

outdoor



our worldwide sourcing platform

17 fully equipped offices in 12 countries

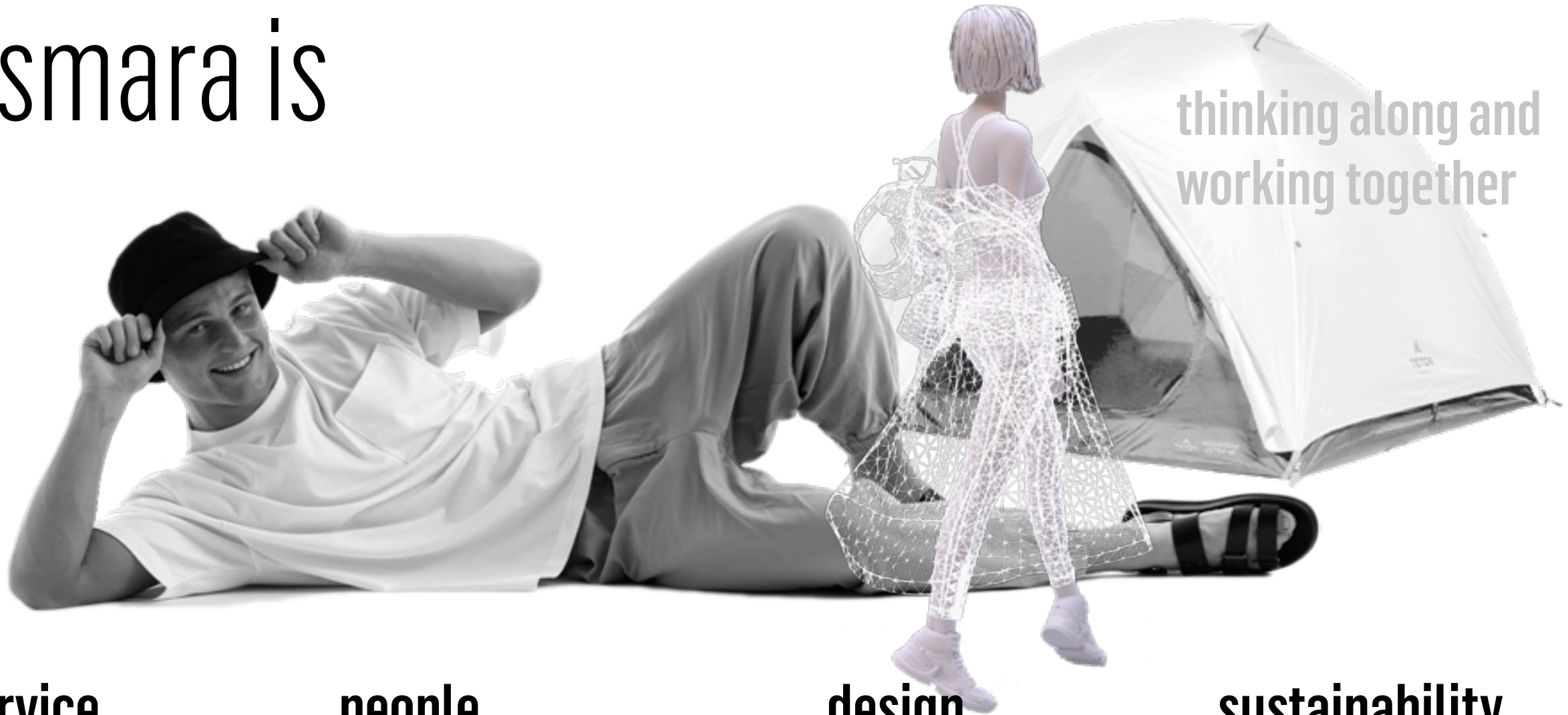
we
love the outdoors



Bangladesh | Cambodia | China | Egypt | Hong Kong | India | Indonesia | Myanmar | Pakistan | Spain | Sri Lanka | Turkey | Vietnam

asmara is

thinking along and
working together



service

from idea to delivery
for international fashion brands
with glocal expertise

people

with good vibes and impressive know-how
empathic and ambitious
creative and international

design

is our strength
with four in-house collections
3D sampling

sustainability

is our principle of action
based on the well-being of workers
and the cycle of materials

apparel for
women, men, kids
fabric networks
activewear and
fashion accessories
footwear
home and pet items

we do

fashion follows



products & gear

form and function





the asmara outdoor feeling

When we spend time in natural light, our bodies start to produce Vitamin D, we sleep better, improve concentration, and achieve more. Light even makes us happier.

