



good
products



wide range & **glocalized**

You can make almost any product a reality at asmara. This is what our worldwide sourcing platform is designed to do. We combine the advantages of advanced globalized producers with those of local manufacturers.

We operate from 17 offices in 12 countries, connected through our software in real time, internally and with our customers and production partners. Everything is transparent, efficient and fast.

Over two decades, we have built partnerships and achieved a high level of quality for products and social conditions. Now it's a matter of working together to reach climate neutrality. Right now, 65% of our products are sustainable, and the percentage is growing.

lifestyle: contemporary **casual** youth

garments

- WOMEN
- MEN
- KIDS
- ACTIVEWEAR

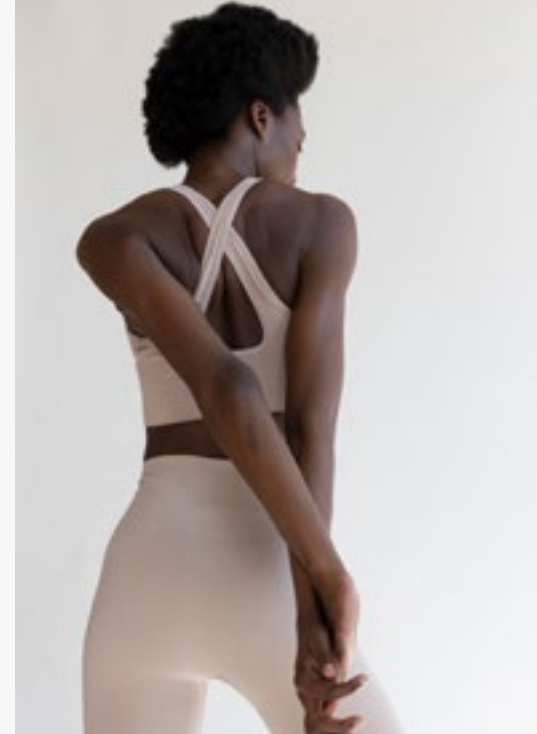
accessories

- BAGS
- CAPS
- HATS
- JEWELS
- SCARVES
- FOOTWEAR

home

- INDOOR
- OUTDOOR
- PET SUPPLIES

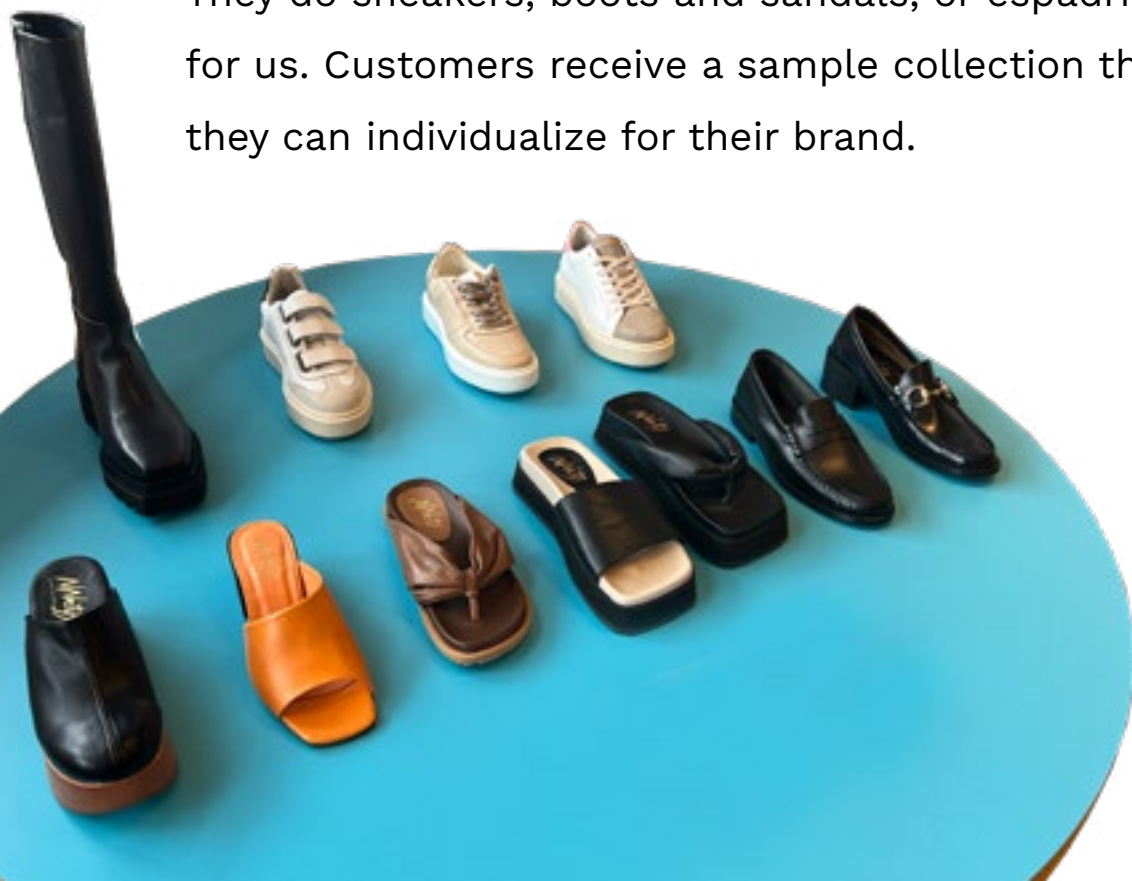




good shoes take you to good places

We have intensified our footwear expertise and work with excellent manufacturers. They all cultivate high craftsmanship and specialization.

They do sneakers, boots and sandals, or espadrilles for us. Customers receive a sample collection that they can individualize for their brand.



