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.

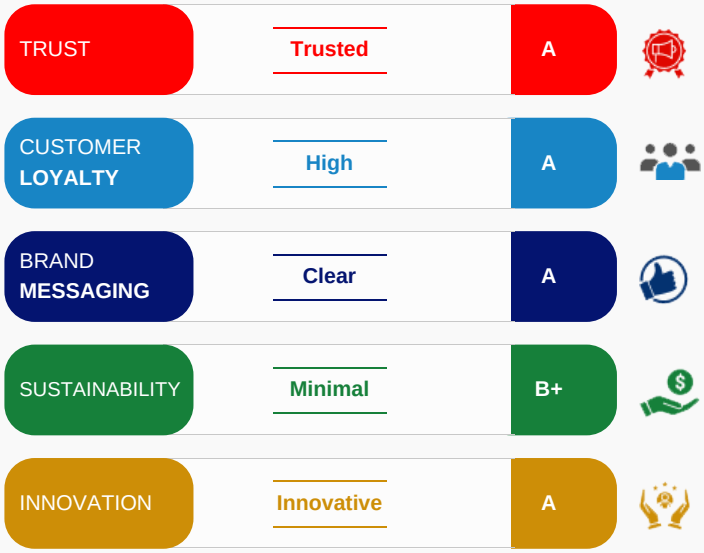
Availability : 95%
Widely available in retail outlets across major cities and shopping malls.

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%





Brand Index Analysis

ECSâ€™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

Credit: This Report is auto generaated by brandsindex.org

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 Messaging : 84.5%
Focuses on trendy, affordable, and comfortable womenâ€™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.

Credit: This Report is auto generaated by brandsindex.org