

# Our Brands Profile



THE BRANDS HUB  
CONNECTING - GLOBALLY

**UNITED KINGDOM – SAUDI ARABIA - PAKISTAN**

# Our brands

J.



SAPPHIRE



CAMBRIDGE®

**L**  
Lawrencepur

**Outfitters**



Khaadi

*Cross Stitch*

MARIA.B.

**NA** NAUSHEMIAN®  
NAUMAN ARFEEN

**JUICE STATION**



ZAINAB CHOTTANI®

WALKEAZE

**PCS** Clive  
live your dream

 kababjees

**stylo**  
Wear your Style

urbansole

1<sup>st</sup>  
**STEP**  
SHOES & BAGS

Since 1888  
**Saeed Ghani**

  
**SIMPLY SUFI** سفی

 **redapple**

  
SHEHLA CHATOOR

  
**BURGER O'CLOCK**

  
**CHOP CHOP WOK**



**ETHNC**

*Manto.*



**HEMANI**  
Live Natural

# Fashion !

THE BRANDS HUB  
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J.

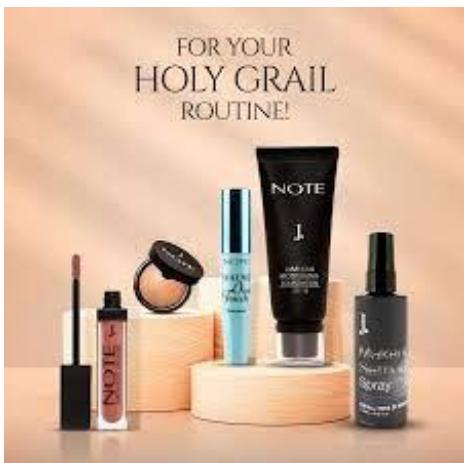


THE BRANDS HUB  
CONNECTING - GLOBALLY

This is a “The Brands Hub – MENA” Document



- Founded in 2002
- Operates in more than 10 countries
- Have stores in KSA
- Annual Turnover above USD 10Mn
- Very Popular among Asian community
- Known for perfumery and Makeup products as well
- Minimum Requirement 300 SqMtr
- Goes up to 500 SqMtr



# SAPPHIRE



This is a "The Brands Hub – MENA" Document

# SAPPHIRE

- Category: Ladies Fashion
- Launched: 2014,
- Operations: 40+ stores across Pakistan
- International Locations: UK, UAE and Qatar
- Annual turnover of USD 150–200 million (Estimated)
- Products: Premium fabrics, Trend-driven designs & affordable fashion
- Range: Unstitched, Ready-to-Wear, Accessories, Beauty, Fragrances, Home, and Athleisure.





# Outfitters



- **Category:** Fashion & Lifestyle Retail Brand
- **Launched:** 2003
- **Operations:** 120+ stores across Pakistan
- **International Locations:** UAE, Saudi Arabia, and Bangladesh
- **Annual Turnover:** Estimated USD 180–220 million
- **Products:** Trend-driven western wear, casual fashion, and lifestyle accessories
- **Range:** Men's Wear, Women's Wear, Kids, Footwear, Bags, Accessories, Activewear, and Essentials

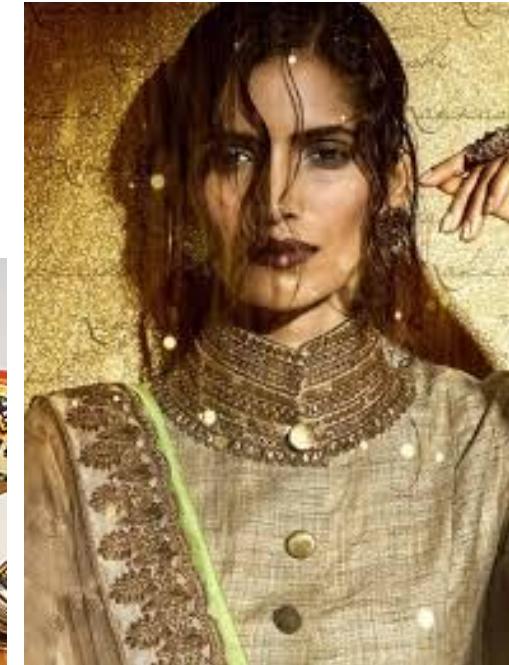
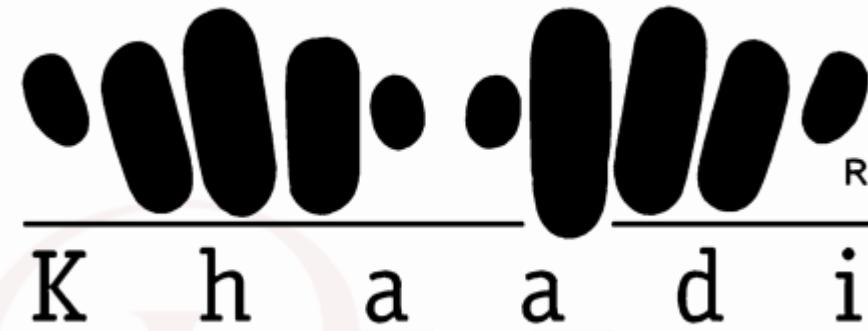


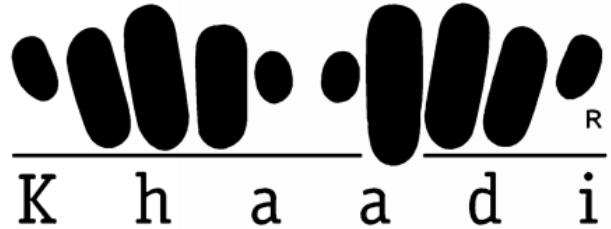


# ETHNC

- **Category:** Women's fashion & ethnic wear retail brand
- **Launched:** 2013 (Pakistan) – women's brand by Outfitters
- **Operations:** 90+ standalone stores across Pakistan (Karachi, Lahore, Islamabad, Rawalpindi, Faisalabad, Multan, Gujranwala, Peshawar, Hyderabad, etc.)
- **International Locations:** UAE (Dubai, Abu Dhabi), Qatar – through Outfitters' international retail network
- **Annual Turnover (Estimated):** USD 35–50 million
- **Products:** Women's unstitched fabrics, ready-to-wear, formal wear, semi-formal wear, accessories







