



Digital Apparel

COMPANY
PROFILE
2024



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About us :

Founded in 1986, Digital Apparel (Pvt) Ltd. boasts a proud history of catering to European high fashion garment retailers.

We strive for continuous improvement, offering cost-effective, high-fashion solutions that prioritize both innovation and environmental responsibility. Customer satisfaction is at the core of our mission, as we aim to deliver quality products while minimizing our ecological footprint.





Our Philosophy :

1 MISSION

Upholding high-quality garment standards is our commitment, achieved through service excellence, technology, sustainability, empowerment, and teamwork

2 VISION

We are dedicated on crafting sustainable garments of the highest quality to ensure utmost satisfaction for all our customers. Our goal is to be unparalleled in our commitment to excellence

3 STRATEGY

Guiding our leadership with passion and energy, we are dedicated to venturing into new markets with unwavering commitment to our clients through continuous research and innovation.



Digital Apparel in Numbers

1986 +30 years of experience



700.000 Pieces per month



1700 Employees



Capacity of treating 100.000
Gal/day of wastewater



4000 samples month)



20 Production Lines



Sustainable steps we have taken



ETP Fluid treatment Plant



50% of the Laundry runs with solar energy



Ozone machines



Low Liquor Ratio Dyeing Machines



Jeanologia Laser Dyeing Machines



Our Clients

ZARA

Bershka

PULL&BEAR

MANGO

Stradivarius

TEDDY
GROUP

chicco

mayoral

TALLY WEIJL

OVS

SerGENT Major

THE CHILDREN'S
PLACE

LOLA
L I Z A

Conbipel

ORCHESTRA®
MODE ENFANT-MATERNITÉ-PUÉRICULTURE

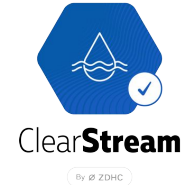
LPP

NEWYORKER

PRIMARK®



Social & Sustainable Certifications



WorkForce

We recruit individuals who demonstrate a sense of ownership in their roles, treating the business as if it were their own. Emphasizing the importance of teamwork, we also cultivate an environment that encourages employees to operate with maximum autonomy.



Product Engineering

Product Engineering focuses on designing and developing garments with optimum resource utilization. This helps Digital Apparel to achieve efficient SAM and SMVs resulting in cost effective production.

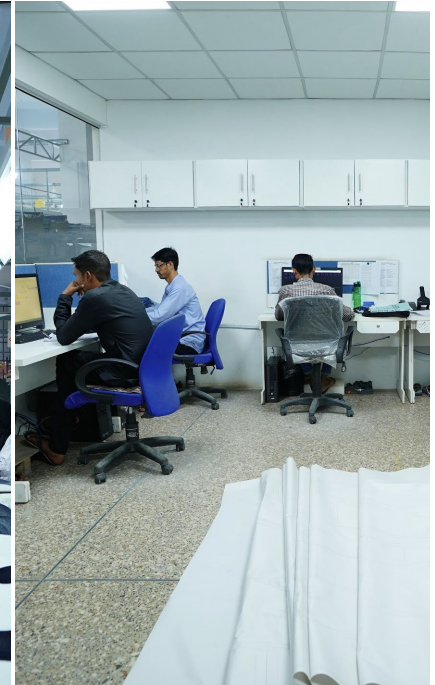
Through innovation and automation we are controlling cost and manufacturing high quality garments.



