



asmara

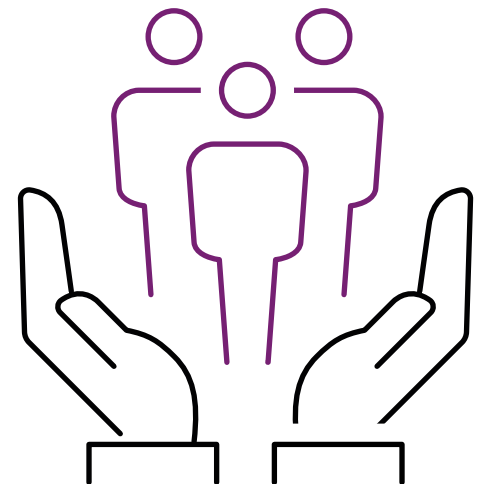
history & future

the year

A founder, an employee, a room, and a vision. And a customer who believed in them. That was the beginning. Today, asmara is a global company that operates in **12 countries** and employs more than **1,200 people**.

2000

When you work with **passionate people**, when you offer interesting jobs that fit their skills and goals, when you give them the **freedom** to do it in their own way, you **naturally grow**.



2023

Egypt

2018

Myanmar

2016

Spain/Barcelona
Cambodia

2012

Pakistan/Lahore

2009

Turkey/Istanbul

2008

Vietnam/Ho Chi Minh City/Hanoi
Sri Lanka/Colombo

2000

Indonesia/Bogor

2004

India/Delhi/Chennai/
Tirupur/Bangalore

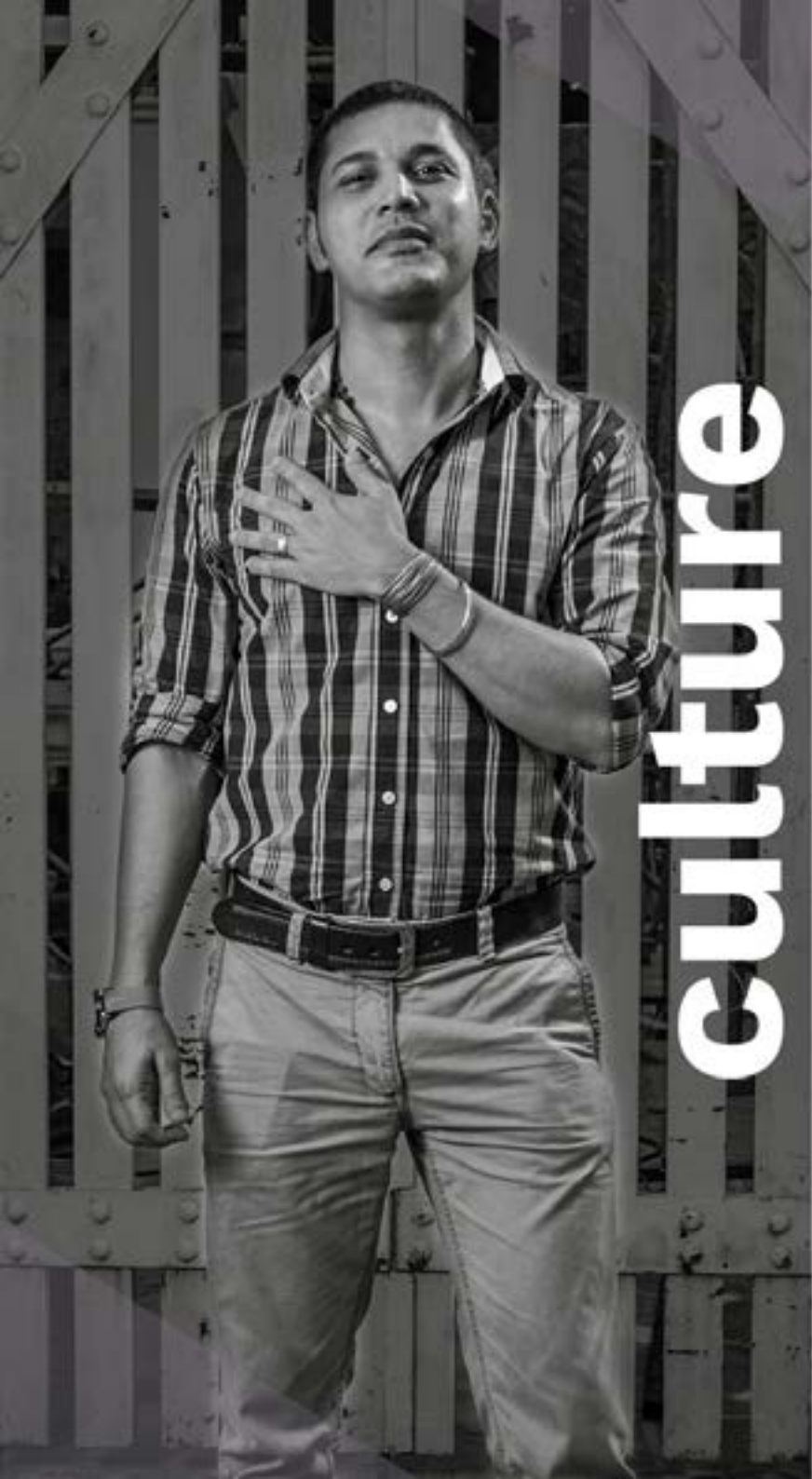
2005

Bangladesh/Dhaka

2006

China/Hong Kong/
Hangzhou





culture

We are humble in our approach,
but we are proud of our **achievements**.

We are convinced of our direction,
but we are **open minded to possibilities**.