- **Category:** Fashion & Lifestyle Retail Brand
- **Launched:** 1998
- **Operations:** 50+ stores across Pakistan (major malls & high-street locations)
- **International Locations:** UAE, UK, Qatar, and Bahrain
- **Annual Turnover:** Estimated USD 250–300 million (one of Pakistan's highest)
- **Products:** Contemporary Eastern wear, premium fabrics, accessories, home textiles
- **Range:** Unstitched, Ready-to-Wear (Eastern), Kids, Accessories, Fragrances, Home, and Lifestyle

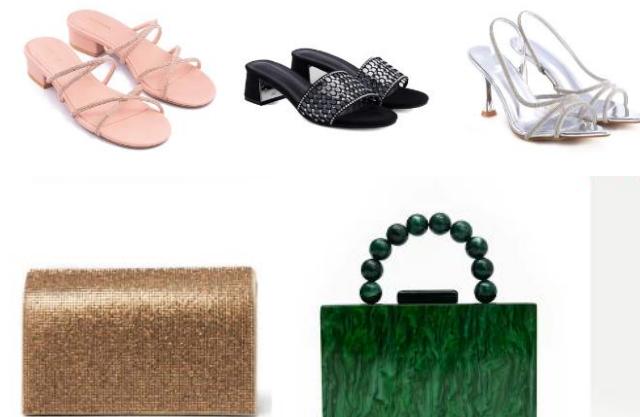


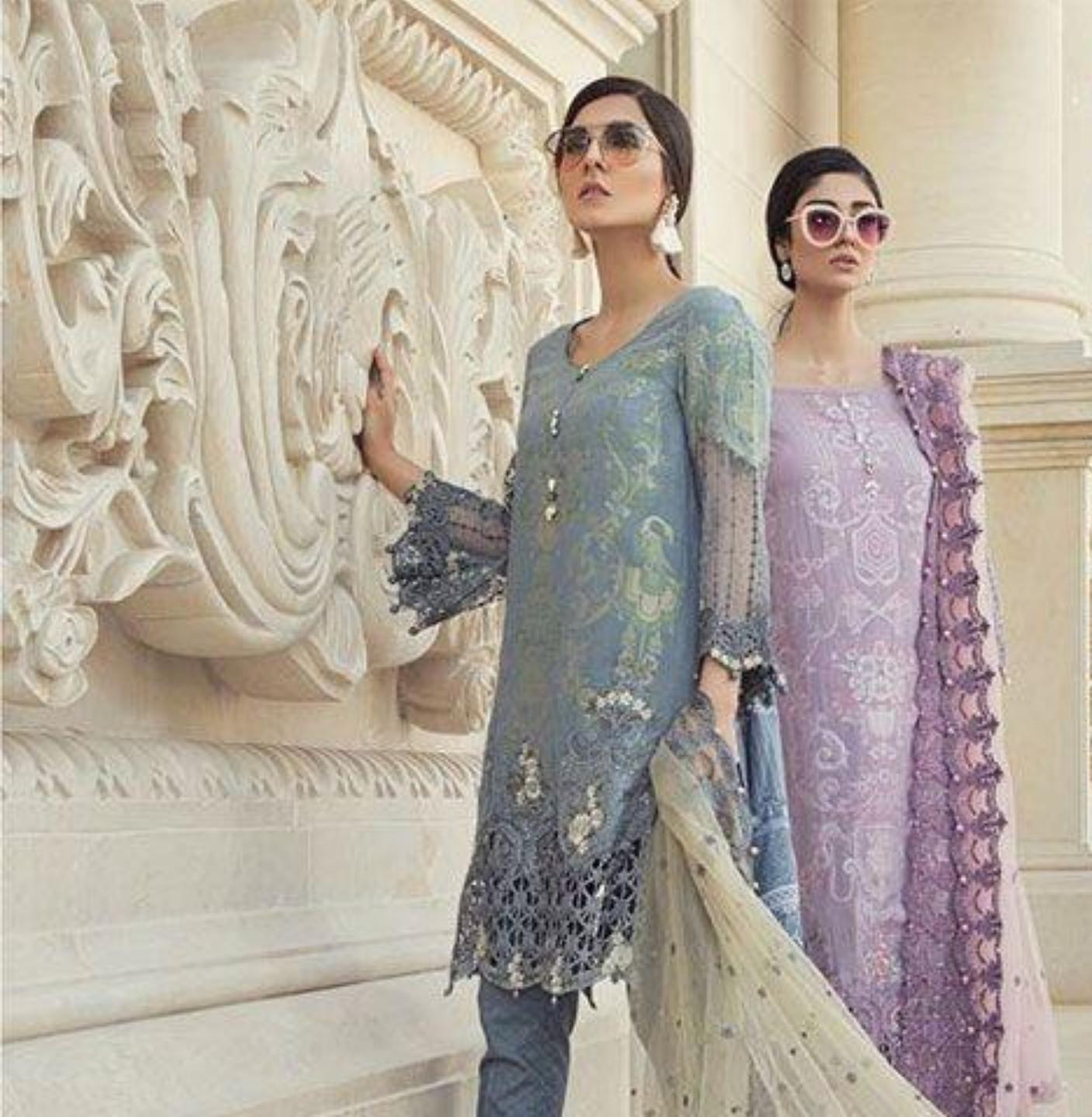
# Cross Stitch



# Cross Stitch

- **Category:** Fashion & Lifestyle Retail Brand
- **Launched:** 2000 (established as an embroidery-focused premium fabric brand)
- **Operations:** 30+ stores across Pakistan
- **International Locations:** UAE & UK (select outlets and online shipping presence)
- **Annual Turnover:** Estimated USD 40–60 million
- **Products:** Premium embroidered fabrics, eastern ready-to-wear, luxury formals, and seasonal collections
- **Range:** Unstitched, Ready-to-Wear (Eastern), Luxury Embroidered Collections, Accessories, and Festive Wear