When we value and protect the outdoors, we must conserve resources, and avoid using new ones wherever possible. We need to think and act in terms of a life circle. There is still a long way to go. We want to travel this journey together with you.

lifestyle

urban
premium
casual
streetwear
travel
wind & weather
fashion accessories
shoes

outdoor

categories



sports & performance

badminton, basketball, golf, lacrosse, paddle ball,
soccer, table tennis, tennis, volleyball

hiking, mountain climbing, running, training, cycling,
motorcycling, horse riding

swimming, surfing, stand up paddling, beachwear,
resortwear, fishing, hunting

skiing, snowboarding, ice climbing,
camping

lifestyle

outdoor

sports & performance



categories



lifestyle



outdoor

categories



sports & performance



lifestyle

outdoor

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categories



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sports & performance

categories



lifestyle

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sports & performance

categories



lifestyle

outdoor

sports & performance



categories



lifestyle

outdoor

sports & performance



categories



lifestyle

outdoor

sports & performance

categories



our outdoor universe



The asmara
outdoor network
and sourcing.
In continuous
development.

Bangladesh | Cambodia | China | Egypt | Hong Kong | India | Indonesia | Myanmar | Pakistan | Spain | Sri Lanka | Turkey | Vietnam

design & function



Our lifestyle in-house collections:

Cowboys & Angels
Endless Summer

for casual wear

FRONT ROW
by Cowboys & Angels

for premium wear

Our sport & performance in-house collection:

ACTIVE



OUR PEOPLE

a pool of international designers
focused on environment
specialists for the outdoor challenges
skilled in 3D and AI



We design for the complexity of body movements.
We integrate well-being and safety.
Together with our production partners
we develop new materials that protect people and nature.



women

men

kids



Discover new horizons

lifestyle

The second happiest city on our planet.

When Aarhus was named European Capital of Culture in 2017, we had to search for it on the map. Now, after visiting Aarhus, we understand why this small city is so hot: It's just cool.

Aarhus is a beauty with grandiose architectures. The buildings of Harbor City stand on the water like icebergs. There are exciting art venues, the medieval streets of Latin Quarter and great environmental awareness everywhere. We ate at Saart, a restaurant owned by three young chefs and an organic farmer. Pure happiness.

lifestyle

citylife & breaks & travel



lifestyle

citylife & breaks & travel



lifestyle

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lifestyle

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lifestyle

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lifestyle

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lifestyle

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quality



We know every detail of tech-wear and outerwear materials.
Whether lifestyle or sportswear, quality and fit must withstand high demands.
Materials are getting lighter and lighter and better and better.
We work with highly specialized designers and producers,
our offices have their own departments for quality development and testing.

the nature of technicity

sourcing & service

fabrics & factories



asmara stands for

smart sourcing in the world of outdoor fashion and gear
service from idea to delivery
global and local expertise
outerwear with fashion and style



our challengers are

wind & weather, zippers & seams, material weight, durability, safety, freedom of movement, and the coolness factor. Our answer is a wide-based knowledge of the materials and partners who are highly specialized and committed to progress.

in nature, for nature

Every step is subject to the requirements to become climate neutral.
We develop, recycle, reuse, and work on circular economy.
Our goal is to be listed with B Corp. The requirements are high.
Only those who demonstrate progress are allowed to stay.



