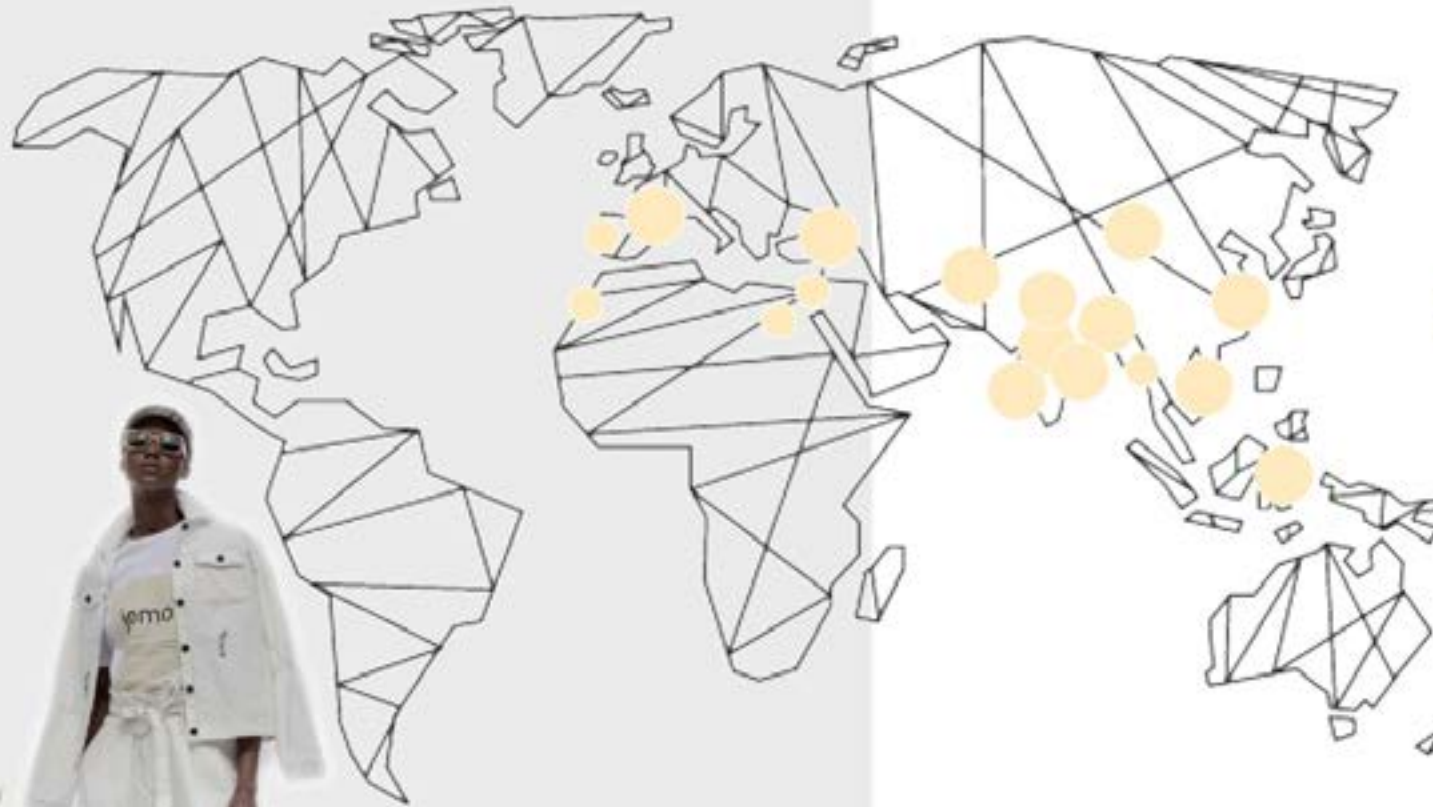




# offices & **sourcing**



thinking along and working together

sourcing  
worldwide

We work in great spaces.  
Our offices are where we do  
sourcing and make design  
decisions. Places that give us  
the space to move forward.  
Globally and locally.

Barcelona is **all about design**.  
Hong Kong is our **financial center**.