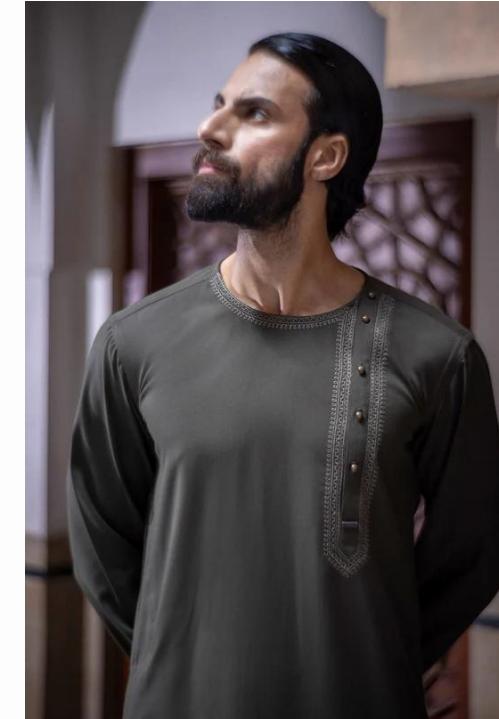


A photograph of two women standing in a grand, ornate building. The woman on the left is wearing a light blue dress with a dark, intricate lace overlay and a matching lace shrug. She is also wearing a long, light-colored dupatta. The woman on the right is wearing a light purple dress with a matching lace shrug. Both women are wearing sunglasses and have their hands on their hips. The building behind them is made of light-colored stone and features intricate carvings and arches.

MARIA.B.

# MARIA.B.

- **Category:** Fashion & Lifestyle Retail Brand
- **Launched:** 1999
- **Operations:** 25+ flagship and concept stores across Pakistan
- **International Locations:** UAE, UK, USA & Canada (through outlets and strong global distribution)
- **Annual Turnover:** Estimated USD 80–120 million
- **Products:** Designer eastern wear, luxury couture, bridals, lawn, kidswear, and accessories
- **Range:** Couture, Bridals, Luxury Formals, Lawn, M.Prints, M.Ready-to-Wear, Kids, Linen, Embroidered Collections, and Accessories



# CAMBRIDGE®



# CAMBRIDGE®



- **Category:** Men's Fashion & Lifestyle Retail Brand
- **Launched:** 1958
- **Operations:** 30+ stores across Pakistan (major malls & high-street locations)
- **International Locations:** UAE & UK (selected availability and online distribution)
- **Annual Turnover:** Estimated USD 35–50 million
- **Products:** Premium menswear including formal shirts, casual wear, ethnic wear, office wear, and accessories
- **Range:** Formal Wear, Casual Wear, Eastern Wear (Kameez Shalwar), Winter Wear, Accessories, Footwear, and Grooming Essentials



**CAMBRIDGE®**



# Lawrencepur

A STITCH BETWEEN GENERATIONS





# Lawrencepur

- **Category:** Men's Fashion & Premium Fabric Retail Brand
- **Launched:** 1954
- **Operations:** 20+ stores across Pakistan
- **International Locations:** Limited international presence (selected availability through distributors in the Middle East & UK)
- **Annual Turnover:** Estimated USD 20–30 million
- **Products:** Premium menswear fabrics, formal wear, winter wear, and accessories
- **Range:** Unstitched Menswear Fabrics (suiting & shirting), Ready-to-Wear, Blazers & Jackets, Shawls, Sweaters, Coats, and Accessories



# LUXURY LAWN

## SALITEX



This is a “The Brands Hub – MENA” Document

# SALITEX

- **Category:** Women's Fashion & Lawn Textile Brand
- **Launched:** 2011 (established as a premium unstitched lawn and textile brand)
- **Operations:** 15+ stores across Pakistan with strong retail presence during seasonal launches
- **International Locations:** Online global distribution to UAE, UK, USA & Canada (no standalone stores)
- **Annual Turnover:** Estimated USD 20–30 million (driven largely by seasonal lawn volumes)
- **Products:** Premium unstitched lawn, embroidered suits, printed collections, and seasonal fashion assortments
- **Range:** Unstitched Lawn, Embroidered Collections, Festive Wear, Ready-to-Wear, and Accessories



Manto.





- **Category:** Men's Fashion & Contemporary Lifestyle Retail Brand
- **Launched:** 2017 (founded as a modern essentials brand inspired by minimalist Pakistani menswear)
- **Operations:** 15+ stores and shop-in-shop locations across major cities in Pakistan
- **International Locations:** Online global shipping to the Middle East, UK, USA & Canada (no standalone international stores yet)
- **Annual Turnover:** Estimated USD 10–15 million
- **Products:** Contemporary menswear essentials, premium basics, smart casuals, and refined eastern wear
- **Range:** Kurtas, Co-ords, Casual Wear, Formal Shirts, Outerwear, Trousers, Footwear, and Accessories





# Luxury

- **Category:** Luxury menswear & bridal couture brand
- **Launched:** 1991 (Pakistan – founded by fashion designer **Muneeb Nawaz**)
- **Operations:** Flagship studios in major cities (Lahore, Karachi, Islamabad) with nationwide clientele
- **International Locations:** Serves overseas clients through appointments; no permanent international stores
- **Annual Turnover (Estimated):** USD 5–8 million
- **Products:** Groom sherwanis, bridal wear, formal menswear, kurtas, waistcoats, wedding accessories
- **Range:**
  - Luxury couture sherwanis & princes coats
  - Custom wedding wear for men & women
  - Seasonal festive collections
  - Made-to-measure & bespoke tailoring services