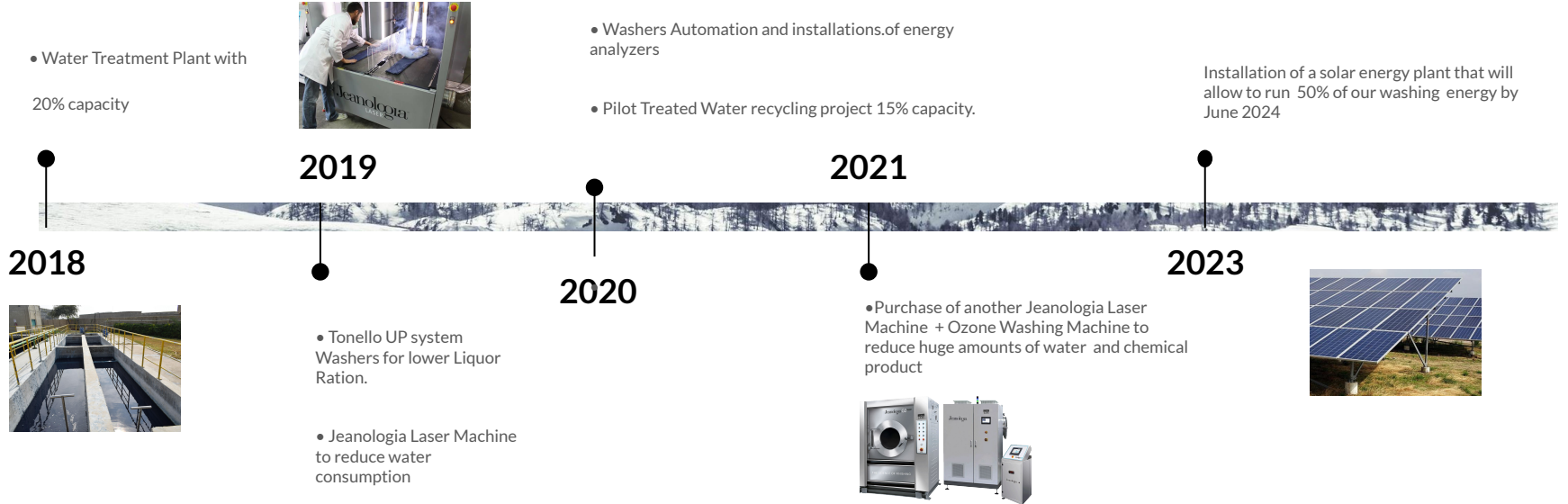
Research and Development

Our team of European designers along with our local team of professional product developers, all under the leadership of our marketing director focuses on meeting the demands of the global apparel industry.

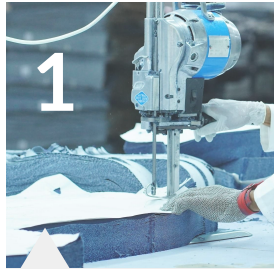
We strive to ensure that all the professionals working for this company have great knowledge of the product and current fashion.



Road towards Sustainability



Garment Manufacturing



STITCHING



**DRY
PROCESS**



FINISHING



CUTTING



WASHING



**QUALITY
CONTROL**



Fabric

01

The back-end garment production phase is vital, demanding meticulous operational control. We prioritize the organization of fabric inventory and trims to guarantee smooth production and meet schedules.

At Digital Apparel, our commitment to buyers is fundamental to our business success and growth. Our team adeptly manages an extensive fabric inventory, currently totaling 800,000 meters.



Cutting

02

Digital Apparel's protocol is to do a pilot run to test all the parameters of stitching , cutting , shrinkages.

Our skilled workforce manages fabric inventory, pattern development, and fabric cutting with precision and expertise. From shell fabric to lining, fur, Sherpa, taffeta, or quilting, we uphold meticulous operational procedures. With a cutting range capacity of 22,000 pieces, Digital Apparel maintains a high standard in its production processes.



Stitching

03

For the past two decades, Digital Apparel has proudly retained highly skilled foreign and local production managers dedicated to achieving optimal production outputs while meeting stringent quality and compliance standards.

Our fleet, now comprising 1200+ stitching machines, empowers Digital Apparel to achieve a daily production capacity of 20,000 pieces across various garment styles.



Washing 04

We have recently made fresh investments in state-of-the-art Italian washing machines and advanced Korean dryers. This strategic move is geared towards achieving our next level of production targets, with a primary emphasis on elevating our production standards to ensure top-notch quality.



Dry Process

05

Digital Apparel's dry process includes techniques like :Hand Scraping, Whisker, Destruction, PP Spray, Laser...

Our skilled workforce uphold meticulous operational procedures on each garment to assure the best result.



Quality Control

06

At Digital Apparel, we prioritize client satisfaction by implementing rigorous quality control measures for every garment we produce.

Our commitment to excellence means that each item undergoes thorough inspection to meet the highest standards, ensuring our clients receive products of impeccable quality and craftsmanship.

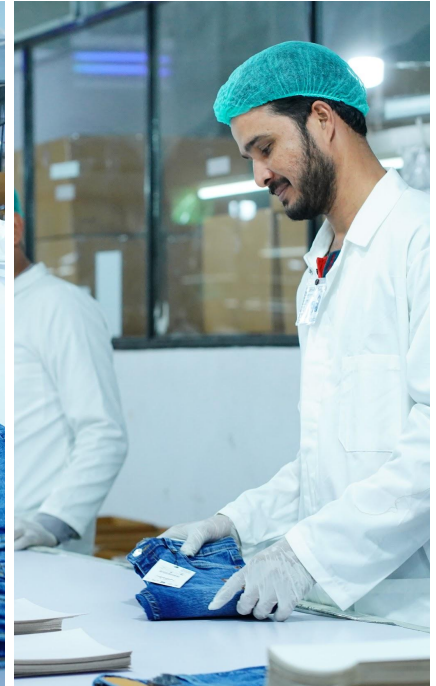


Finishing

07

We take pride in our remarkable achievements, boasting a packing capacity of 18,000 pieces per day and a production capacity of 700,000 pieces. Our commitment to quality is unwavering, and we continuously strive to enhance our processes through sustainable practices and automation.

This dedication ensures that every piece we deliver meets the highest standards, reflecting our passion for excellence and innovation in garment production.





Denim Product Range



Dresses.



Jeans.



Shorts.



Jumpsuits.



Women.

Cargo.



Jackets.



Tops.



Dungaree.





Jackets.



Men.

Jeans.





Jeans.



Skirts.



Jumpsuits.



Shorts.



Kids.

THE END

Thank you for your time



Digital Apparel