An aerial photograph of a city street. At the top, a green and white bus is driving. Below it, a sidewalk with some debris and a few people is visible. In the foreground, a rooftop garden with various plants and a green lawn is shown. The Asmara logo is visible in the bottom right corner of the garden area.

design, technology and nature

EACH OF OUR OFFICES HAS ITS OWN DESIGN TEAM.

WE ARE RIGHT THERE WITH OUR CLIENTS FROM CONCEPT TO DELIVERY.

WE DEVELOP FOUR IN-HOUSE COLLECTIONS. FOR SOME CUSTOMERS WE DESIGN UP TO 70% OF THEIR COLLECTIONS.

WE MAKE PATTERNS FROM FABRICS SCRAPS AND VARIATIONS IN 3D.

WHEREVER POSSIBLE, WE WORK CRADLE TO CRADLE. WE CHOOSE PARTNER FACTORIES AND LOCAL FARMERS WITH THE BEST PERFORMANCE IN SUSTAINABILITY.

TAKE A LOOK AT OUR PDF
DESIGN & 3D AND
SUSTAINABILITY & FABRICS

how to make a product **sustainable**

Come to us, share ideas, and then receive your sample in 3D or made from fabric scraps.

behind **the scenes**

We develop the perfect fabric for your needs, source from sea plastic, choose a water- and chemical-free dyeing process, visit the farmer for organic cotton, send the materials to the mill next door and then to the production site close by.



