

CORPORATE PROFILE



Applepie Garments
the house of perfect clothing

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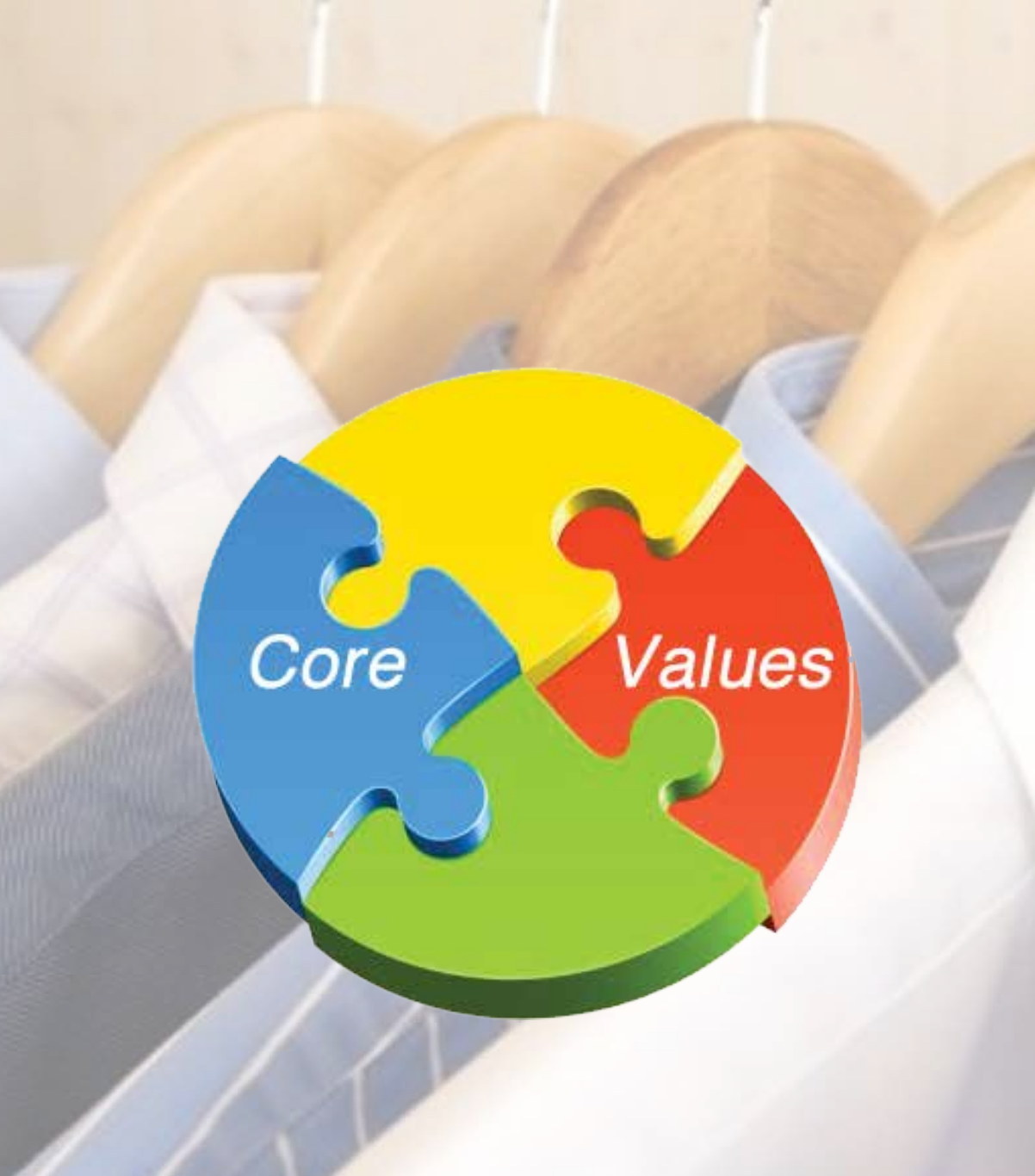
OUR VISION

We focus our charitable efforts on positively affecting the lives of our associates, our customers and the society in which we exist, to endure and flourish altogether. 'ApplePie' is aimed at attaining global identity and this aim led to its foundation.

Our product range would not remain limited to the eastern outfits but it will be expanded to include virtuous attire from the western world and other parts of the world.

OUR MISSION

Our struggle remains making of meaningful products responsibly that not only demonstrate our lifestyle but also enhances the ability to live it. We are targeted to introduce the equivalent 'exchange of values' in the fashion industry. Analysis of fashion market clearly reflects the imbalance of price & quality and providing our customers with the products that are higher in quality yet not heavier on budgets is one of our primary goals. Our products are devised to achieve the international market standards without letting its value influence the exchange.



OUR VALUES

We remain focused on development and improvement of the product & value offered with a persistence that shall lead to improvement of the customer's shopping experience. Providing open work culture, training and development of staff is our commitment.

WHO WE ARE

ApplePie is one of the leading brands producing classic Eastern & Western Wear for Men. We do not claim to be the originators of eastern fashion garments but historically we had been deeply rooted with the leading brands that are identified as the trendsetters of men's fashion in South Asia.

It does not imply rocket science for making a dynamic success. We have been able to win our customers trust through a simple approach based on the very basic objectives mentioned here.

OUR APPROACH

Quality - remains ultimate

In apparels, the fabric remains the key element and we acquire fabric according to our many criteria. This acquisition gets more important when our designer's team selects the materials which complement their patterns & fashion that converts to the buyer's choice, ultimately. Our selection criteria for deciding on fabric's quality remains compound of design and comfort as these two are its very basic elements.

Fair Trade- we believe

When it comes to pricing of our fashion garments, we also maintain the exclusivity in that phase as we gladly share the rewards of globalization as we believe in Fair Trade.

Talha Jameel

CEO Apple Pie Garments

MESSAGE OF CEO

ApplePie, as the name of our brand suggests, we are set out to transform the simplicity and purity of the eastern products with the elegance of the west yet keeping our cultural values intact. Inspired by the entrepreneurial spirit & persistent efforts of our progenitors, we decided to carry forward our ancestral fortunes to greater heights which led to the foundation of ApplePie Garments. We remain committed to retaining our exceptionality through the successful amalgamation of fashion with ultra-decency.

“To me, clothing is a form of self-expression
– there are hints about who you are in what you wear.” – Marc Jacobs



SHIRTS



SHERWANI



KURTA

OUR PRODUCTS

We remain committed to design an inclusive and complete wardrobe for the gentleman of every age group. Translating the wish list of our valued clients into their apparel is our priority and this led our product range to include dresses regardless of their origin. Instead of limiting it to the culture of eastern or western, our products shall stand as the promoter of all that's 'genuine'. All of our products are designed to maintain uniqueness with originality and we accomplish this through our genuinely skilled craftsmen who effectively transform the ideas of fashion designers into reality. Our products' central array includes Kurtas, Kameez Shalwar, Shirts,