**Bangladesh**

**China**

**Egypt**

**HQ Hong Kong**

**4x India**

**Indonesia**

**Myanmar**

**Pakistan**

**DS Spain**

**Sri Lanka**

**Turkey**

**2x Vietnam**

**Cambodia**

asmara offices



## our offices are designed **to be fast and flexible**

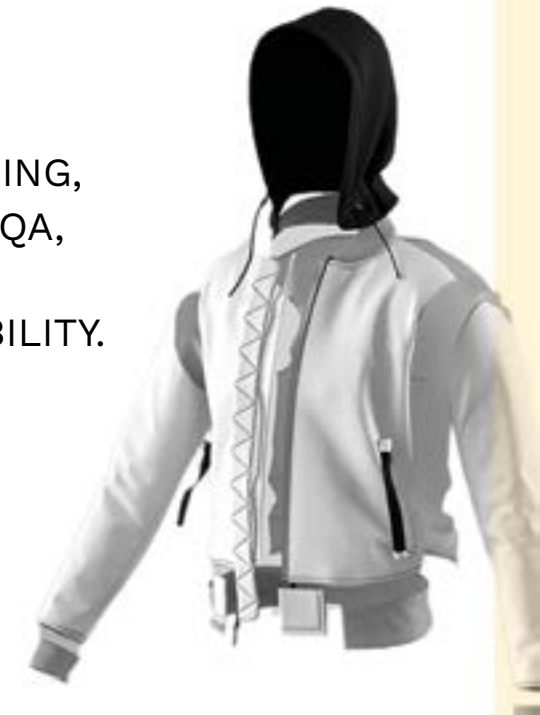
Management is decentralized, but all offices are connected through **in-house software**.

Ambitious people who like to work together.

### **Complementary teams**

in all areas of business:

DESIGN, IT, R&D, SOURCING,  
MERCHANDISING, QC & QA,  
SHIPPING, FINANCE,  
HUMANITY & SUSTAINABILITY.



design

4 in-house collections & CLO 3D

Design teams

Beautiful showrooms & fabric libraries

In-house labs & quality teams

# environmental policy

The human added value comes in the realization of what we believe in. We believe that fashion that is good for people and nature is possible.





# Bangladesh

WOMEN  
MEN  
KIDS

apparel

DESIGN TEAM 14 PEOPLE  
CLO 3D  
IN-HOUSE PATTERN MAKING  
4 IN-HOUSE-COLLECTIONS

design

CIRCULAR KNIT (TEE, POLO, SWEAT)  
FLAT KNIT / SWEATERS  
LIGHTWEIGHT WOVEN (DRESSES, BLOUSES)  
PANTS, BOTTOMS  
DENIM  
ACTIVEWEAR  
SKIWEAR  
OUTERWEAR

products

CASUAL WOVEN & WASHED DENIMS FROM FULLY COMPLIANT FACTORIES  
SUSTAINABLE FABRIC & FIBER DEVELOPMENT  
HIGHLY QUALIFIED COMPLIANCE TEAM

3 D

strength

established **2005**  
address **Dhaka**  
phone **(+88) 0248955075**  
mail **contact@bd.asmaragroup.com**  
employees **190 people**  
country manager **Manish Ojha**  
office **3700 sqm, 3 showrooms**



WOMEN  
MEN  
KIDS

apparel

DESIGN TEAM 8 PEOPLE  
4 IN-HOUSE COLLECTIONS  
IN-HOUSE SAMPLE ROOM  
IN-HOUSE LAB

design

ACCESSORIES  
CIRCULAR KNIT (TEE, POLO, SWEAT)  
FLAT KNIT / SWEATERS  
LIGHTWEIGHT WOVEN (DRESSES, BLOUSES)  
PANTS, BOTTOMS  
ACTIVEWEAR  
SEAMLESS  
OUTERWEAR  
  
HOME PRODUCTS

products

established **2006**  
main office address **Hangzhou China**  
phone **(+86) 57128878878**  
mail **contact@cn.asmaragroup.com**  
employees **157 people**  
country manager **Nitesh Chaurasia**  
management for **China & Myanmar**  
office **2200 sqm, 5 showrooms**

china

MATERIAL SOURCING  
SUSTAINABLE FABRIC & FIBER DEVELOPMENT  
5 TECHNICIANS FOR CLO  
3D COLLECTION FOUR TIMES A YEAR, CUSTOMER INDEPENDENT  
MULTIPLE PRODUCTS AND HARD GOODS  
LOWER MINIMUMS AND LEAD TIME  
MEASURED OFFICE CARBON FOOTPRINT

strength

CORPORATE FINANCE TEAM  
GLOBAL MARKETING TEAM  
CUSTOMER HUB

features

head office

# Hong Kong

established **2006**  
address **Hong Kong**  
phone **(+852) 27442255**  
mail **contact@asmaragroup.com**  
employees **18 people**  
office manager **Saurabh Das**  
**Head office**  
office **756 sqm, 1 samples showroom**