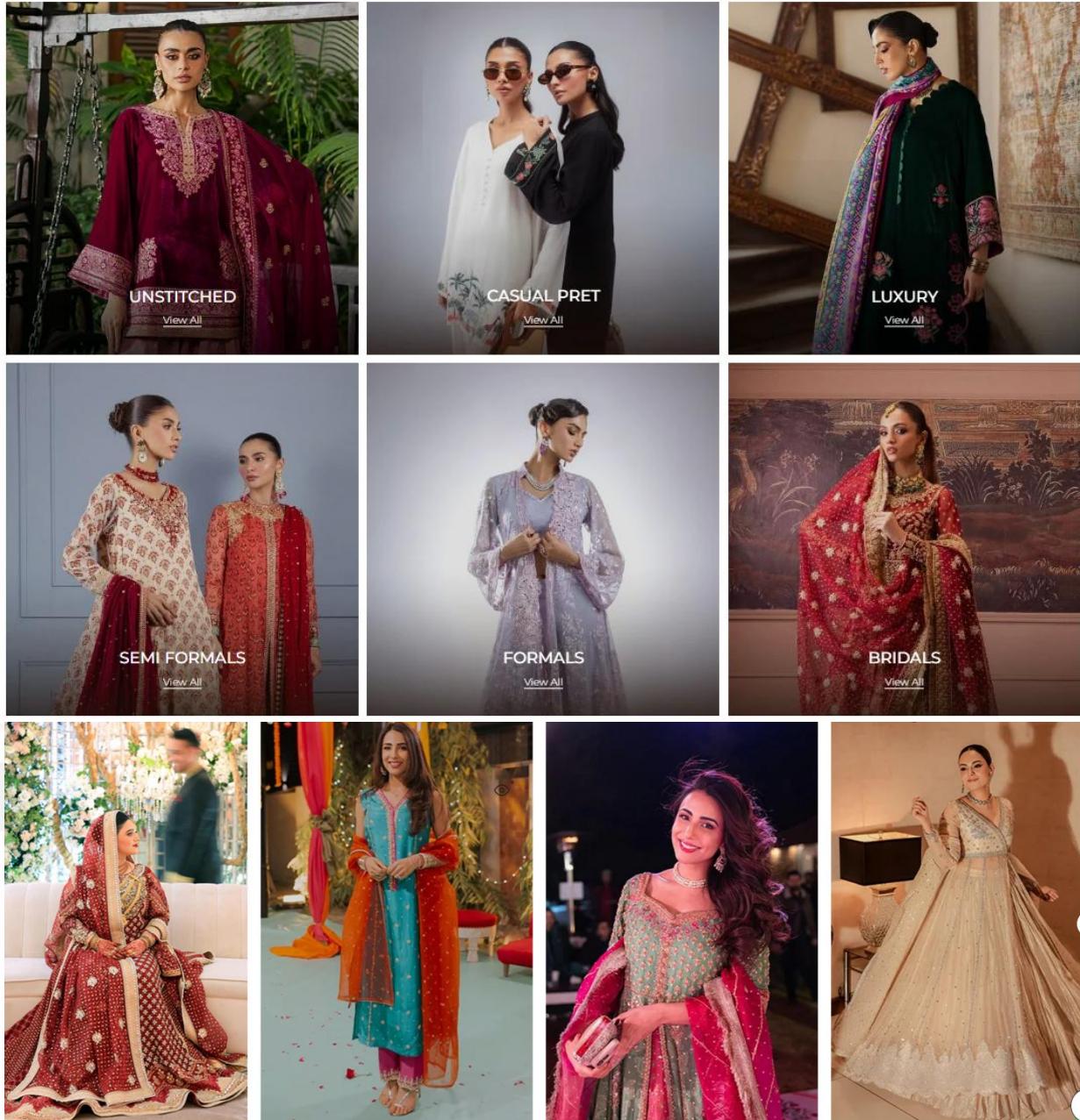


WORN BY  
PRINCE OF WALES  
AND EARL OF CHESTER  
HRH PRINCE  
WILLIAM ARTHUR PHILIP LOUIS



# ZAINAB CHOTTANI®

- **Category:** Luxury bridal, formal & pret fashion brand
- **Launched:** 2009 (Pakistan)
- **Operations:** Flagship stores in Karachi & Lahore; nationwide and global clientele via online and exhibitions
- **International Locations:** No permanent stores, but strong presence through global exhibitions (UAE, UK, USA, Canada) and international shipping
- **Annual Turnover (Estimated):** USD 10–15 million
- **Products:** Bridal wear, luxury formals, festive wear, lawn collections, chiffon/embroidered ensembles, ready-to-wear
- **Range:**
  - High-end bridal couture & luxury formals
  - Designer lawn collaborations
  - Seasonal pret collections
  - Bespoke wedding outfits and custom couture services





- **Category:** Luxury couture, bridal, and high-fashion womenswear brand
- **Launched:** 1999 (Pakistan)
- **Operations:** Exclusive studio in Karachi with nationwide and international clientele
- **International Locations:** No permanent international stores, but strong presence through global fashion exhibitions (UAE, UK, USA, Canada) and international orders
- **Annual Turnover (Estimated):** USD 6–10 million
- **Products:** Bridal couture, luxury formals, pret luxury, evening wear, accessories
- **Range:**
  - Handcrafted couture pieces
  - Bridal and trousseau collections
  - Modern luxury formals with intricate embellishment
  - Limited-edition pret luxury lines
  - Bespoke/custom couture services

This is a "The Brands H



# Food & Beverage



## Innovative Mall Concept

The Juice Station is a unique non-food court concept located within malls, offering a fresh take on quick refreshments. The requirement is of a 15-20 Sq Mtr - it is generally a Cube or under the elevator Kiosk where we have Electricity and Water Connectivity



## Healthy Juice Options

The kiosk provides a variety of fresh, healthy juice options, appealing to health-conscious shoppers looking for nutritious refreshment. This is an impulse – grab and go concept – ideal for shoppers with families, on a diet plan or planning to start their healthy diet regime.



