Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for Borjan women

Borjan is a prominent part of the RAFUM Group, established in 1995 to redefine the retail landscape in Pakistan. Over nearly three decades, it has expanded to over 130 outlets nationwide. While it offers products for men and children, its women's collection is the crown jewel, featuring everything from the "Moccasin" comfort line to high-fashion "Gala" bridal wear. The brand is known for its sophisticated European-inspired designs tailored specifically for the South Asian lifestyle.

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

Final Brand Story
Borjan is a versatile fashion powerhouse that perfectly balances trendy, chic aesthetics with reliable durability, making it a go-to for modern Pakistani women seeking style without compromise.

Quality Score : 84.5%
Decent quality footwear suitable for everyday fashion use, though not positioned in premium segment.

Familiarity : 95%
Strong recognition in Pakistanâ€™s footwear market, especially among urban women.

Affordability : 95%
Budget-friendly pricing makes it accessible to a wide consumer base.

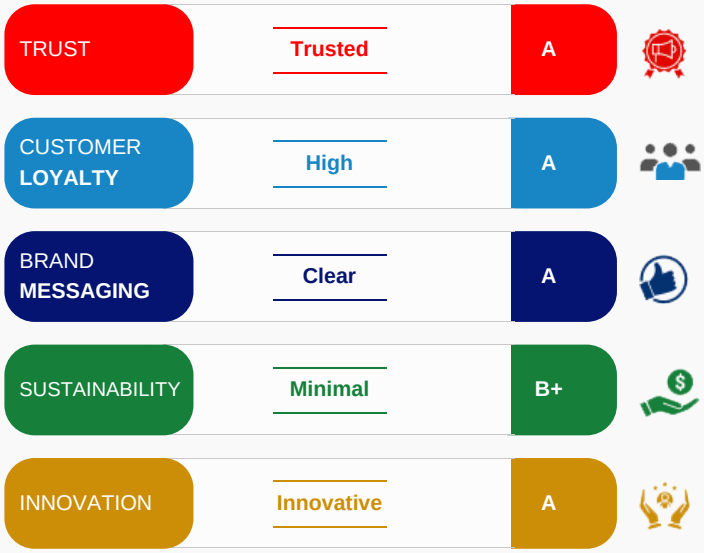
Availability : 95%
Widely available in malls and retail outlets across major cities.

Trust : 84.5%
Reliable brand for everyday footwear, with consistent retail presence.

Customer Loyalty : 84.5%
Good repeat customer base due to affordability and design variety.

Overall Score **A** 86.89%





Brand Index Analysis

Borjanâ€™s strength lies in its "Affordable Luxury" positioning. Unlike Styloâ€™s mass-market focus or Hush Puppiesâ€™ premium niche, Borjan captures the middle-to-upper-middle-class professional who values trend-consciousness. Their seasonal rotations are aggressive, ensuring they stay ahead of global runway trends. However, their true edge is variety; they successfully manage a portfolio that spans from ultra-casual flats to formal clutches, maintaining consistent quality across all price points.

Credit: This Report is auto generaated by brandsindex.org

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Brand Messaging : 84.5%
Focuses on trendy, affordable, and stylish everyday footwear.

Sustainability : 74.5%
Limited visible sustainability or CSR initiatives.

Innovation : 84.5%
Regularly updates collections based on fashion trends and seasonal styles.