

Brand Spotlight : Insights and Ratings

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



Brand Name	ECS shoes
Company	Ehsan Chappal Store
Category	Fashion & Apparel - Footwear
Market	Nationwide
Rating Updated	28th Apr 2026

Brand Audit Summary for ECS shoes

Established in 1954 in Lahore's historic Anarkali Bazaar, ECS began as a specialized footwear shop and has matured into a nationwide fashion powerhouse. Today, it serves as a one-stop shop for women, offering everything from ethnic Khussas and formal heels to contemporary Pret apparel, handbags, and fragrances. The brand is deeply rooted in local culture, maintaining a massive retail footprint that makes high-quality fashion accessible in both major cities and smaller towns.

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

Final Brand Story

ECS is a trusted legacy brand that perfectly blends traditional craftsmanship with modern trends, offering reliable quality and comfort that spans generations of Pakistani families.

Quality Score : 84.5%

Decent everyday footwear quality suitable for regular use, focused on affordability rather than premium durability.

Familiarity : 95%

Strong recognition among women in urban Pakistan, especially in fashion footwear segment.

Affordability : 95%

Budget-friendly pricing makes it accessible to a wide middle-income consumer base.

Availability : 95%

Widely available in retail outlets across major cities and shopping malls.

Trust : 84.5%

Reliable brand with consistent market presence and stable product offering.

Customer Loyalty : 84.5%

Good repeat purchase rate due to affordability and variety in designs.



Overall Score

A
86.89%



TRUST	Trusted	A	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Minimal	B+	
INNOVATION	Innovative	A	

Brand Index Analysis

ECS's core strength is its "Legacy Trust." While competitors chase rapid-fire global trends, ECS focuses on the "perfect fit," making their comfort-tech lines a staple for daily wear. Their strategic expansion into sustainable "Banana Leather" and an extensive plus-size range shows a rare commitment to inclusivity and innovation. By balancing affordable pricing with high-durability materials, ECS remains a resilient market leader that effectively captures both the traditional and modern consumer

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Brand Messaging : 84.5%

Focuses on trendy, affordable, and comfortable women's footwear.

Sustainability : 74.5%

Limited visibility of sustainability or CSR initiatives.

Innovation : 84.5%

Regular seasonal updates aligned with fashion trends and customer demand.