FINANCE MANAGEMENT

strength



# India

established **2004**  
 main office address **Gurgaon**  
 phone **(+91) 1244703100**  
 office Chennai **(+91) 4442899701**  
 phone **(+91) 4442899701**  
 office Tirupur **(+91) 4212267555**  
 phone **(+91) 4212267555**  
 office Bangalore **(+91) 80683570000**  
 phone **(+91) 80683570000**  
 mail **contact@in.asmaragroup.com**  
 employee **317 people**  
 country manager **Santha T. Kumar**  
 offices **6800 sqm, 7 showrooms**

WOMEN  
 MEN  
 KIDS

apparel

3D  
 DESIGN TEAM 23 PEOPLE  
 4 IN-HOUSE COLLECTIONS  
 IN-HOUSE PATTERN MAKING  
 IN-HOUSE SAMPLE ROOM  
 IN-HOUSE LAB

design

ACCESSORIES  
 CIRCULAR KNIT (TEE, POLO, SWEAT)  
 LIGHTWEIGHT WOVEN (DRESSES, BLOUSES)  
 PANTS, BOTTOMS  
 INDOOR JACKETS  
 INTIMATE WEAR  
 LEATHER  
 HOME PRODUCTS  
 PET ACCESSORIES

products

HIGH FASHION  
 3D  
 SUSTAINABLE FABRIC & FIBER DEVELOPMENT  
 FOUR FULL-FLEDGED OFFICES TO COVER INDIA'S ENTIRE GEOGRAPHIC SPAN  
 CLOSE TO MANUFACTURERS  
 SOCIAL COMPLIANCE EXPERTS

strength





# Indonesia

established **2000**  
 address **Bogor**  
 phone **(+62) 2184218421**  
 mail **contact@id.asmaragroup.com**  
 employees **182 people**  
 country manager **Hemant Jain**  
 office **3100 sqm, 4 showrooms**

WOMEN  
 MEN

apparel

3D  
 3D DESIGNERS & TECHNICIANS  
 DESIGN TEAM  
 4 IN-HOUSE COLLECTIONS  
 IN-HOUSE PATTERN MAKING  
 IN-HOUSE SAMPLE ROOM  
 IN-HOUSE LAB

design

ACCESSORIES  
 LIGHTWEIGHT WOVEN  
 PANTS, BOTTOMS  
 ACTIVEWEAR  
 CIRCULAR KNIT (TEE, POLO, SWEAT)  
 INTIMATE WEAR

products

3 D & SUSTAINABILITY  
 GREEN & HIGHLY SUSTAINABLE OFFICE BUILDING WITH  
 LOW ENERGY CONSUMPTION & RAINWATER HARVESTING  
 FLEXIBLE MOQS  
 MULTIPLE ACTIVE/OUTDOOR PRODUCTS  
 HIGHLY QUALIFIED SOCIAL COMPLIANCE TEAM

strength



# Myanmar

established  
address  
phone  
mail  
managed by the  
employees  
country manager  
office

**2018**  
**Yangon**  
**(+95) 0995192666**  
**contact@cn.asmaragroup.com**  
**China office**  
**5 people**  
**Nitesh Chaurasia**  
**120 sqm, 1 showroom**

WOMEN  
MEN

apparel

MANAGED BY CHINA  
3D  
4 IN-HOUSE COLLECTIONS

design

OUTDOOR JACKETS

products

COMPETITIVE PRICING  
PROXIMITY TO CHINA  
SUPPORT IN QUICK MATERIAL SUPPLY FROM CHINA  
WELL TRAINED AND QUALIFIED SOCIAL COMPLIANCE TEAM FROM CHINA

strength



WOMEN  
MEN  
KIDS

apparel

3D  
4 IN-HOUSE COLLECTIONS

design

CIRCULAR KNIT (TEE, POLO, SWEAT)  
DENIM  
LEATHER

products

established **2012**  
address **Lahore**  
phone **(+92) 4237182249**  
mail **contact@pk.asmaragroup.com**  
employees **26 people**  
country manager **Rehan Sardar**  
office **350 sqm, 1 showroom**