our **in-house** collections

COWBOYS & ANGELS - CASUAL

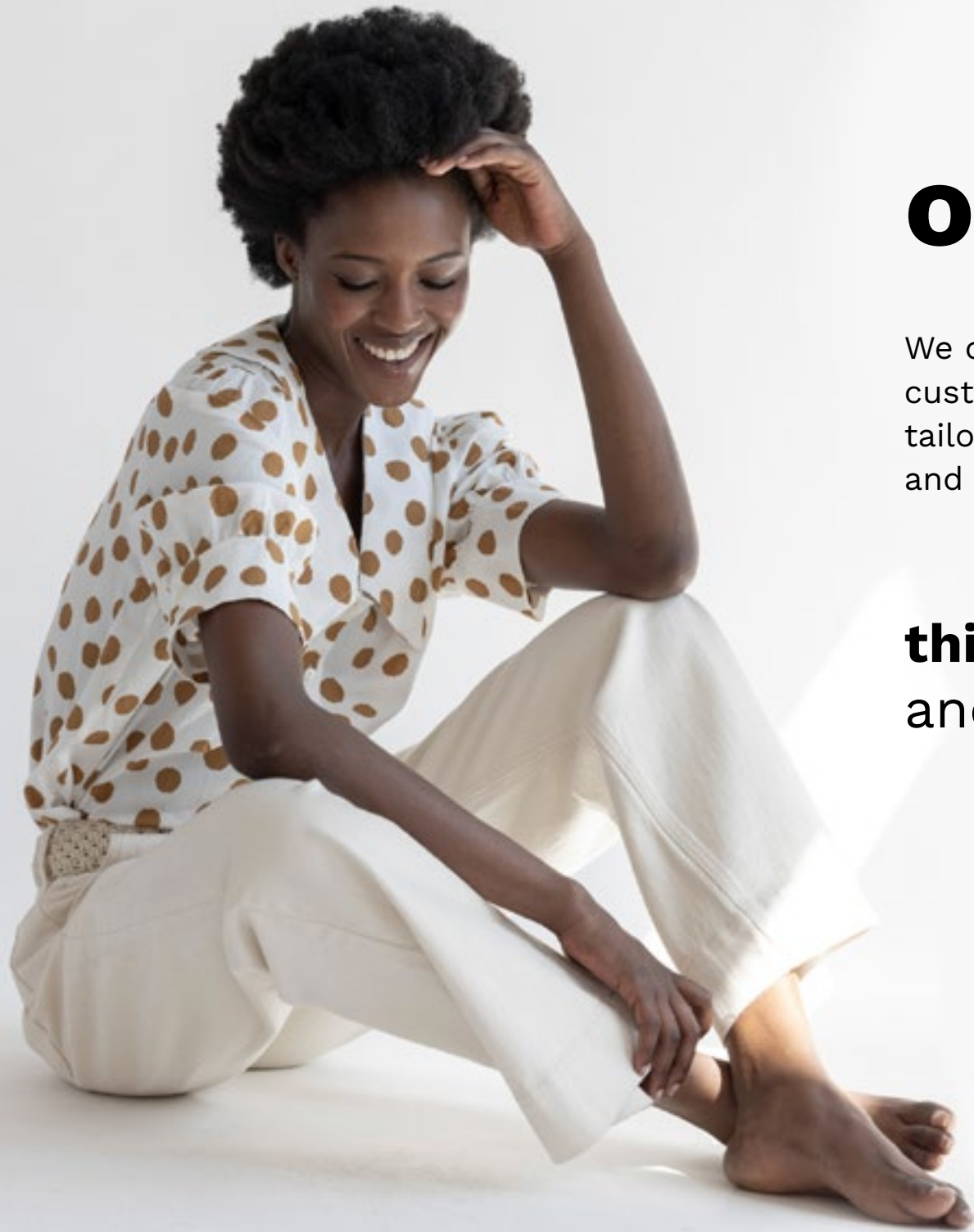
FRONT ROW - CONTEMPORARY

RECOVERED - FULLY SUSTAINABLE

ACTIVE8 - ACTIVEWEAR

we create quality





only for you

We develop actively or even exclusively for customers: Fabrics, prints, and collections tailored to each client's timelines, style, and price point.

think fast, act **responsibly**
and **produce** real quality

Home

We preserve regional crafts and collaborate with local farmers and weavers who work with regenerative farming and artisanal products. Wherever possible, we focus on short energy-saving distances.

beauty with zero waste

Produced in India and Indonesia.
Organic bedding and towels **hand-woven** scarves basketry and metalwork.

We also fulfill design requests from our customers.

variety



storage bathroom **kitchenware**
lighting **outdoor** sport **textile**
home decor **entertainment**





Pet supplies

Everything a pet needs to feel
at home.



Our teams **on the spot**

Our offices are located in the countries where our main production partners are based. Each office is fully equipped with the latest software and technology.

Working conditions are sustainable. We frown upon plastic bottles and unnecessary packaging.

Design team & showrooms, QA & QC, merchandising & logistics are mandatory. Indonesia even has its own sample room team.

