwear
Market	urban_major_cities,semi_urban_areas,international_market
Rating Updated	28th Apr 2026

Brand Audit Summary for Borjan men

Established in 1986, Borjan (part of the Rafum Retail Group) has evolved from a local manufacturer into a nationwide fashion powerhouse with over 130 outlets. For men, the brand is defined by its versatile lifestyle categories: Mocassino for high-end formal wear, Digger for rugged outdoor style, and Skywalk for active casuals. While its womenâ€™s accessories are highly visible, its menâ€™s line is anchored in premium leather craftsmanship and a commitment to "Fashion Forward" design.

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

Final Brand Story
Borjan is a sophisticated leader in the "Fashion-First" retail sector. It masterfully blends contemporary European-inspired aesthetics with the specific comfort needs of the urban Pakistani man.

Quality Score : 84.5%
Fashion-focused but inconsistent material durability

Familiarity : 84.5%
Strong presence in malls and urban centers

Affordability : 84.5%
Mid-range pricing; slightly higher than Service, similar to Bata

Availability : 84.5%
Urban strong, weaker rural penetration

Trust : 74.5%
Acceptable but not premium-tier trust

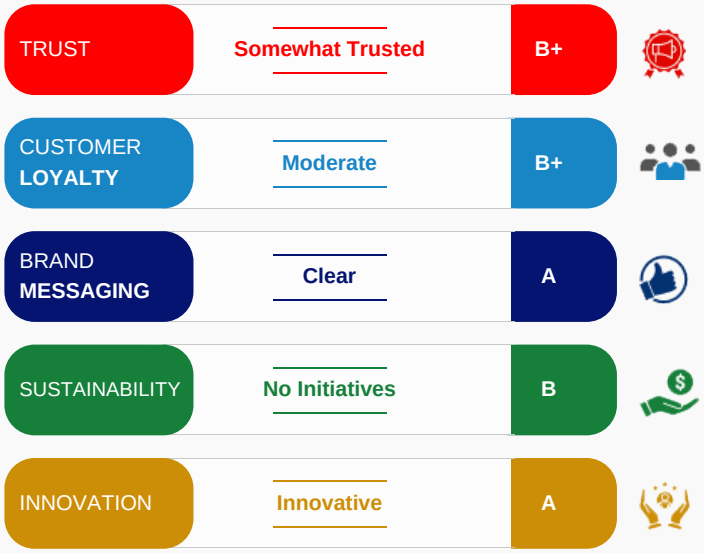
Customer Loyalty : 74.5%
Style-driven, less repeat loyalty than Bata/Ndure

Brand Messaging : 84.5%
Fashion-oriented but less distinctive than Ndure

Sustainability : 64.5%

Overall Score **A** 80.06%





Brand Index Analysis

Borjan occupies a unique "Sweet Spot" between mass-market utility and luxury boutiques. Its strength lies in Seasonal Agilityâ€”rapidly introducing breathable, lightweight tech for summers and rich, textured leathers for festive seasons. Unlike legacy brands that focus purely on durability, Borjan prioritizes a "Polished Presence," making it the top choice for young professionals and fashion-conscious groom-to-beâ€™s. By maintaining high-street store experiences and consistent quality, it successful

Credit: This Report is auto generaated by brandsindex.org

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No strong visible initiatives

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Innovation : 84.5%

Decent seasonal fashion updates