Brand Spotlight : Insights and Ratings

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

Brand Name	1st step shoes
Company	1st step
Category	Fashion & Apparel - Footwear
Market	urban_major_cities,rural_areas,nationwide
Rating Updated	28th Apr 2026

Brand Audit Summary for 1st step shoes

Since its inception in 2000, 1st Step has grown into a prominent name in Pakistanâ€™s fashion retail landscape. While it gained significant fame for its womenâ€™s bridal and party wear, its men's collection has become a powerhouse of its own. The brand focuses on "The Perfect Blend," curating a massive variety of men's formal leather shoes, casual loafers, and traditional chappals. With over 40 stores in prime mall locations, it provides a "one-stop-shop" experience for the entire family.

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

Final Brand Story
1st Step is a dynamic, urban-centric brand that prioritizes the "style-meets-value" equation. It is a go-to destination for shoppers seeking current global trends at highly competitive prices.

Quality Score : 74.5%
Entry-level materials and finishing; lower durability than all major competitors.

Familiarity : 84.5%
Limited brand recall outside specific retail pockets.

Affordability : 95%
Highly budget-oriented, strongest advantage in price segment.

Availability : 84.5%
Limited distribution network compared to Service or Bata.

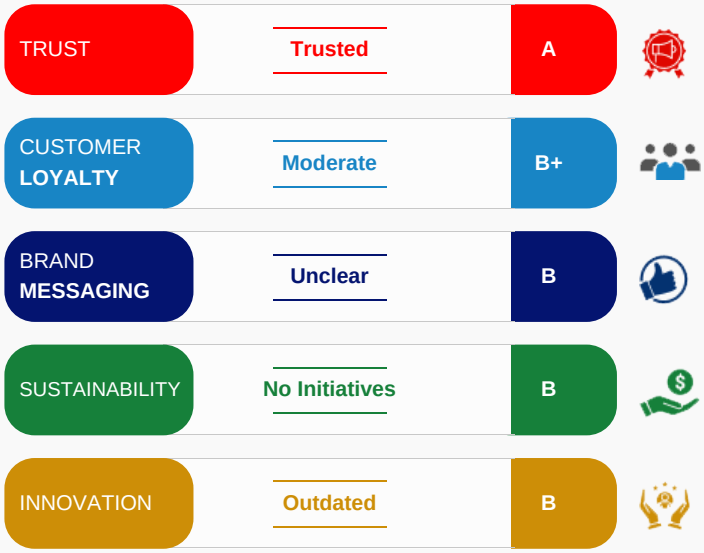
Trust : 84.5%
Low brand equity; consumers see it as generic footwear.

Customer Loyalty : 74.5%
Repeat purchase driven only by price sensitivity.

Brand Messaging : 64.5%
No strong positioning or emotional branding.

Overall Score **B+** 76.78%





Brand Index Analysis

1st Stepâ€™s competitive advantage is its Curation of Variety. While legacy brands focus on a few signature styles, 1st Step floods the floor with diverse designs, ensuring there is something for every personality. For men, this means moving beyond basic black and brown into textured leathers and modern silhouettes. Its placement in high-footfall malls and aggressive seasonal sales allow it to capture "impulse buyers" who want the look of a premium boutique without the exorbitant price tag of luxu

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Sustainability : 64.5%
No visible sustainability strategy.

Innovation : 64.5%
Minimal design evolution; basic product line.

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