## Convenient and Appealing Setup

Unlike traditional food court outlets, the Juice Station offers a quick and convenient refreshment option with an appealing and modern setup. The Kiosk is generally visible from all the sides for easy-to-observe hygiene, operations, ingredients (fruits) condition and upkeep as well as the cleanliness of the operators and the unit



**Category:** Fast Food & Quick-Service Restaurant (QSR) Brand  
**Launched:** 2020 (growing rapidly as an urban street-food inspired QSR chain)

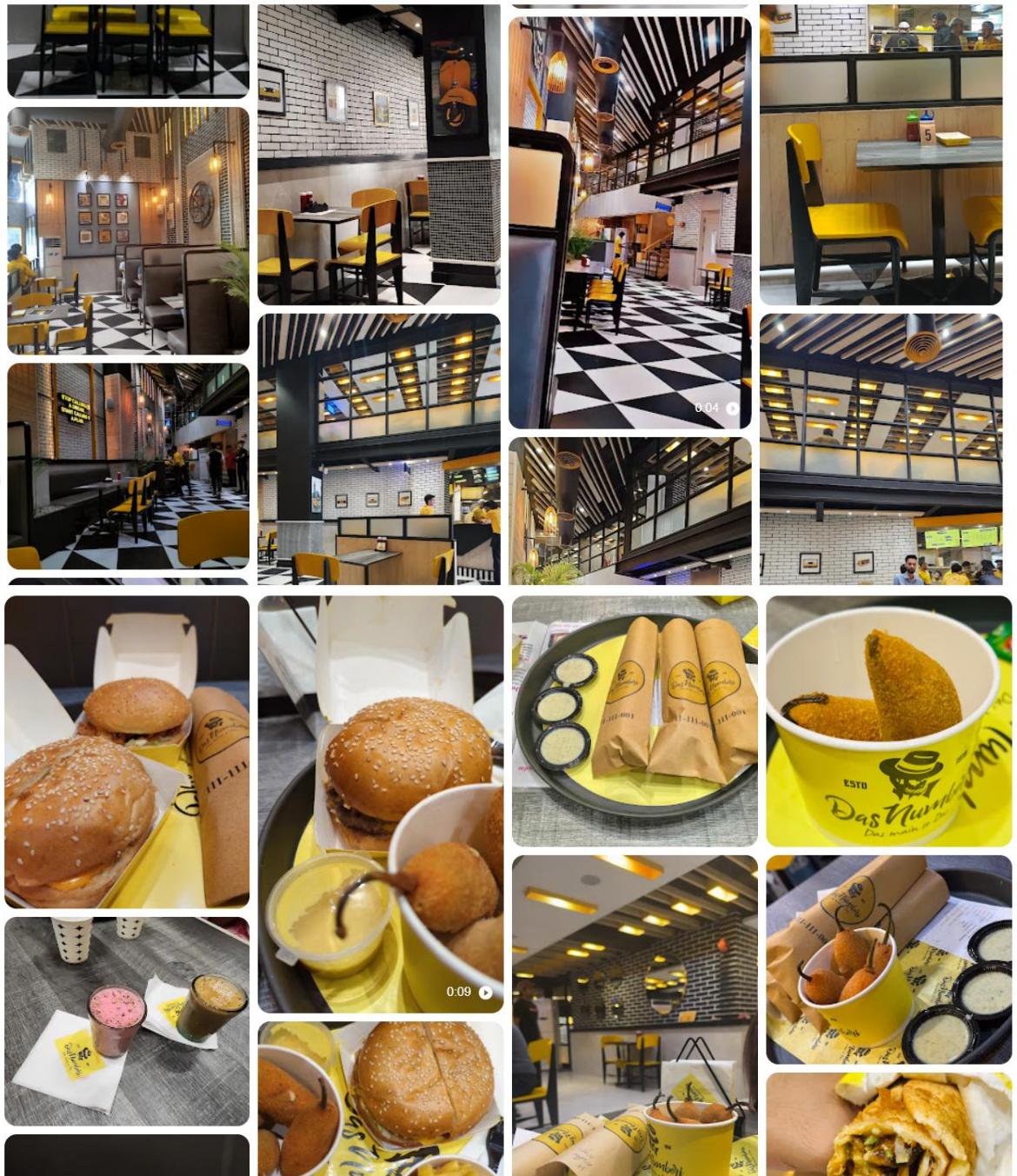
**Operations:** 20+ outlets across Pakistan in major cities

**International Locations:** None currently (Pakistan-based; expansion planned)

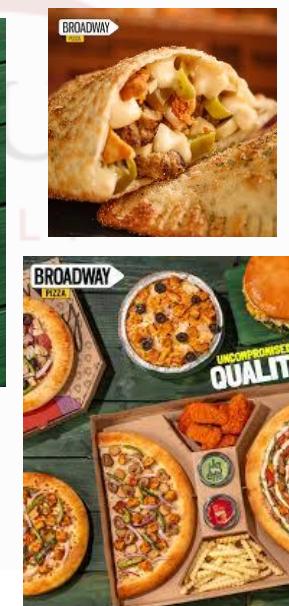
**Annual Turnover:** Estimated USD 5–10 million

**Products:** Street-food inspired fast food — premium zinger burgers, wraps, fries, loaded meals, and signature sauces

**Range:** Burgers, Zingers, Wraps, Loaded Fries, Platters, Drinks, and Combos



- **Category:** Fast-food restaurant chain (Pizza)
- **Launched:** 2012 (Karachi, Pakistan)
- **Operations:** 60+ outlets across major Pakistani cities (Karachi, Lahore, Islamabad, Rawalpindi, Multan, Faisalabad, Hyderabad, Sialkot, etc.)
- **International Locations:** UAE (Dubai) – limited expansion
- **Annual Turnover (Estimated):** USD 25–35 million
- **Products:** Hand-tossed pizzas, deep-dish pizzas, stuffed crust, calzones, pasta, starters, desserts
- **Range:** Signature 20-inch pizza, specialty flavours, premium toppings, value deals, dine-in, takeaway & delivery



OPEN  
24/7  
30 mins  
DELIVERY



- **Category:** Fast-casual Asian fusion restaurant
- **Launched:** 2015 (Karachi, Pakistan)
- **Operations:** 25+ outlets across Pakistan (Karachi, Lahore, Islamabad, Rawalpindi, Hyderabad, Multan, Faisalabad, etc.)
- **International Locations:** UAE (Dubai), UK (London)
  - small but growing presence
- **Annual Turnover (Estimated):** USD 12–18 million
- **Products:** Build-your-own bowls, stir-fries, rice & noodle bowls, sushi (selected outlets), Asian appetizers, beverages
- **Range:** Thai, Chinese, Japanese-inspired bowls; customizable ingredients; dine-in, takeaway & delivery