We are **humane** in our dealings,
but we are demanding in our expectations.

We expect high performance,
but we **appreciate effort**.

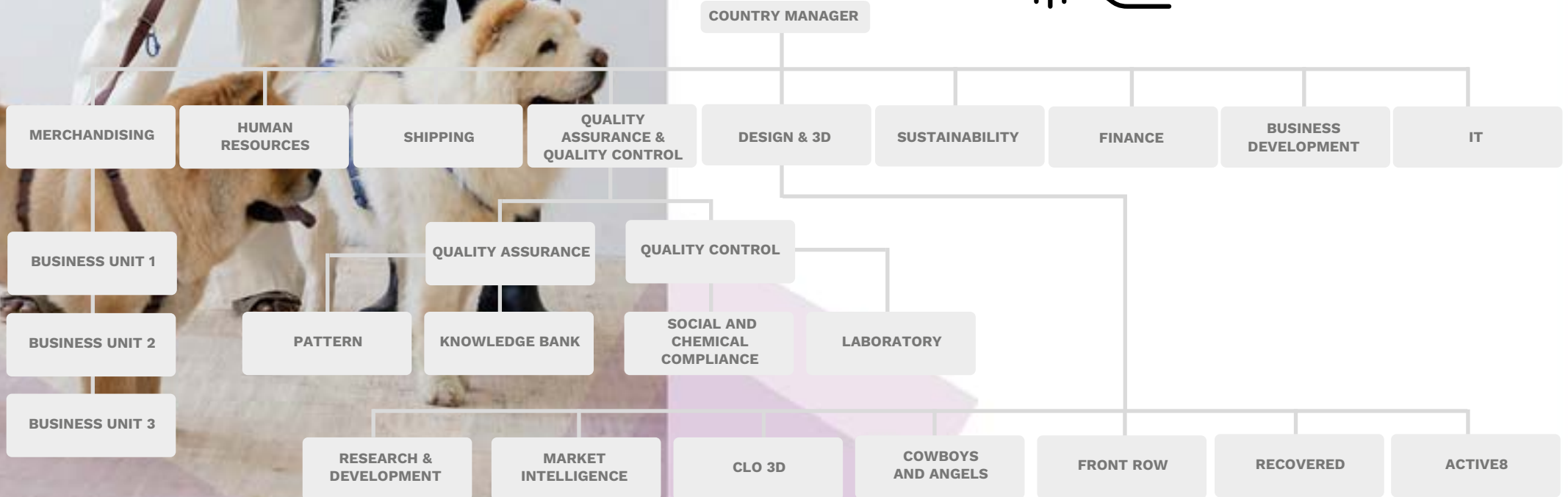
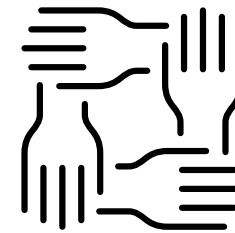
We are focused on our work,
but we care for our social, physical, mental
and **spiritual needs**.

We work every day to make fashion
climate-neutral.





thinking along and working together



A woman with dark hair is shown from the waist up, wearing a long white coat over a checkered shirt and wide-leg checkered trousers. She is holding a long, patterned scarf over her shoulder. The background is a bright, minimalist interior with white walls and a tiled floor.

Getting better and better and better



What's next for fashion?

We have an answer for ourselves: We want to get better. Better every day, every one of us. A demanding undertaking, **yes**, but the only way to grow. And we don't just mean numbers and dollars, but who we are and everything we do.

That is our answer to the future.