Pakistan

DENIMS  
HEAVYWEIGHT CIRCULAR KNITS  
SUSTAINABLE FABRIC & FIBER DEVELOPMENT  
GENUINE LEATHER APPAREL  
HIGHLY QUALIFIED SOCIAL COMPLIANCE EXPERT

strength



DESIGN STUDIO  
MERCHANDISING  
MARKET INTELLIGENCE  
TREND REPORTS

features

design studio

WOMEN  
MEN  
KIDS

apparel

Spain

ALL

products

established **2017**  
address **Barcelona**  
phone **(+34) 935222017**  
mail **contact@es.asmaragroup.com**  
employees **7 people**  
country manager **Clara Larrea**  
creative director **Markus Zimmermann**  
office **250 sqm, 1 showroom**

ASMARA INTERNATIONAL DESIGN  
& CUSTOMER HUB

strength



# Sri Lanka

WOMEN  
MEN  
KIDS

apparel

3D  
4 IN-HOUSE COLLECTIONS  
IN-HOUSE PATTERN MAKING  
IN-HOUSE LAB

design

CIRCULAR KNIT (TEE, POLO, SWEAT)  
BOTTOMS, CHINOS  
LIGHTWEIGHT WOVEN  
SWIMWEAR  
INTIMATE WEAR  
TAILORED JACKETS  
DENIM

products

established **2008**  
address **Colombo**  
phone **(+94) 112076789**  
mail **contact@lk.asmaragroup.com**  
employees **38 people**  
country manager **Shobhit Tandon**  
office **1440 sqm, 1 showroom**

SWIM- & ACTIVEWEAR  
INTIMATE WEAR  
CORE PRODUCTS  
FASHION DETAILS  
SUSTAINABLE FABRIC & FIBER DEVELOPMENT

strength



# Turkey

WOMEN  
MEN

apparel

3D  
DESIGN-TEAM  
4 IN-HOUSE COLLECTIONS  
IN-HOUSE PATTERN MAKING  
IN-HOUSE LAB

design

CIRCULAR KNIT (TEE, POLO, SWEAT)  
LIGHTWEIGHT WOVEN  
COORDINATES  
DENIM  
FLAT KNIT/SWEATERS  
ACTIVEWEAR  
SEAMLESS

products

established **2009**  
address **Istanbul**  
phone **(+90) 2129702767**  
mail **contact@tr.asmaragroup.com**  
employees **75 people**  
country manager **Nuran Varoğlu**  
management for **Turkey & Marocco**  
office **500 sqm, 1 showroom**

FAST TURNAROUND FOR SAMPLING & BULK  
3D DESIGN CAPABILITY  
EXPERTISE FOR PREMIUM BRANDS  
SUSTAINABLE FABRIC & FIBER DEVELOPMENT

strength



WOMEN  
MEN  
KIDS

apparel

3D  
DESIGN-TEAM 12 PEOPLE  
4 IN-HOUSE COLLECTIONS  
IN-HOUSE PATTERN MAKING  
IN-HOUSE LAB

design

OUTERWEAR  
SEAMLESS  
SKIWEAR  
DENIM  
LIGHTWEIGHT WOVEN  
CIRCULAR KNIT (TEE, POLO, SWEAT)  
TAILORED SUITS

products

MULTIPLE PRODUCTS  
QUALITY PRODUCTS  
SUSTAINABLE FABRIC & FIBER DEVELOPMENT  
3 D  
FLEXIBILITY ON ORDER QUANTITIES  
CAMBODIA PRICE COMPETITIVE  
HIGHLY QUALIFIED SOCIAL COMPLIANCE TEAM, ALSO IN CAMBODIA

strength

established **2008**  
main office address **Ho Chi Minh City**  
and office **Hanoi**  
phone **(+84) 2873022789**  
office **Phnom Penh, Cambodia**  
phone **(+855) 23230577**  
mail **contact@vn.asmaragroup.com**  
employees **172 people**  
country manager **Anil Mishra**  
management for **Vietnam & Cambodia**  
office **2000 sqm, 8 showrooms**

vietnam