- **Category:** Fast-food burger chain
- **Launched:** 2016 (Karachi, Pakistan)
- **Operations:** 40+ outlets across Pakistan (Karachi, Lahore, Islamabad, Rawalpindi, Hyderabad, Multan, Faisalabad, Sukkur, Quetta, etc.)
- **International Locations:** UAE (Dubai) – franchise presence
- **Annual Turnover (Estimated):** USD 15–25 million
- **Products:** Gourmet burgers, loaded fries, fried chicken, wraps, wings, shakes, desserts
- **Range:** Signature stuffed burgers, premium Angus-style burgers, value meals, kids' meals, dine-in, takeaway & delivery





- **Category:** Fast-food / quick-service restaurant (QSR) chain
- **Launched:** 2020 (Pakistan – by Sufi Group of Companies)
- **Operations:** 20+ outlets across Pakistan (Karachi, Lahore, Islamabad, Rawalpindi, Multan, Faisalabad, Sialkot, etc.)
- **International Locations:** None reported yet
- **Annual Turnover (Estimated):** USD 5–10 million
- **Products:** Fried chicken, burgers, pizzas, wraps, snacks, beverages
- **Range:** Family meals, value deals, kids' meals, combo boxes, dine-in, takeaway & delivery





- **Category:** Casual dining & multi-cuisine restaurant chain
- **Launched:** 2010 (Karachi, Pakistan)
- **Operations:** 15+ outlets including dine-in restaurants & express formats (Karachi, Hyderabad, Islamabad, Lahore – expanding)
- **International Locations:** UAE (Dubai) – limited presence via catering/express setup
- **Annual Turnover (Estimated):** USD 18–25 million
- **Products:** BBQ, Pakistani cuisine, continental, Chinese, fast food, desserts
- **Range:**
  - Iconic BBQ platters, handi, karahi
  - Kababjees Express (fast-casual model)
  - Kababjees Bakers (desserts & savouries)
  - Dine-in, takeaway & delivery





- **Category:** Fresh juices, smoothies & beverages chain
- **Launched:** Early 2000s (Karachi, Pakistan)
- **Operations:** 100+ kiosks/outlets across Pakistan — one of the largest juice-bar networks (Karachi, Lahore, Islamabad, Rawalpindi, Hyderabad, Multan, Faisalabad, Sialkot, etc.)
- **International Locations:** None reported officially
- **Annual Turnover (Estimated):** USD 8–12 million
- **Products:** Fresh fruit juices, smoothies, milkshakes, detox blends, fruit cocktails
- **Range:** Seasonal fruit drinks, signature mixes, takeaway cups, mall kiosks, street-side outlets





- **Category:** Heritage fast-food & deli-style meat brand
- **Launched:** 1889 (Karachi, Pakistan – one of the oldest food brands in the region)
- **Operations:** 10+ outlets (Karachi primarily; now expanding to other major cities through franchises)
- **International Locations:** None officially
- **Annual Turnover (Estimated):** USD 4–7 million
- **Products:** Specialty hunter beef, sandwiches, burgers, rolls, sausages, deli meats
- **Range:** Famous *Hunter Beef Sandwich*, specialty sauces, ready-to-eat meats, takeaway & delivery





- **Category:** Fast-food & casual dining restaurant chain
- **Launched:** Early 1990s (Karachi, Pakistan)
- **Operations:** 15+ outlets across Karachi with selected locations in other major cities through partnerships
- **International Locations:** None officially reported
- **Annual Turnover (Estimated):** USD 8–15 million
- **Products:** Burgers, broast, rolls, BBQ, Chinese, sandwiches, shakes
- **Range:**
  - Signature Zinger burgers & broast
  - Popular paratha rolls
  - Family deals & combo meals
  - Dine-in, takeaway & delivery

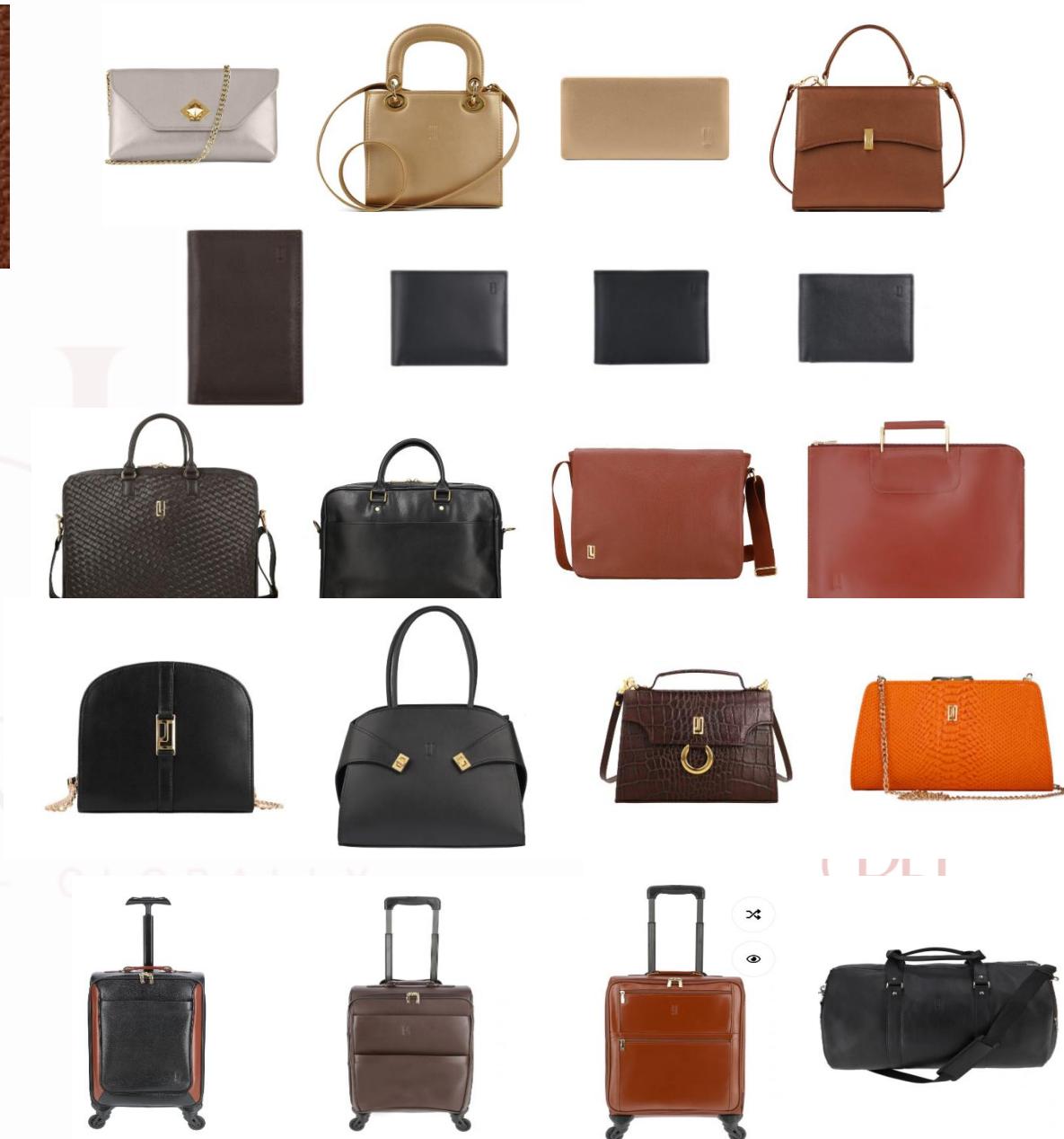
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# Accessories & Beauty



