

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: Moccassino for high-end formal wear, Digger for rugged outdoor style, and Skywalk for active casuals. While its women's accessories are highly visible, its men'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%



| | | | |
|------------------|------------------|----|--|
| TRUST | Somewhat Trusted | B+ | |
| CUSTOMER LOYALTY | Moderate | B+ | |
| BRAND MESSAGING | Clear | A | |
| SUSTAINABILITY | No Initiatives | B | |
| INNOVATION | Innovative | A | |

Brand Index Analysis

Borjan occupies a unique "Sweet Spot" between mass-market utility and luxury boutiques. Its strength lies in Seasonal Agility—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-be's. By maintaining high-street store experiences and consistent quality, it successful

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No strong visible initiatives

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Innovation : 84.5%

Decent seasonal fashion updates