



asmara

history & future

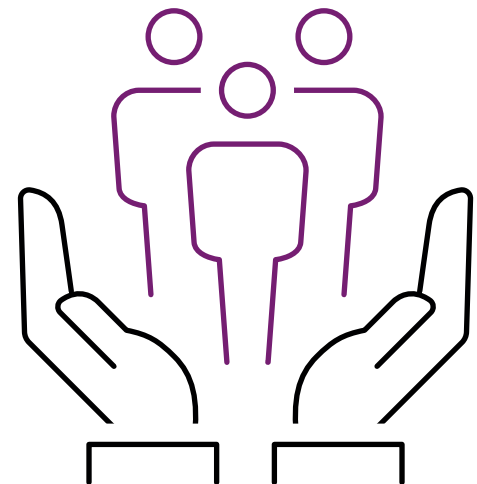


the year

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 **14 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**.



2024

United States/
Salt Lake City

2000

Indonesia/Bogor

2023

Egypt

2004

India/Delhi/
Chennai/Tirupur/
Bangalore

2018

Myanmar

2016

Spain/Barcelona
Cambodia

2005

Bangladesh/
Dhaka

2012

Pakistan/Lahore

2006

China/Hong Kong/
Hangzhou

2009

Turkey/Istanbul

2008

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





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**.

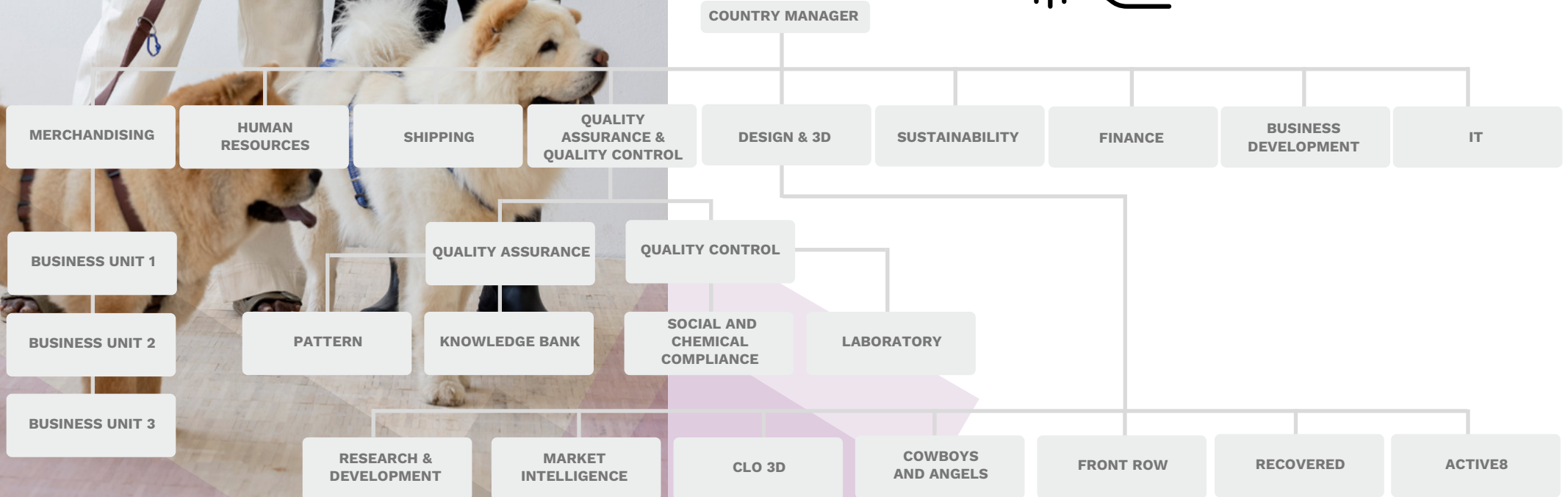
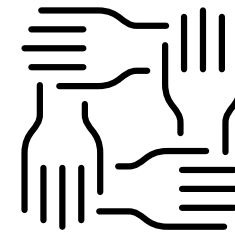
We are focused on our work,
but we care for our social, physical, mental
and **spiritual needs**.

We work every day to make fashion
climate-neutral.





thinking along and working together



A woman with dark hair is looking down, holding a long, patterned scarf over her shoulder. She is wearing a white quilted jacket and wide-leg checkered pants. The background is a bright, modern 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.