- **Category:** Premium Leather Goods & Accessories Retail Brand
- **Launched:** 1880 (one of Pakistan's oldest heritage leather brands)
- **Operations:** 20+ stores across Pakistan, including major malls and flagship outlets
- **International Locations:** UAE, Bahrain, and Sri Lanka (select stores and distributors)
- **Annual Turnover:** Estimated USD 15–25 million
- **Products:** Handcrafted leather bags, wallets, belts, travel goods, business accessories, and small leather goods
- **Range:** Men's & Women's Leather Bags, Wallets, Belts, Laptop Bags, Travel Accessories, Cardholders, Gift Items, and Premium Craft Collections



# HEMANI

*Live Natural*

- Category:** Herbal, Natural Wellness & Beauty Retail Brand
- Launched:** 2007 (founded as a natural products company focusing on herbal remedies and wellness)
- Operations:** 50+ stores across Pakistan, with a major presence in malls and high-street locations
- International Locations:** UAE, Saudi Arabia, Bahrain, Qatar, UK, USA, Canada & Kenya (strong global retail and distribution footprint)
- Annual Turnover:** Estimated USD 60–90 million
- Products:** Herbal oils, natural skincare, fragrances, wellness products, health supplements, and personal care items
- Range:** Herbal Oils, Skincare, Perfumes, Organic Foods, Honey, Soaps, Hair Care, Supplements, and Wellness Essentials



BH

# Since 1888 Saeed Ghani®

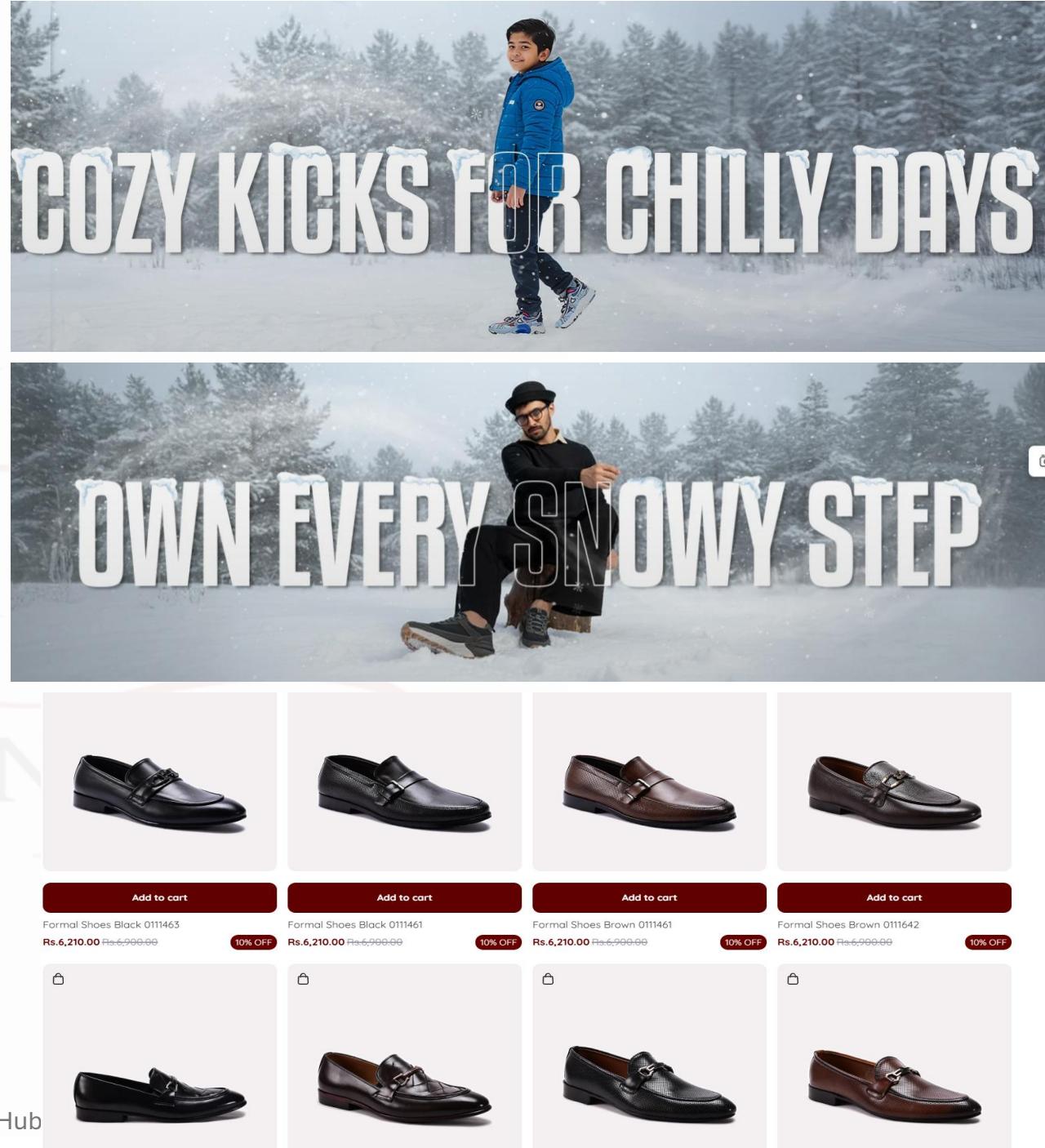
- **Category:** Herbal, Natural Beauty & Personal Care Retail Brand
- **Launched:** 1888 (one of Pakistan's oldest traditional herbal and skincare brands)
- **Operations:** 40+ stores across Pakistan with strong nationwide distribution
- **International Locations:** UAE, Saudi Arabia & UK (via distributors and online retail channels)
- **Annual Turnover:** Estimated USD 20–35 million
- **Products:** Herbal skincare, haircare, fragrances, natural remedies, and wellness products
- **Range:** Skincare, Hair Oils, Herbal Powders, Soaps, Perfumes, Essential Oils, Face Masks & Natural Wellness Items