Our journey takes us to one of the most remote places in the world: Spitsbergen. Some 40 million years ago, the Atlantic Ocean opened and separated Spitsbergen from Greenland. We meet a young scientist from Hamburg who lives alone in a hut and is researching polar bear behavior for her doctoral thesis. Her name is Kyra.

In 1953 the Everest expedition team wore heavy layers of tweeds and string vests, woolen shirts, two Shetland pullovers, and two pairs of woolen socks. Today, the equipment is mobile, warm, waterproof, breathable, and light as a feather.

sports &
performance



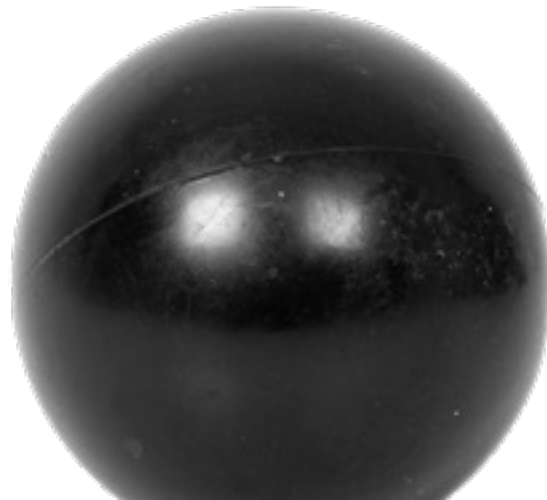
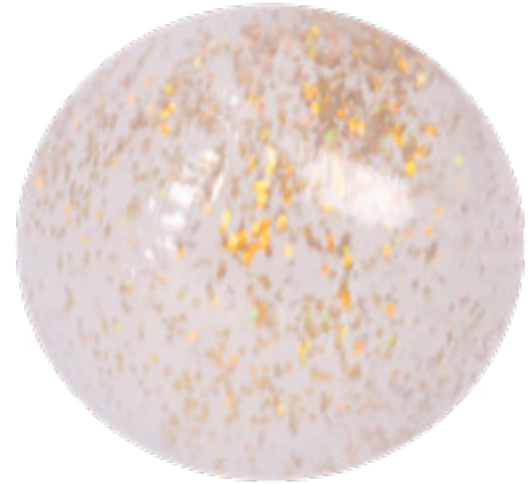
air



badminton
basketball
golf
lacrosse
paddle ball
soccer
table tennis
tennis
volleyball

air

sportswear & outerwear & equipment



air

sportswear & outerwear & equipment



air

sportswear & outerwear & equipment



air

sportswear & outerwear & equipment



air

sportswear & outerwear & equipment



earth

A woman is shown in a dark forest, crouching on a moss-covered rock. She is wearing a white jacket, black leggings, and a colorful headband with a headlamp. She is holding a rope and appears to be climbing or rappelling. The background is a dense forest with many thin trees.

hiking & mountain climbing
running & walking
cycling & motorcycling
training & yoga
horse riding & hunting

earth

sportswear & outerwear & equipment



earth

sportswear & outerwear & equipment



earth

sportswear & outerwear & equipment



earth

sportswear & outerwear & equipment



earth

sportswear & outerwear & equipment



earth

sportswear & outerwear & equipment



earth

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earth

sportswear & outerwear & equipment



water & ice

The best way to see how far technical developments have come and what they can achieve is in the field of performance. Our products pass the endurance test even before that, in the laboratory and during quality check and control.



water & ice

water

beachwear, resort wear, stand up paddling,
sailing, surfing, swimming, surfing, fishing

ice

alpine touring, downhill, backcountry & cross-
country skiing, freestyle skiing, ice climbing,
snowboarding



water & ice

water

ice



water & ice

water

ice



water & ice

water

ice





water

water & ice

ice





water

water & ice

ice



fire

barbeque
camping
expedition
garden party
picnic



fire

technicality & thermal clothing & equipment



fire

technicality & thermal clothing & equipment



fire

technicality & thermal clothing & equipment



fire

technicality & thermal clothing & equipment






asmara welcomes you