Brand Spotlight : Insights and Ratings

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

Brand Name	Urban sole
Company	urban sole shoes
Category	Fashion & Apparel - Footwear
Market	urban_major_cities,semi_urban_areas,international_market
Rating Updated	28th Apr 2026

Brand Audit Summary for Urban sole

Launched in 1998 as a venture of the Shafi Group, Urbansole has carved out a distinct identity rooted in technical innovation and high-grade leather. Unlike mass-market competitors, it focuses heavily on functional luxury. The brand is celebrated for its specialized lines, such as the Reflexology series and Memory Foam collections, which are designed to provide therapeutic comfort. With a robust retail and wholesale network, it has become a trusted name for quality-seeking professionals.

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

Final Brand Story
Urbansole is Pakistanâ€™s leader in "Wellness Footwear." It successfully bridges the gap between premium leather craftsmanship and advanced ergonomic technology for the health-conscious man.

Quality Score : 84.5%
Decent mid-tier fashion quality; better than entry-level brands but not as consistent as Bata.

Familiarity : 84.5%
Emerging brand with limited national awareness.

Affordability : 84.5%
Competitive mid-budget pricing targeting youth segment.

Availability : 84.5%
Still developing retail presence; not nationwide like Bata/Service.

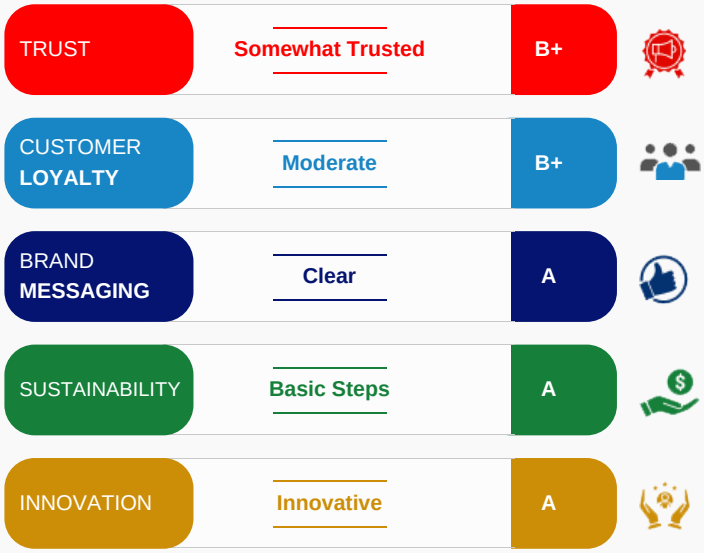
Trust : 74.5%
Newer brand, so trust is still forming.

Customer Loyalty : 74.5%
Early-stage loyalty; not yet stable across markets.

Brand Messaging : 84.5%
Modern, youth-oriented branding stronger than Service/Bata in style appeal.

Overall Score **A** 82.28%





Brand Index Analysis

Urbansoleâ€™s market power lies in its "Quality-First" niche. By leveraging its parent groupâ€™s leather expertise, it offers a superior finish that rivals international brands. While others compete on volume, Urbansole wins on "Psychological Ownership" of the comfort segmentâ€”when a Pakistani man thinks of foot health and durability, he thinks of this brand. Its strategy of combining formal elegance with therapeutic features makes it indispensable to an aging, affluent demographic and young professi

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Sustainability : 84.5%
Some awareness but not a core positioning.

Innovation : 84.5%
Good design alignment with trends, but limited scale reduces impact.

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