# Footwear

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- Category:** Kids' footwear & accessories retail brand
- Launched:** 2001 (Pakistan)
- Operations:** 50+ stores across Pakistan (Karachi, Lahore, Islamabad, Rawalpindi, Multan, Faisalabad, Gujranwala, Sialkot, Hyderabad, etc.)
- International Locations:** None officially reported
- Annual Turnover (Estimated):** USD 8–12 million
- Products:** Children's shoes, sandals, joggers, school shoes, baby footwear, accessories
- Range:** Infant to pre-teen collections, seasonal footwear, school essentials, fashion accessories, value-priced family shopping



- **Category:** Women's footwear & accessories retail brand
- **Launched:** 1954 (Lahore, Pakistan) – expanded into a national retail chain over time
- **Operations:** 100+ stores across Pakistan (Lahore, Karachi, Islamabad, Rawalpindi, Multan, Faisalabad, Sialkot, Gujranwala, Peshawar, etc.)
- **International Locations:** None as standalone stores; limited exports to GCC via distributors
- **Annual Turnover (Estimated):** USD 25–35 million
- **Products:** Women's footwear, handbags, clutches, jewelry, accessories, seasonal fashion
- **Range:** Bridal & formal shoes, casual wear, comfort footwear, office wear, handbags, festive collections, Eid & wedding season launches



- **Category:** Women's footwear & fashion retail brand
- **Launched:** 1974 (Lahore, Pakistan)
- **Operations:** 200+ stores across Pakistan — one of the largest women's footwear chains (Karachi, Lahore, Islamabad, Rawalpindi, Faisalabad, Multan, Gujranwala, Peshawar, Sialkot, etc.)
- **International Locations:** Limited GCC presence through distributors; no large-scale standalone stores
- **Annual Turnover (Estimated):** USD 45–60 million
- **Products:** Women's footwear, handbags, apparel, accessories, cosmetics
- **Range:** Bridal & formal shoes, casual & comfort wear, school shoes, Eid/wedding collections, women's ready-to-wear & accessories



- **Category:** Footwear & accessories retail brand (Men, Women & Kids)
- **Launched:** 2012 (Pakistan)
- **Operations:** 40+ outlets across Pakistan (Karachi, Lahore, Islamabad, Rawalpindi, Multan, Faisalabad, Sialkot, Hyderabad, Gujranwala, etc.)
- **International Locations:** None officially reported
- **Annual Turnover (Estimated):** USD 8–12 million
- **Products:** Casual shoes, formal shoes, sandals, sneakers, kids' footwear, handbags, accessories
- **Range:** Seasonal footwear collections, fashion & comfort lines, school shoes, value-priced family footwear



- **Category:** Footwear & fashion retail brand (Men & Women)
- **Launched:** Around 2016–2017 (Pakistan)
- **Operations:** 30+ outlets and shop-in-shop locations across major cities (Karachi, Lahore, Islamabad, Multan, Faisalabad, Hyderabad, Sialkot, Gujrat, etc.)
- **International Locations:** None officially reported
- **Annual Turnover (Estimated):** USD 5–8 million
- **Products:** Men's and women's casual shoes, formal shoes, sneakers, sandals, bags & accessories
- **Range:** Fashion footwear, seasonal collections, premium stitched leather lines, value-priced lifestyle shoes



# urbansole

- **Category:** Footwear & accessories retail brand
- **Launched:** 1998 (Pakistan)
- **Operations:** 80+ stores across Pakistan (Karachi, Lahore, Islamabad, Rawalpindi, Peshawar, Multan, Faisalabad, Hyderabad, Sialkot, etc.)
- **International Locations:** Limited export presence; no major standalone international stores
- **Annual Turnover (Estimated):** USD 20–30 million
- **Products:** Men's & women's footwear, casual shoes, dress shoes, sandals, sportswear, accessories
- **Range:** Formal, casual, comfort, activewear shoes, seasonal collections, branded accessories



# WALKEAZE

- **Category:** Footwear & Fashion Accessories Retail Brand
- **Launched:** 2010 (positioned as an affordable women's footwear and accessories brand)
- **Operations:** 30+ stores across Pakistan in major malls and commercial hubs
- **International Locations:** Online global shipping (no physical international stores)
- **Annual Turnover:** Estimated USD 10–15 million
- **Products:** Women's footwear, handbags, clutches, and fashion accessories
- **Range:** Casual Shoes, Formal Footwear, Heels, Flats, Sandals, Handbags, Clutches, and Accessories

